

Bobtail makes a bang for firework season

Issued by [Joe Public](#)

6 Nov 2013

Bobtail, South Africa's most-loved dog food, in partnership with Joe Public and the NSPCA have created something a little unique for this year's firework season. While fireworks create excitement for everyone, this adage doesn't hold true for our furry friends and companions, our dogs.



"Fireworks cause immense stress and anxiety for a lot of animals, often with devastating effects. We believe that all dogs deserve to be fit, happy, healthy and strong. So at Bobtail we decided to do something a little unexpected this season... we have created a firework ourselves," says Stephanie Hoy, Marketing Manager at Foodcorp.

Not just any ordinary firework, but a firework that is intended to spark a conversation. When lighting the firecracker one would expect the typical bang, pop and whizz of colours. However, Bobtail's rocket pops up with a message for the intended user - "A dog's hearing is much more sensitive than yours. Support Boom-Free celebrations. A donation has been made towards the NSPCA's efforts to fight against fireworks. [#BobtailBoomsFree](#)".

"The idea was to create awareness around Boom-Free celebrations with the intention to have a lot more dogs with wagging tails and healthy wet noses," says Roanna Williams, Creative Director at Joe Public.

The campaign will be seeded through direct mailers, social media and public relations channels. To follow the conversation use [#BobtailBoomsFree](#) and view the AV on the [Joe Public Facebook Page](#) and [NSPCA Facebook Page](#).

Credits:

Agency: Joe Public Johannesburg
Client: Foodcorp (Bobtail)
Pepe Marais (Chief Creative Officer)
Roanna Williams (Creative Director)
Wynand Botha & Archie Malinga (Art Directors)
Gert Laubscher (Copywriter)
Erika Spethmann (Account Manager)
Debbie Miller (Production)
Tsholo Modisane (AV Production)
Production Company: Digital Monkey
PR Agency: Engage Joe Public

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