

rover
works

BRAND STORY



let's be heroes

QUICK—THINK OF A HERO.

Spandex. Fluttering cape. White horse and shining armor. A gold badge. A firefighter's hat.

That's what most people think of when they consider "heroes." But that's just one way of defining heroism. Whoever said there was only one way to be a hero? Whoever said that all heroes needed to dodge bullets and leap tall buildings?

Heroism is about courage. Not necessarily courage to save the world, but the courage to do something for the good of others. To help others who can't help themselves. To have the desire to make a difference when the status quo is not tolerable. To take the initiative in creating new means for change when conventional routes don't apply. To take the first small step toward making a bigger difference.

In fact, that's what drove a photographer-turned-everyday-hero to do something heroic, and create **rover**.

the journey of rover

This is the story of rover, a tremendous, museum-quality book of dog photography that aims to showcase in no less than 468 pages the beauty in all dogs—especially shelter dogs, who are often dismissed as being less “special” or desirable than other dogs. This is the story of a photographer who took the photographs a step further, and made a commitment to actually helping shelter dogs.

This is the story of how a book made the first small step toward creating a bigger difference, and rallied others to its mission. How it grew from a book into a brand worth following, and how it continues to grow from a brand into a cause worth championing.

This is the journey of **rover**.

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every hero has an origin story

IT ALL STARTED WITH A CAMERA.

Andrew Grant, a noted commercial photographer, was at a photoshoot in a Bulthaup kitchen showroom when the owner's two French bulldogs kept wandering into the frame. Rather than get distracted, Andrew was captivated by what he saw through his lens. At the end of the day, some of the most evocative and winning shots were with the dogs at the centerpiece. Andrew was so inspired by the experience he started thinking about someday making an entire photography book of dogs.



over 56%
of dogs and puppies entering
shelters are euthanized
every year

an estimated
4 million
cats and dogs are euthanized
every year

that's approximately
one death
every 8 seconds

“Well, ‘someday’ quickly became next week when I learned just how many dogs and cats enter shelters every year and the dramatic effect the recession and housing crisis was having on rescues. There was an immediate sense of urgency, as I knew a book like this could bring attention to the crisis.”

Andrew was flabbergasted by the statistics. To him, they painted a tragic picture almost more compelling than the pictures he had taken of the dogs. He thought back to his childhood friend Benji, a shelter dog he adopted as a boy, and became committed to bringing this vision to life. He knew that with his expertise and connections, he could, in his own small way, create something of significant impact.

A CAMERA LED TO A BOOK.

Andrew began scouting for dogs through a number of casting calls he held throughout California. 3,000 dogs, 225 hours of photoshoots, and 20 months later, Andrew completed **rover**. Each of the 360 images personally edited by Andrew reveal his incredible commitment to bringing the book to life. With each lovingly crafted photograph in **rover**, he hoped to inspire everyone to make a contribution toward helping a shelter dog.

A BOOK GREW INTO A BRAND.

Andrew knew he didn't just want to take photos of dogs. He wanted his book to actually help shelter dogs.

With each book purchase, rover donates a portion of proceeds to a local dog shelter. This philanthropic approach has attracted the attention of animal-lovers of all stripes. Ewan McGregor asked to have his dog photographed for the book. Ellen DeGeneres gave a copy of **rover** to Oprah for Christmas. As the buzz grows and the book heads into its third edition, **rover** has already donated tens of thousands of dollars to local shelters, which tend to receive less attention and support than national animal shelters. Organizations that have benefited from **rover** include:

<i>Animal Care & Control of NYC</i>	<i>Operation Kindness, Dallas, TX</i>
<i>Animal Rescue Fund of the Hamptons</i>	<i>Paws of Jackson Hole, WY</i>
<i>Corridor Rescue, Houston, TX</i>	<i>Pets Unlimited, San Francisco, CA</i>
<i>Dogs Without Borders, Los Angeles, CA</i>	<i>Providence Animal Rescue League</i>
<i>Eagle Valley Humane Society, Eagle, CO</i>	<i>Rancho Coastal Humane Society</i>
<i>Friends of Animals Utah, Park City, UT</i>	<i>(San Diego, CA)</i>
<i>Hawaii Island Humane Society, Kona HI</i>	<i>Rescue Me Dog in Wyoming</i>
<i>Humane Society of Broward County, FL</i>	<i>Second Chance Humane Telluride, CO</i>
<i>Humane Society of South Coastal GA</i>	<i>SPOT! Los Angeles, CA</i>

