

DOGSALLIANCE.COM

PRESS RELEASE

FOR IMMEDIATE
RELEASE

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LIMITED
EDITION

FIRST GLOBAL
SOCIAL OF DOGS

AUDIENCE

OVER 1 MILLION
FOLLOWERS

FOR :
D O G L O V E R S

WHAT IS DOGSALLIANCE .COM?

IT'S A SOCIAL MEDIA BASED
VENTURE WHERE 13 DOG STARS
+ 1 CAT STAR FROM
INSTAGRAM UNITE TO
SUPPORT THE HKDR SHELTER
IN HK.

WE CALL THIS GROUP OF
CELEBRITIES... **THE**
@DOGSALLIANCE.

@DOGSALLIANCE

DO
GS

WWW.DOGSALLIANCE.COM

01

CONCEPT

There is a massive audience of people following dog accounts in Instagram. The engagement rates of these accounts are far superior to the most well known artists around the world.

By bringing this influencers together we are able to reach a massive audience with a perfect correlation of interests, in this case, **dogs**.



02

BASICS



a. why?

to support the HKDR shelter, 10% of the net revenues are donated to them. also, some of the dogs donate their commissions to the shelter

b. where?

we have defined that a great place to bring together all these dog celebrities is a playing cards deck which is sold online in www.dogsalliance.com

c. how?

our team has recruited 13 Instagram dogs and 1 cat celebrities that have a great engagement with their audience and are willing to take part on the cause.

d. when?

www.dogsalliance.com is launched in mid June 2019.



MODEL MECHANICS

- 1** Dog celebrities from around the world are recruited by our team to join the cause.
- 2** A popular artist sketches the dogs and make the cards.
- 3** Each account receives a code that serves for us to identify which sales come from his promoting.
- 4** Accounts promote the sales of the playing cards to support the cause and link to our webpage.
- 5** Every sales generate a commission to be donated to the HKDR shelter. Also, the account receives a % of the sale.

04

THE ALLIANCE



THE ALLIANCE

FEATURING

INSTAGRAM ACCOUNT

FOLLOWERS

1. TOBY - @toby_littledude	160.000
2. KOBÄ - @koba.gsd	118.000
3. MILKA - @milka_theshihtzu	73.100
4. BRIM - @brimthemastiff	40.500
5. NESSIE - @nessie_mcnubs	40.100
6. CHUBBS - @chubbsthewampug	77.700
7. JAGER - @donjagermeister	2.700
8. ZEUS - @dobermanzeusi	40.400
9. MILO - @milotoypoodle	27.700
10. PIPPA - @pippa.thechihuahua	60.000
11. LUNA - @lunatheunidog	61.000
12. JJ - @robbie_girl	110.000
13. GUS - @gusthemeatball	22.000
14. SMUSH - @smushofficial	323.000

MAY 2019

1.156.700

ADDED FOLLOWERS



05

HOW DOES
everybody

WIN
WIN
WIN
WIN

SHELTER

10% of all the net
revenues of the
project are donated
to the HKDR shelter

ARTIST

His talent is shared
with an audience of
around 1,2 million
people all around
the world

ACCOUNTS

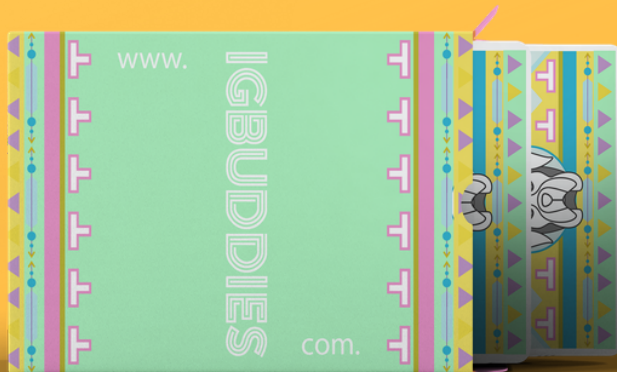
A % of the total sale
is paid to the
account that are
promoting the
project

SPONSOR

We are open to
potential sponsors.
The brand can be
seen by millions
across the globe

06

OUR PRODUCT... HOW DOES IT LOOK?



**join us to
support the
@dogsalliance!**

