

## The Mighty Texas Dog Walk

### Background

Every year, the Mighty Texas Dog Walk draws about 2,000 dog owners looking to enjoy the “Doggiest Day in Austin” and support the nonprofit’s mission to provide Service Dogs to wounded veterans and other disabled Texans completely free of charge. The nonprofit also has a successful track record achieving Guinness World Records, and 2022 was set to be another one for the books as a staple of Austin’s dog loving culture.

### Objective

**Increase Store, Business Facility, or Special Event Traffic.**

Gain recognition, sponsorship, and fundraiser participation from local dog owners and achieve The Guinness World Record: the Largest Coloring Book.

### Strategy

The Mighty Texas Dog Walk wanted to go big this year by achieving a new type of Guinness World Record: the Largest Coloring Book. To reach its goal and make a splash with local dog owners, the Mighty Texas Dog Walk launched an OOH campaign. The Mighty Texas Dog Walk launched as many digital PSAs as possible to garner attention before the nonprofit’s big event on November 13, 2022.

### Plan Details

Market: Austin, Texas

Flight Dates: 10/25/22 - 11/13/22

OOH Formats: Digital Bulletins, Posters, and Vinyl Banner

Target Audience: General Public / Dog Owners

Budget: \$10,000 or larger

### Results

The Mighty Texas Dog Walk saw big rewards from its PSA campaign with approximately 2,000 event attendees. And, the nonprofit added another Guinness record to its list, earning the new Guinness World Record: Largest Coloring Book.

