

Graffiti Art Promotes Neutering

The ASPCA launches an ad campaign designed to create awareness of mobile spay/neuter clinics.

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This week, the American Society for the Prevention of Cruelty to Animals (ASPCA) launched a new advertising campaign to promote its mobile spay/neuter clinics. The twist? This campaign relies on graffiti art to send the message.

“Our goals for this ad campaign are to create positive attitudes toward spaying and neutering and to increase awareness of the ASPCA mobile clinics among young male owners of large breed dogs,” said Ed Sayres, ASPCA president and CEO. “There are many benefits to spaying and neutering, both medically and behaviorally, and it packs a powerful punch in the fight against pet overpopulation.”

The campaign, designed in partnership with Tampa-based advertising agency Pyper Paul + Kenney, relays the spay/neuter message through graffiti art. Posters will be placed on phone kiosks and wallscares throughout the New York City boroughs of Brooklyn, Queens, the Bronx and Manhattan. The ads also will appear in newspapers throughout the city.

Three artists contributed artwork to the campaign, donating their time to create the art. The artists include Darren Bass of Miami, Fla.; Mike G of Ottawa, Canada; and KaNo of New York City. KaNo’s artwork, depicting a young man walking his Pit Bull mix with the tagline “Show your boy you’ve got his back,” will kick off the 10-week ad campaign.