



THE DOG STOP 2011
Slogan CONTEST

First Name

Last Name

Street Address

City

State

Zip

Mobile Phone Number

Home Number

Your Dog's Name

Your Dog's Breed

Are you following us on Facebook?

Yes No

Are you receiving our monthly emails?

Yes No No (but I want to)

My First Totally Awesome Slogan Idea Is:

The Rationale Behind My Totally Awesome Slogan Idea Is:

My Second Totally Awesome Slogan Idea Is:

The Rationale Behind My Totally Awesome Slogan Idea Is:

GREAT JOB AND GOOD LUCK!

Now remember, the entry submission is a **TWO STEP** process.

- Submit your entry form via e-mail to bark@thedogstop.net
- Then post just your tagline on the The Dog Stop's blog page at thedogstop.wordpress.com



THE
DOG STOP 2011
Slogan
CONTEST

Help us to create a catchy, brand-reflective slogan for the The Dog Stop and get a great reward for your work!

Eligibility:

The Contest is open to anyone and everyone who has heard of The Dog Stop. (If you haven't we have a problem)

No group projects are allowed. The contest is not open to marketing companies, educational institutions, organizations, etc. or to groups associated with such institutions. Although, if you work at one and are doing this on your own (in a non-collaborative atmosphere) that is fine.

Full-time and part-time employees of The Dog Stop and their immediate family members are eligible to enter the contest.

The Creative Requirements:

- The tagline should be in the English language.
- It should consist of a maximum of 7 (seven) words.
- It should reflect the brand attitude which is fun, furry, and light-hearted.
- If describing The Dog Stop – it has to be accurate. No over exaggerating or lying.

Tips For Good Slogan Writing:

- Make sure it is meaningful, memorable and scaleable (we want it to work for a long time)
- Play with the language-- think about puns, counter meanings, subliminal meanings etc.
- Think about the beat of the slogan. Does it roll off the tongue? Does it rhyme?
- Avoid big words and buzz words. They're a downer and overused.
- Funny can be good. Just don't get so clever that people might not get it.
- Go with your gut! Think about who you are and what resonates with you.

Play By The Rules:

1. You must be at least 18 to enter and you must be a resident of Pittsburgh, PA.
2. If your slogan is selected, we will give you a 20 day package of daycare (OR 20 half days) of doggie day care or 7 nights of premium boarding. Furthermore, we'll give you big props on our social media sites. We will promote you (you give us a quickie bio and let us take your picture) and your winning tagline on www.thedogstop.net, The Dog Stop's Facebook page, the Dog Stop's Twitter page, and the new Dog Stop blog in exchange for complete legal copyright and trademark rights of the chosen slogan. Yeah, you're going to have to sign something that says that if we pick it we now own it.
3. We are all-powerful and mighty. We reserve the right to change the rules of the contest at any time (e.g. deadlines may be extended, we may cancel it altogether if you all turn out to be as boring as a milk bone with no gravy.
4. No cheating because that sucks. Each entry must be an original idea that is the sole and exclusive property of the person who submits it. Participants MUST ensure that their entries are not in any way similar to existing or other copyrighted logos or taglines. Again, the tagline must not be in use, trademarked or copyrighted by any other entity.
5. Dot your I's and cross your T's. All entries must conform to the Submission Guidelines below. Entries which fail to do so will be disqualified. It is a teensy bit of extra work on your part but don't you think it's worth it?
6. No other strings are attached. It's free to enter the contest.
7. Normal fairness rules apply— if multiple people come up with the same tagline and we choose it, the person who submitted it first is the winner and y'all can handle your feud all on your own.

Submission Guidelines

1. Read The Creative Requirements and then let your imagination run wild. Munch on some kibble if you think it will help. Keep a running tally of your ideas, then select your top two.

2. Participants may submit up to **2** entries per person.

3. You have until **11:59 p.m. on April 30th**, 2011 to submit your entry (entries) and post your slogan(s).

4. Fill out the submission form and be sure to include all of your contact information in the fields marked mandatory - including your first and last name, mailing address and email address and mobile phone number. **Entries with incomplete information will be disqualified.**

5. Entry submission is a **TWO STEP** process.
a. Submit your entry form via e-mail to **bark@thedogstop.net**
b. Then post just your tagline on the the dog stop's blog page at **thedogstop.wordpress.com**

Yeah. You're gonna have to subscribe to the blog in order to post. Sorry, we have to be able to match up the entries and we also want everyone to know how brilliant you are.

**YOU HAVE TO DO BOTH
IN ORDER FOR IT TO BE
A COMPLETE SUBMISSION.
Clear as mud?**

On Judging and The Selection of the Winner

All entries will be reviewed by a panel consisting of the Dog Stop's Two Owners, several of the employees, their marketing consultant, as well as two customers who are Facebook Fans. Entries will be judged based on originality, creativity and innovativeness and adherence to the creative requirements. The leading candidates will be published on the blog and on our Facebook site for a brief period for feedback. The final decision will be made by the two owners and their marketing consultant. Judging decisions are final and may not be appealed. We rule.

Legal Mumbo Jumbo

By submitting your entry you are agreeing to the following terms:

The Contest winner shall agree that The Dog Stop is granted exclusive reproduction rights for the slogan for all marketing promotion purposes with no additional monetary compensation.

By participating in the contest, the participants and the winner release and agree to hold harmless The Dog Stop and any immediate parties related and all of their respective owners, officers, employees, representatives and agents, from and against any and all liability for any loss, property damage or damage to persons, due in whole or in part, directly or indirectly, from or arising out of participation in the contest or participation in any contest-related activity, or the receipt, use or misuse of the prize. The Dog Stop specifically disclaims all liability associated with and makes no warranties with regard to, any prize given.

The Dog Stop reserves the right, in its sole discretion, to revoke any and all privileges associated with competing in the contest, and to take any other action it deems appropriate, for no reason or any reason whatsoever, including if The Dog Stop suspects competitors of cheating, tampering with the entry process, the operation of the website, or the contest process, or otherwise being in violation of the rules.

The Dog Stop reserves the right to cancel, terminate or modify the contest if it is not capable of completion as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort. By entering, participants hereby transfer and assign all intellectual property rights (including, but not limited to, copyright and trademark) to The Dog Stop. By entering, participants agree to abide by these rules and grant to The Dog Stop the right to edit, publish, display, promote, broadcast and otherwise use their entries without further permission, notice, or compensation, in any media now known, or hereafter developed.

No cash substitution, transfers or assignments of prize allowed. In the event that there is no entry is selected, The Dog Stop reserves the right to declare no winner and run the contest again at a later date. The contest is void in whole or in part where prohibited by law. This contest is brought to you by:

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**Got questions?
Email bark@thedogstop.net.
Thanks and have fun!**