

FROM THE STAGE TO THE SHELTER:

KESHA'S HIT COLLAB WITH SPOT

The Partnership

At Spot Pet Insurance, we're always looking for new ways to make pet health protection part of the **cultural conversation**. That's why we teamed up with global superstar and animal advocate **Kesha**. Together, we gave fans a way to take action by offering exclusive Spot discounts, expert pet wellness resources, and limited-edition merch supporting The Magic Mission, a non-profit founded by Kesha's mother, dedicated to ending pet homelessness.

The Execution

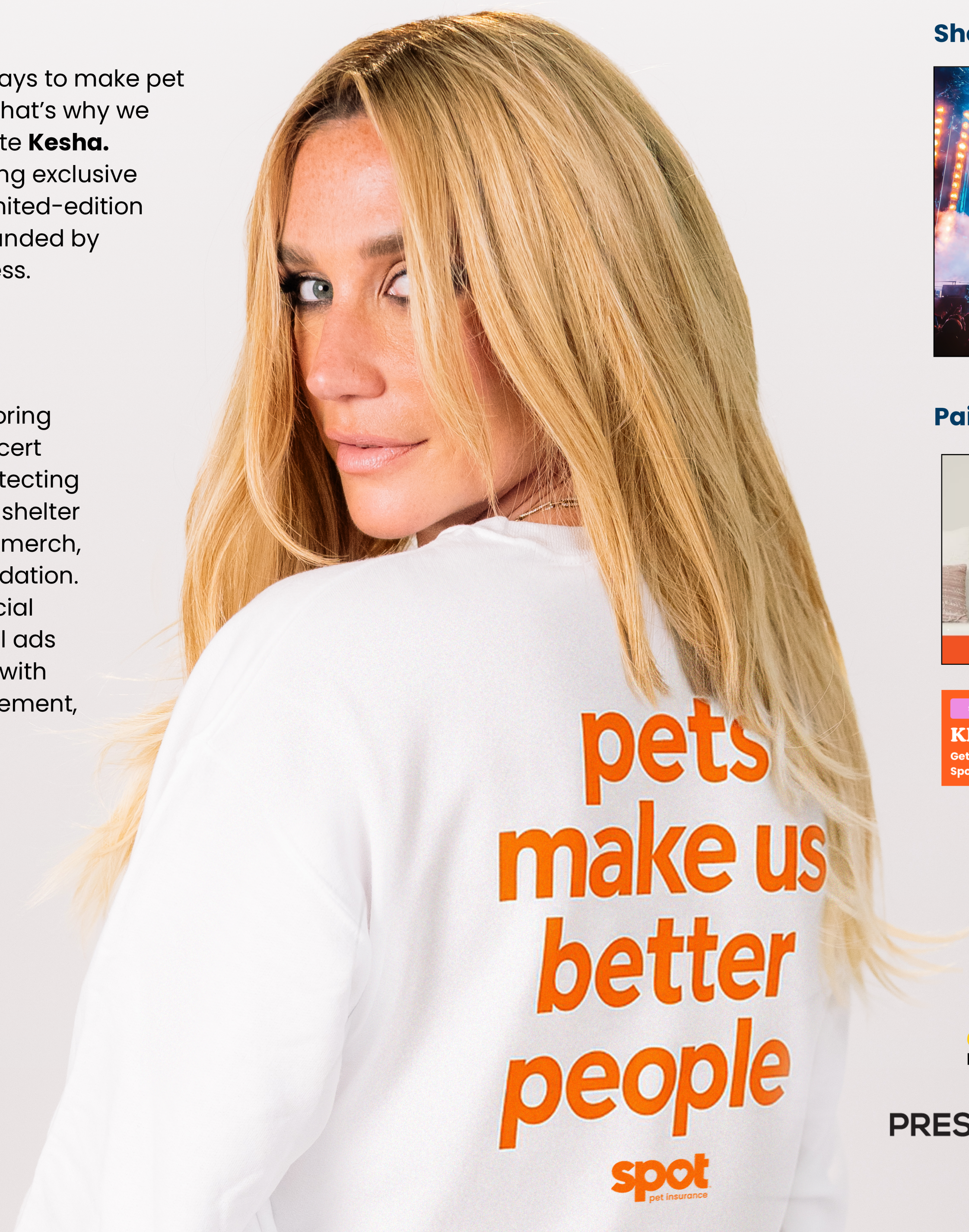
We brought this **iconic collaboration** to life by sponsoring Kesha's nationwide tour and creating interactive concert activations that connected fans to our mission of protecting pets. The campaign extended beyond the stage with shelter events **supporting local rescues** with limited-edition merch, and donations benefiting Kesha's Magic Mission foundation. We amplified the campaign with a national commercial featuring Kesha's own vet bill scare, paired with social ads spotlighting her exclusive discount for fans. Together with Kesha, we turned a campaign into a nationwide movement, bringing compassion and protection center stage.

