



ROBOT DOG BRAND ACTIVATIONS

A high-attention, brandable live experience designed to stop foot traffic, create participation and turn the moment into measurable action.

INTERACTIVE

OPERATOR-LED

MODULAR



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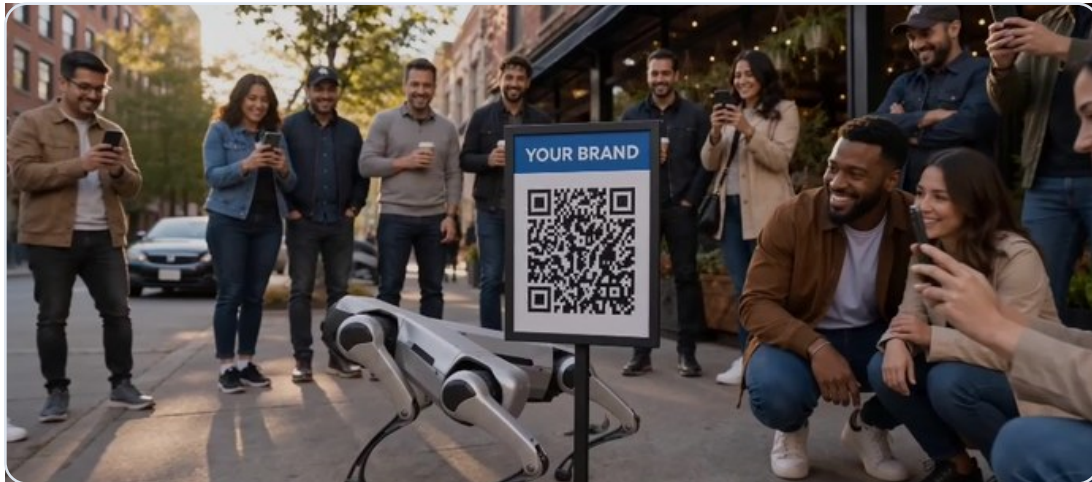
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Concept rendering. Final hardware and signage may differ.

Not a prop. A moving invitation.

Most activations ask people to notice. This format gives them a reason to approach. An operator-led quadruped becomes a kinetic brand character that greets guests, performs rehearsed behaviours, poses for content and guides attention toward a product, offer or destination.



Concept rendering

01

ATTENTION

Motion and novelty interrupt the visual field.

02

INTERACTION

Paw-shakes, poses, games and guest-led moments.

03

ACTION

A branded QR or sign directs the next step.

04

AMPLIFICATION

Each interaction can become attendee and brand content.

DESIGNED TO ADAPT

Retail launches | Automotive | Trade shows | Fan zones | Corporate events | Sampling

Six modules. One memorable asset.

Modules can stand alone or combine into a repeatable 15-to-30-minute program.

01

ARRIVAL MOMENT

A scripted entrance, escort or meet-and-greet that signals something is happening.

02

PHOTO MAGNET

Paw-shakes, poses and guest-led moments designed for fast capture.

03

CHOREOGRAPHED ROUTINE

A rehearsed movement sequence with selected safe stunt moments.

04

QR QUEST

Scan to win, RSVP, book, unlock an offer or join a waitlist.

05

PRODUCT COURIER

A lightweight branded tray for samples, gifts or product storytelling.

06

SOCIAL CONTENT LOOP

Vertical clips, creator moments and a concise client recap package.



SAMPLE DELIVERY + TRACKABLE CTA

Every run of show is adapted to the venue, audience, campaign idea and selected hardware.

Movements, payloads and stunt elements require venue approval, rehearsal, surface checks and a site-specific safety plan.

Branding that travels with the experience.

01 ROBOT IDENTITY

Removable body plate, harness, logo and campaign colours.

02 CONVERSION SIGNAGE

Dynamic QR, headline and offer on a floor sign or mobile fixture.

03 PAYLOAD LAYER

Lightweight branded tray for samples, gifts or product storytelling.

04 ENVIRONMENT LAYER

Backdrop, floor marks, plinth or product zone to frame the moment.

05 SCRIPT + MOVEMENT

Copy, reveal, timing and behaviours aligned to the campaign idea.

WHERE IT FITS

Built for many campaign types.

A modular specialty capability for organizations that need a visible innovation hook, a participatory moment and a clear path to action.

RETAIL + OPENINGS

Door moment, product discovery and offer scans.

AUTOMOTIVE

Reveal support, test-drive capture and dealership events.

SPORTS + FANS

Mascot-style interaction, sponsor CTA and concourse content.

ENTERTAINMENT

Premieres, photo zones and social launches.

CPG + SAMPLING

Product handoff, coupon scans and demonstrations.

FINANCE + TECH

Conference traffic, innovation storytelling and lead capture.

A low-risk pilot answers the real question.

2-3 HOURS | 1 VENUE

One venue. One audience. One CTA. Measured against a simple baseline.



01 OBSERVE

Record a matched baseline.

02 ACTIVATE

Run repeatable interaction cycles.

03 MEASURE

Track stop, interact, scan and action.

04 DECIDE

Scale, iterate or retire the format.

PILOT SCORECARD

Passersby | stop rate | interactions | dwell sample | photos/videos | QR scans | opt-ins, bookings or redemptions

Illustrative comparison only. Exact results are established through a controlled pilot.

NEXT STEP

Let's build the first use case.

A modular, operator-led robotic activation for Toronto and GTA campaigns, adapted to the venue, audience, creative platform and objective.

PROPOSED WORKING SESSION

- 1 Identify the strongest-fit campaign or event.
- 2 Choose the interaction module and CTA.
- 3 Confirm venue, branding, safety and measurement needs.
- 4 Return a pilot scope, schedule and commercial proposal.

GENERAL CONCEPT OVERVIEW FOR DISCUSSION PURPOSES

Final robot, movements, signage and availability depend on equipment selection, venue approval and a site-specific safety plan.

ROBOT DOG BRAND ACTIVATIONS | GENERAL CAPABILITY OVERVIEW

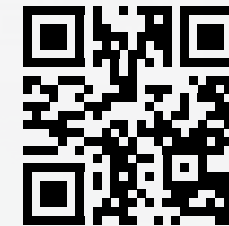
TORONTO + GTA



ROBOT DOG ACTIVATIONS

Pricing upon request.

Each activation is scoped to duration, location, selected hardware, branding, staffing, rehearsal, content capture and reporting requirements.



SCAN TO EXPLORE

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