And this doesn't even include the individual contributions made to shelters by people who came to learn about and love **rover**—who were inspired by its vision and wanted to be part of a larger movement by helping in their own way. Who continue to be part of the **rover** community.

rover has achieved quite a lot in a short amount of time. But the book alone could not have accomplished all this without the individual contributions of many people united under the desire to help dogs. What **rover** is rooted in is the belief that **small actions can make a big impact**—that the combined effort of many people, more than the contribution of one, can lead to a greater, more significant, change towards the better. It believes that anyone can be a hero and make a difference as long as they make any difference, and it wants others to believe this too.

rover believes this to be true because **rover** itself is the result of a small action. It was a small action that became a book, which then became a brand that animal-lovers rally around. And now it's become more than a brand, but a call to action; a banner for change. From one small book to a full-fledged rescue effort. It's— RoverWorks



rover
works

making a hero legendary

MAPPING THE WAY FOR A BRAND TO TURN INTO A CAUSE.

Not many books, even buzz-worthy ones, can claim theirs is a brand worth following. But we can, and we can continue to map its path from a brand to a cause worth championing. Paving the way against a solid foundation gives people license to not only better understand the **rover** vision, but allows an anchor, a reason to believe, for even greater growth in the future.





BRAND ARCHITECTURE

All brands have a core-defining architecture. In this book, we will detail the full **rover** brand architecture. What the architecture does is lay out our brand's core reason for being—its essence—and articulates a set of values, personality traits, and key associations. The completed architecture can then be used to inspire current and future brand-building ideas as well as measure their success and impact.



brand architecture:
CATEGORY

The category is the space in the marketplace where the rover brand competes. It helps people understand what kind of products we currently, and will continue, to create.

retail philanthropy

The **rover** brand empowers everyday people to make a significant contribution to a good cause by participating however they can—they could adopt a dog ... or just volunteer time at a shelter. Like Andrew, they could leverage their personal talents to bring awareness and funds to the cause. Or, they could support causes like **rover** by doing something as simple as buying a book. Instead of asking people to commit beyond their means or make a significant change in their lives, **rover** allows anyone to do good just by doing what they naturally do best—even if it's something as effortless as shopping.

