



PuppySpot Launches First National Advertising Campaign

LOS ANGELES, CA (Feb. 16, 2017) – PuppySpot.com, a trusted service that connects [responsible breeders](#) with caring individuals and families, today announced the launch of its first nationwide television advertising campaign.

The advertising campaign, entitled “[One Spot](#),” reflects PuppySpot’s values and reason for being, which is to make lives better by placing [healthy puppies](#) into happy homes. PuppySpot was started, in part, to help address the obstacles inherent in the system for finding a puppy through a responsible source. The [30 second](#) and [60 second](#) ads feature real [PuppySpot customers](#) and their new furry family members, as well as details on the company’s [No Puppy Mill Promise](#), [Health Guarantee](#) and other initiatives that give prospective dog owners a direct, screened, trusted solution for finding a puppy.

The first ads are now airing on a variety of cable networks across the country including Animal Planet, National Geographic Channel, Nat Geo Wild, ESPN, Discovery Science, and more.

PuppySpot launched its advertising campaign during the Westminster Kennel Club Dog Show, which features many of the [purebred breeds](#) available on PuppySpot.com.

“Our customers want to make sure they fetch their new best friend from a responsible breeder that demonstrates compassionate and humane treatment of animals, and that commitment is something we require of each and every breeder in our exclusive network. With a solid foundation based upon transparency and accountability in place, we felt it was the right time to highlight PuppySpot’s unique approach and the proprietary standards that sit at the core of what we do,” said Greg Liberman, [PuppySpot’s Chief Executive Officer](#).

“By showcasing real customers and their puppies in these spots, PuppySpot has brought its vibrant community offline and demonstrated the trust and transparency that drives the company forward,” said Meryl Draper, President of Quirk Creative.

PuppySpot helps responsible breeders place their puppies with caring individuals and families. More than just a service, PuppySpot is a community of dog lovers. In fact, the company’s approximately 200 employees are outnumbered by the furry friends in their homes.

For more information about PuppySpot, visit www.PuppySpot.com or follow on [Facebook](#), [Twitter](#) or [Instagram](#).

About PuppySpot

PuppySpot’s mission is to make lives better by placing healthy puppies into happy homes. Based upon a fundamental belief that finding a puppy does not have to come with so many x-factors, PuppySpot is a USDA-licensed company that does not ask for trust but seek to earn it through transparency and action.

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