5.6M
Organic Social Impressions

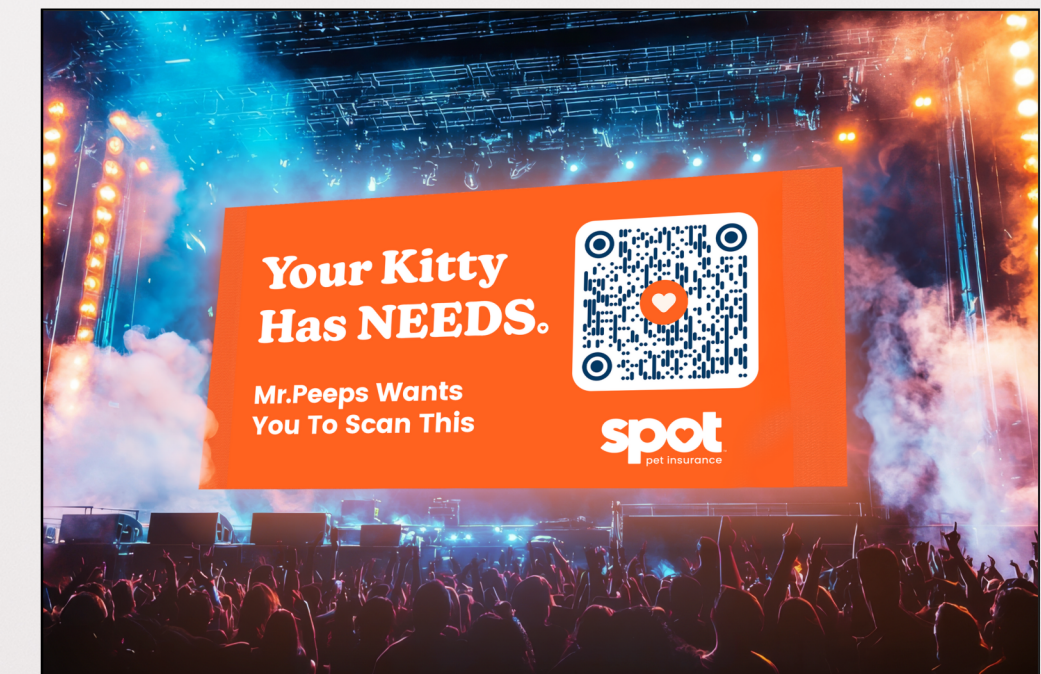
\$20K
Donation to Shelters

500K+
Concert Fans Activated

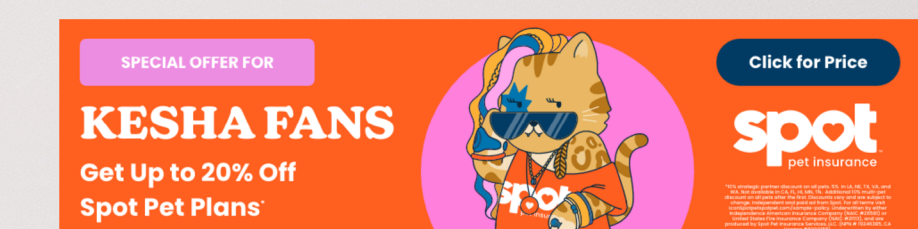
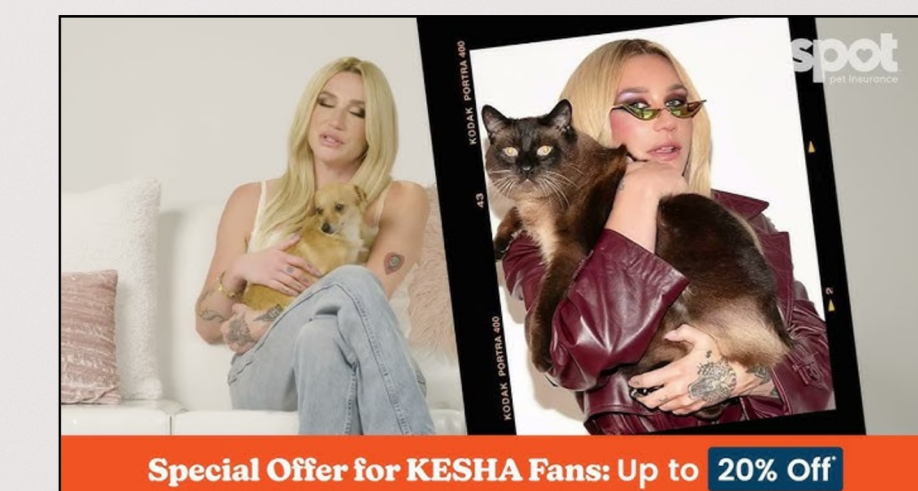
100K+
Social Engagments



Shelter/Tour Activations



Paid Media



CBS **People**



PRESSPASS **LA**

The HOLLYWOODTIMES

yahoo!