

Cesar Millan Foundation

Cesar Millan gets into Farmville

Advertisement Campaign design as an intervention in the Facebook game Farmville

Cesar Millan Foundation and Farmville unite to create social awareness about the importance of pet adoption, spay/neutering and to promote life-long healthy relationships between dogs and people. Players are awarded coins and points for joining the Cesar Millan Foundation, adopting a pet and inviting their farm neighbors to join and adopt.

How it works

Dogs will appear randomly through player's farms during the campaign's launching week. While the dog is sabotaging the player's farm (digging crops, chasing animals, etc), an alert sign with Cesar Millan's avatar will appear asking you to visit the Cesar Millan Foundation to adopt and train the stray dog as your pet. Once you click "Accept", you will be taken to the Cesar Millan Foundation section in the Farmville Market.

In the Cesar Millan Foundation Market, you will be able to adopt pets, provide veterinary care, purchase training from Cesar Millan himself, food, grooming and gifts. You can also send gifts to your neighbors' pets and invite new ones to adopt. Each time you take care of your pet or help promote pet adoption to your Farmville neighbors, you will be awarded coins and points. Failure to take care of your pet will result in monetary and point deduction.







