



## Dog Food Brand Joins Super Bowl Ad Blitz

**Pedigree's "Crazy Pets" campaign and 30-second ad encourage dog adoption.**

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Ad set to air during Super Bowl XLIIIPedigree food for dogs scored a spot to join the ranks of the advertising elite with the airing of a new commercial called "Crazy Pets." The ad, set to air during Super Bowl XLIII on Sunday, Feb. 1, marks the brand's first foray into the sporting event.

The 30-second ad can be viewed during the first quarter of the championship game. The concept features typical family scenarios with not-so-typical animals, from a water buffalo to a boar to an ostrich.

The message encourages dog adoption by emphasizing how much better life is with a dog, according to the company. The airing of the spot ties into The Pedigree Adoption Drive, an annual fundraising and awareness campaign the brand created five years ago as a way to promote dog adoption.

The fifth annual Adoption Drive runs over the course of the year with the goal of raising \$2 million for The Pedigree Foundation, a nonprofit that benefits shelters and breed rescues nationwide.

"Crazy Pets" airs nationally after its Super Bowl debut, and can also be viewed at [Pedigree.com](http://Pedigree.com), along with behind-the-scenes vignettes featuring the "crazy pet owners" from the commercial.

The animals used in the ad are real and not computer-generated imagery. A representative from the American Humane Association was on-site to supervise filming and ensure none of the animals were harmed.