

FROM MUD

TO HUG



FOR  **PURINA**

BY OLYA SHAKOVETS & DEREK NIEDBALSKI

/ imagine

Your dog is lost. It might be wet
and dirty.

It doesn't look like any of the
pictures you have – when your
pet is safe and dry on the couch.



How is anyone going to
recognize it from the flyer
and bring it back home?



INSIGHT

Dogs are unrecognizable when they are wet and dirty. And they often get like that when they get lost.

The “Missing dog” flyer might be useless if you don’t include pictures of your dog in both states.

IDEA

With the help of AI we can generate pictures of any dog being dirty and make useful flyers to bring your pet from mud to hug.



CLEAN DOG



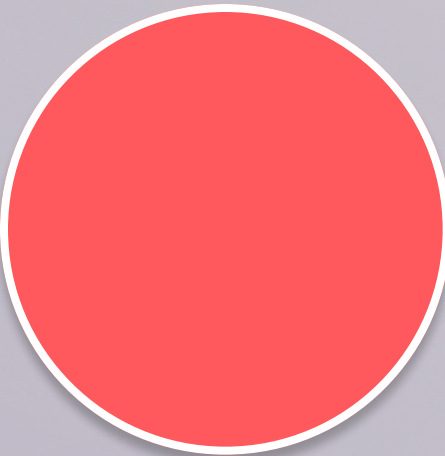
POOR DIRTY LOST DOG

LOOK & FEEL

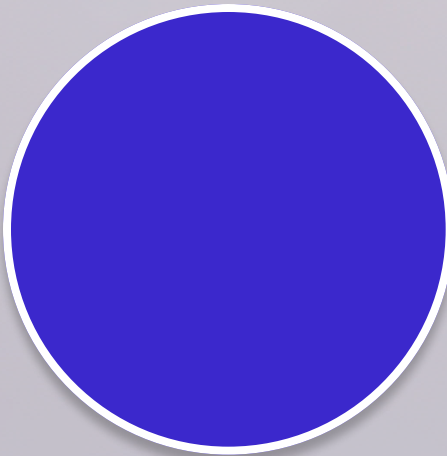
FROM MUD TO HUG



#A682FF



#FF595E



#3B28CC

Nunito Sans

Nunito Sans

Nunito Sans



HAVE
YOU
SEEN
MY MOM?

I NEED TO GET HOME



BE FOUND IN ANY STATE





DIRTY PAWS WANTED

HELP ME GET HOME

 **PURINA** 

BE FOUND IN ANY STATE



IT'S ME DON'T YOU SEE?

HELP, I'M LOST

 **PURINA** 
BE FOUND IN ANY STATE

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If your dog is missing,
it's probably dirty, wet
and unrecognizable.



UPLOAD YOUR FILE HERE

Upload a photo of your dog now to get
an AI generated picture and a flyer.
We will help you find your dog sooner.



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OLYA SHAKOVETS & DEREK NIEDEBALSKI

MIAMI AD SCHOOL 2023

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Please fill in the form
to generate your flyer

Name of your pet _____ Sex _____

Breed _____ Age _____

Description of the pet _____

Date of loss _____ Place _____

Phone number _____

MISSING DOG



USUAL COOPER



DIRTY COOPER

COOPER is missing!
5 year old male white Pudel.
Missing since August 27th.
Last seen in **Görlitzer Park**.

CALL OR TEXT WITH ANY INFORMATION

+49 178 6552939



QR CHARM

A charm for a dog collar with a QR code.

The QR code sends you to a web page where you can see how the dog looks both dirty and clean. There you can also find a phone number to call the owner.



AI MIRROR

To tell people about the project we will install AI mirrors in shopping centers.

