



**UNLEASH
YOUR DOG'S
INNER
LEGEND**

→ jockdogfood.co.za ←

BILLBOARDS TO BEDS: JOCK AND C&R BRAND SOLUTIONS RECYCLE TO LEND A HELPING PAW

Have you ever wondered what happens to the massive branded billboards you drive past on your daily commute once the ad campaign is over? Well, in most cases the materials end up as waste in our landfills. But not this time!

With the help of C&R Brand Solutions, JOCK Dog Food has repurposed and recycled their large billboard on the R21 to manufacture dog beds for the SPCA in Centurion, allowing JOCK to do their bit for furry friends in need while being kinder to the planet at the same time!



OLIFANTSFONTEIN R21 BILLBOARD

WATCH THE VIDEO NOW!

You can now search for **"JOCK CSI Billboard Campaign"** on YouTube to watch how these **two extraordinary South African companies have joined paws to help dogs in need at the Centurion SPCA and contributed to a cleaner planet in the process.**

Scan the QR code below to watch the full story on YouTube!



Or go to the following web address:

<https://youtu.be/mn1nDUDS8M0>



Once the comfy dog beds were completed, JOCK headed off to the Centurion SPCA to hand them out. It was easy to see from the many wagging tails that everyone was super excited about the end result!

JOCK wholeheartedly believes that every dog should live a life like the canine legends of yesterday – filled with fun and adventure. Proper nutrition and a cosy place to sleep, are the bare necessities for enjoying a legendary life. This exciting venture will be the first of many for JOCK as we strive to live and work responsibly, caring for our planet and unleashing every dog's inner legend.



As a brand, JOCK Dog Food continually strives to advance the health and wellbeing of our four-legged companions, enriching their lives just as they enrich ours. JOCK works tirelessly in the research and development of superior nutritional products and to grow their understanding of canines' unique needs to provide dog lovers everywhere with valuable information and guidance on caring for their beloved dogs.

So it's no surprise that JOCK has chosen SPCA Centurion as the beneficiary of their first Billboard Recycle Project. With the help of C&R Brand Solutions, JOCK repurposed the billboard vinyl to manufacture dog beds of various sizes for the SPCA, as well as handy shopping bags for pet parents.

JOCK's dream project began to take shape the moment their old campaign was taken down from the massive billboard on the R21. The vinyl was then taken to C&R Brand Solutions, an innovative brand solution company and a 100% local manufacturer of unique corporate clothing, luggage and gifts.



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