brand architecture:
ESSENCE

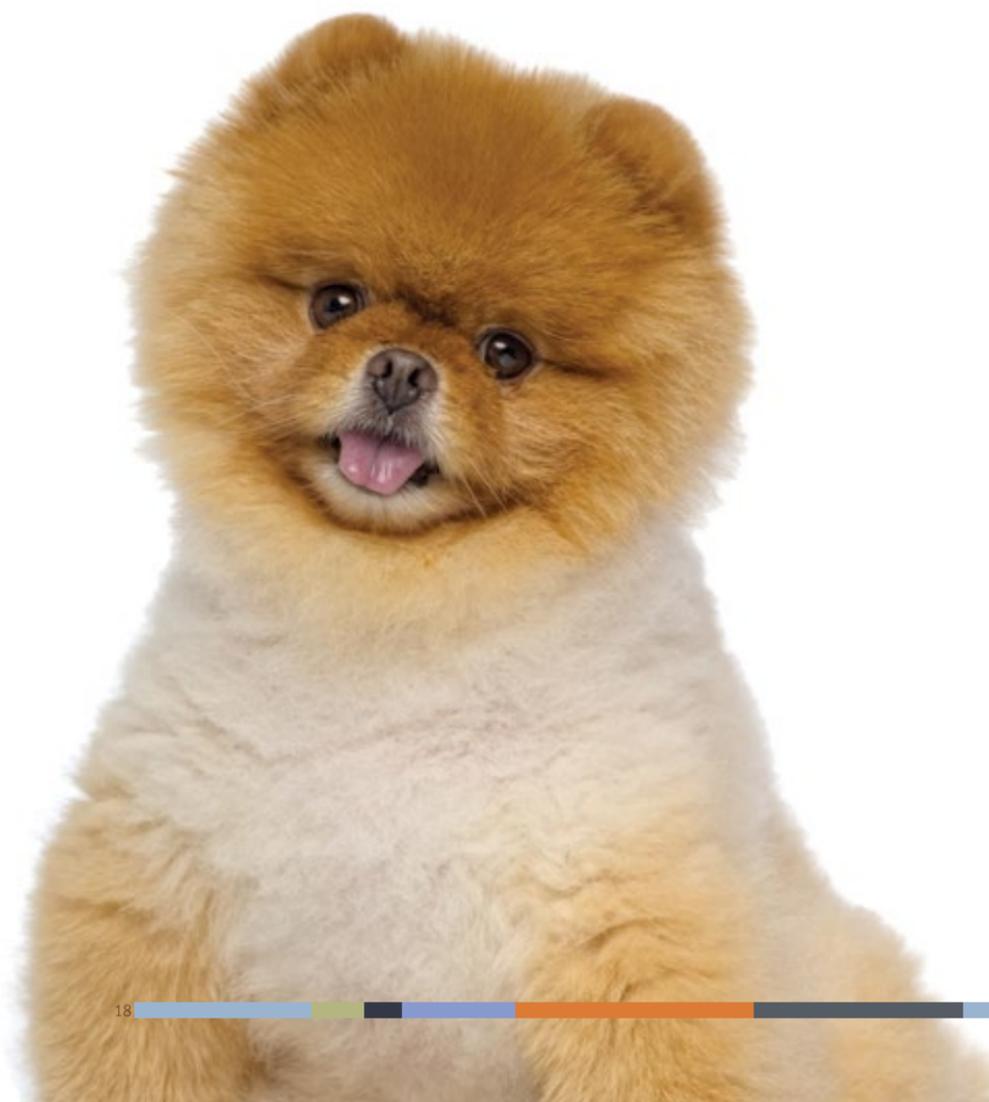
The essence statement is what our brand is all about—our point of view. It is the core idea that guides the brand in its daily pursuit.

rover works

The idea of **rover works** is more than a tagline—it's what we believe in. At its core, **rover** is about inspiring everyday people to come to the rescue of dogs—about inspiring them to little acts of heroism. It recognizes that everyone wants to be able to help a worthy cause. The trouble is, not everyone is able to make the commitment they want to. Not everyone feels they can supply enough time or resources to make a worthy contribution. Not everyone feels they can be a superhero. However, not everyone realizes that there is more than one way to participate in and further a cause. As a brand, **rover** champions the cause for shelter animals not only by making the biggest contribution or raising the most money, but by leading the way for others to do their part, too. By setting the example that sometimes the best way someone can help is not in the expected way, but in his or her own heroic way.

It could be volunteering time at an animal shelter or recruiting others to volunteer as a group. It could be someone with an Etsy store making custom dog collars benefiting a local shelter. It could be someone buying a line of **rover**-inspired greeting cards that have proceeds going toward helping animals. It could be someone organizing an adoption event to bring awareness to both shelters and the adoption/rescue process. And so on. At its heart, **rover works** isn't about one dog book coming to the rescue—it's about rallying others, anyone, *everyone* to the rescue.





brand architecture:

VALUES

These are the brand's emotional ideals, and regardless of how they are communicated, they will always remain core to the brand.

community

rover empowers those who would otherwise feel their contributions were small. We believe in small actions leading to a big difference for good. By helping local shelters, for example, **rover** allows their individual participation to be part of a larger collective impact.

creativity

Andrew didn't let the cause (rescue dogs) dictate his contribution (adopt a dog). He leveraged his personal creative talents and expertise to make a difference. We are calling on others to do the same.

self-sustainability

More than making a one-time donation, **rover** believes that helping a cause means ensuring continued support through self-sustained means, having partners perpetuate the contributions on a regular basis and spreading the word to an ever-increasing group of committed participants.