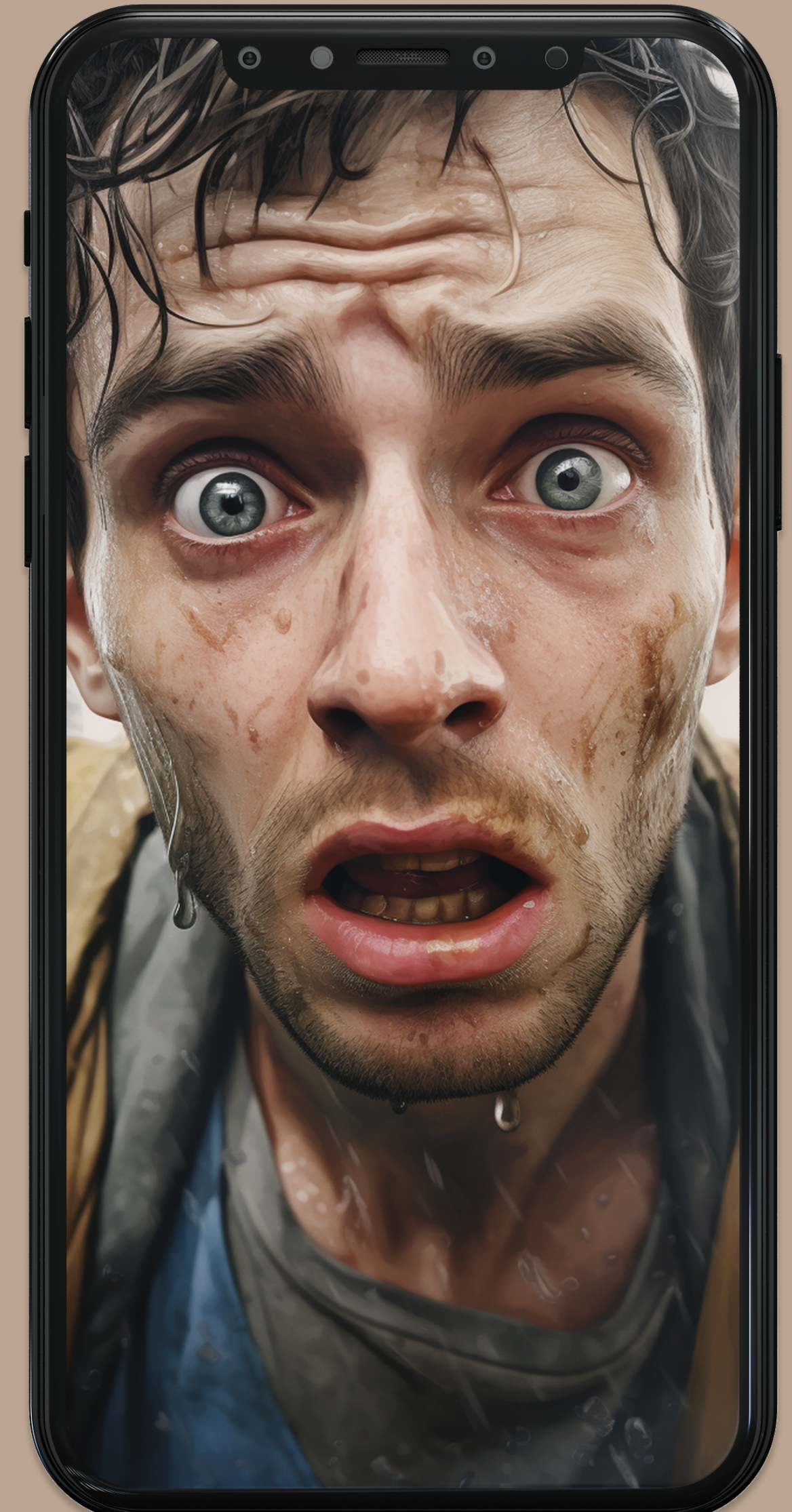
In this mirror people can immediately see how they would look like if they got lost. This way they will understand the importance of our idea.



AI FILTER

To reach even more people around the world we will launch an AI filter for Instagram and TikTok.

With this filter you will see yourself dirty and wet – just like a lost dog.





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SO THAT ALL PUPPIES GET HOME SAFELY