

# Delivery Dogs

by **+KOTA<sup>MR</sup>**  
Pet Store



**+KOTA** is the biggest pet store chain in Mexico with more than 200 stores nationwide. In 2012 decided to launch its **delivery service**.

## 🐾 THE CHALLENGE

Come up with a memorable and simple way to advertise it.

## 🐾 THE IDEA

Cute little "dogs" walking around city parks spreading the message.

## 🐾 THE RESULTS

The **idea instantly engaged** with pet lovers. The **+KOTA** delivery service started to roll with more than **1500 deliveries** the first 3 months.



[See video](#)