

CASE STUDY

**RETAIL: BOTANY
TOWN CENTRE'S
ADOPTION DRIVE
FOR DEATH ROW
DOGS**

OVERVIEW

Managed by AMP Capital Shopping Centres and situated approximately 19km southeast of Auckland, [Botany Town Centre](#) is one of New Zealand's largest retail developments, with over 176 specialty stores and a unique garden setting. In addition to its retail offering, Botany Town Centre is a community hub for other services including the Botany Library, a centre-based community garden and a variety of education, childcare, medical and health providers.

Alexander PR's brief was to further enhance the centre's reputation in the community by attracting regular customers and new visitors in support of a worthy cause. Holding a dog adoption drive at the centre brought together people and pups and created a positive, accessible environment in which locals could safely interact with dogs rescued from an overrun South Auckland pound. The innovative, fun campaign positioned the centre as the heart of community interaction through an exciting weekend activity for families to enjoy.

Alexander PR collaborated with dog rescue organisation [DC Rescue](#) and Botany Town Centre to connect impounded dogs in need of homes with potential new families. Alexander PR brought in dog-training agency [Citizen Canine](#) to educate the crowd about appropriate dog behaviour, interaction, and general safety. Professional dog photographer Kelly Wolfe and treat company [One Podgy Dog](#) were also present on the day.

THE RESULTS

The unique nature of the dog adoption drive generated substantial interest among both local and mainstream media.

Extensive coverage included two articles (complete with videography) in the New Zealand Herald: “[Homeless pooches given forever homes](#)”, “[Watch: homeless dogs united with new owners.](#)” [Newstalk ZB](#), The Times, [The Register](#), [Newshub](#), and the Botany and Ormiston Times also covered the campaign. In social media the event was well received, with [Facebook](#) conversations taking place before and after the event.

Ahead of the event, TVNZ Breakfast did a live cross to presenter Sam Kelway as he interviewed a representative from DC Rescue, who was accompanied by several dogs due to be euthanized the following week if new owners could not be found in the interim. Viewers were encouraged to attend the dog adoption drive to meet the dogs, and every animal at the event was saved from death row.

The dog adoption drive cemented Botany Town Centre’s profile as a community leader and a pioneering location for similar philanthropic events in future.