humanity

True animal lovers don't just see pets, but lifelong companions. They recognize the humanity in animals—and that animals also have a way of bringing out the humanity in all of us.

education

rover wants to do good, but more importantly, it wants to inspire others to do good too by recruiting them to a cause worth helping by revealing to them why it's worth helping and worthy ways to help.

brand architecture:

PERSONALITY

This is our character, tone, and manner. The personality informs how to express ourselves in communications.

fearless

rover began because one person didn't feel daunted by producing an entire book to help dogs. Instead of looking to others to take the first step, we encourage people to take the initiative themselves and step forward.

realistic

Though optimistic in outlook, we recognize that there are different paths toward doing good—setting achievable goals rather than getting lost in lofty ambitions.

inspiring

The images in the **rover** book and the philosophy behind the brand are meant to evoke an emotional and inspired response. We don't just want people to buy the book, we want to drive people to take the first of many heroic actions toward a greater goal.

inviting

Instead of making people feel guilty in order to help rescue dogs, **rover** wants to welcome people to the cause—to make them feel like part of a community that takes courageous actions.

fun

Helping a worthy cause should be fun. **rover** wants people to help through activities they already love and to perpetuate that enthusiasm throughout the cause.

making a hero
legendary





brand architecture:

BRAND NEIGHBORHOOD

This represents a series of brands that have a like-minded set of values and traits with our brand. These brands are meant to be inspirational and aspirational, and align with what we want to achieve.



Making it easy to help a worthy cause; not having to change user behavior; collection of a broad variety of products that people actually want to buy; “cool stuff” that actually has a purpose.



Iconic and instantly recognizable; inspires and empowers others to make a difference; turns a cause into a brand.



Sheds light on a cause not many people know about; makes doing good easy and fashionable; continues to expand the brand beyond one product offering (see: TOMS eyewear).

everyday heroes

We are seeking **Everyday Heroes**. Not just pet owners. Not even just animal rescuers. These are people who, when looking through the **rover** book, see more than a collection of furry friends. They see true companions and recognize in their open gazes a sense of hope and longing, of expectation and pure joy.

More importantly, these are people who feel compelled to do something. They could be a small-business owner looking to partner with the **rover** brand or someone just wanting to be part of a worthy cause. Regardless of who they are or what they do, we invite them to join us in helping dogs.

And not just help us help dogs. We want them to, themselves, help dogs. However they can, whenever they can, wherever they can. We want them to be a champion for good, by contributing in their own way. We want them to be a leader for progress, by making that first small step towards a larger impact. We are looking for others to aid the cause. We are looking for others to come to the rescue. We are calling upon those who don't just want to "make a difference"—but forge their own path and actually **create** one.

are you an everyday hero?



be heroic



small actions lead to a big impact

While the **rover** book will remain the driving force behind the brand, there is an opportunity to consider other ways in which you (yes, you) can help **rover** grow—from a book to a brand, a brand to a cause ... and a cause to a movement.

rover rescuers

Adopt a dog or shelter animal. Create a support network for those who have adopted or are interested in adopting a shelter dog.

rover partners

Create co-branded **rover** products: dog tags, leashes, blankets, toys, greeting cards, limited-edition T-shirts, childrens' books and toys, etc.

rover activists

Spread the word about **rover**: through personal networks, social networks, professional networks, etc. Create a support network to help those looking to participate by connecting them to volunteer or partnership opportunities.

rover events

Help organize casting calls for the book or events centered around raising awareness for a featured local shelter/the brand itself. Every event would be focused on activations—getting interested parties to commit to helping shelter dogs in a specified way (volunteering time, donating money, retail partnership, etc.)

rover _____?

There are more ways to help than could possibly be listed here. **rover** wants to invite you, or your friend, or your business partner, or anyone who you'd call an Everyday Hero to join in spreading the word. To be a part of the **rover** family and brand. To come to the rescue.

ROVERWORKS.ORG—CALLING ALL HEROES.

T TEAM ONE

