

# INNOVATIVE SIDEWALK ROBOTS DELIVER AN INSPIRING MESSAGE TO DC RESIDENTS: 'HELP PETS AND THEIR FAMILIES STAY TOGETHER.'



Ad Council Partners with Nickelytics and Kiwibot to activate autonomous delivery robots for “Pets and People Together” Campaign in Washington DC.

**SPONSOR:** The Humane Society of the United States and Maddie's Fund®



## 97% of pet owners consider their pets family members

### THE CHALLENGE:

There is nothing like the unique bond pets and their people share. But when pet owners face unexpected challenges in life, so do their pets. There is no gesture too small or too big to help keep pets and their people together—whether it's donating a bag of kibble, sharing a post of a lost pet, or welcoming a foster pet into your home, every bit of kindness counts. This campaign seeks to raise awareness of the acts of generosity we can all take to help pets and families in our communities remain together, where they belong.

### OUR SOLUTION:

The Ad Council partnered with Nickelytics and Kiwibot to execute a hyperlocal and engaging out-of-home advertising campaign on an innovative new format: sidewalk delivery robots. The “Pets and People Together” PSA creative was wrapped around 5 Kiwibot Delivery robots in Washington, DC on Howard University's campus. The creative message “Be a Helper” caught people's attention as their food was being delivered by these eye-catching robots, inspiring them to help pets and families in their communities. Using real-time GPS data from the delivery robots and consumers' mobile devices, the campaign could accurately measure the reach and impact of the PSAs.



### OUR RESULTS:

The campaign ran for one month from August 1 - 31, 2023, and reached 140k people. The delivery robots drove around the high traffic areas of Howard University's campus, covering over 130 miles. Each delivery robot had a custom flag with a QR code directing people to our campaign website and during this time period we observed an increase in overall website traffic.

Additionally, the campaign created great buzz with pickup in major national news and marketing publications including [OOH Today](#), [MarTech Series](#) and [TastyAd](#).

### PARTNERSHIP ELEMENTS

- Developed and produced custom “Pets and People Together” creative to wrap around 5 autonomous delivery vehicles at Howard University in Washington, DC.
- Developed custom flag with a QR Code to drive people to campaign website
- Developed press release for campaign to be promoted across marketing publications
- Provided real-time GPS location and digital measurement capabilities to understand the reach and impact of the ads

### AT A GLANCE:



**5**  
Autonomous  
Delivery  
Robots



Covering  
over  
**130**  
miles

**140K**



People Reached

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For more information about Nickelytics, please visit [Nickelytics.com](https://www.nickelytics.com) or email [Lara@nickelytics.com](mailto:Lara@nickelytics.com)