

RSPCA: Million Paws Walk

The RSPCA is a well-known and trusted animal rights charity, with the Million Paws Walk being their largest, nationwide event. The campaigns to promote revenue generating events are critical to their survival, they need to draw previous supporters, persuade new participants and attract potential sponsorship deals.

We were engaged, by the RSPCA, to enliven the current visual message. To create an engaging campaign that will encourage young or fresh demographics to become loyalist, enabling them to reach financial targets across Australia.

As the event is multinational, when designing the creative concepts it was essential to consider all key stakeholders along with the varied target audience. Many of these stakeholders were emotionally invested within the existing communication tools. Our challenge lay in providing alternatives that appealed to both the stakeholders and the broad target audience.

The RSPCA were thrilled with the new illustrative concept, a design that is reminiscent of a 'festival'. The style allowed us to communicate a large volume of information enabling us to position the Million Paws Walk as a jam-packed, fun-filled day out.

Short, succinct bursts of 'festival' style copy allowed us to promote all aspects of the day, from sausage sizzles to merchandise stalls, encouraging participants who don't necessarily have pets. The use of illustration is engaging and unique, appealing to a broad demographic of participants and potential sponsors.

The unique Million Paws Walk logotype is fun and dynamic with a clear and memorable message. With the text set in the shape of Australia, it is reminiscent of the previous logo, supporting brand recognition. The overall design is user friendly and was easily applied to all merchandise and collatrel.

We are confident that 'all people, great and small' will be participate in the festivities of the Million Paws Walk 2010