



MARCH 28, 2023

GLOBAL MARKETING & PUBLICITY CAMPAIGN

More than 50 Million copies in print!

Sold in 42 different languages to date!

Major Motion Picture with DreamWorks Animation is planned for the future!

- Dog Man Animated Cover Asset (Oct. 27, 2022)
- "Dog Man is Coming to Town" Holiday Teaser Asset (Dec. 2022)
- Dog Man Series Bookmark with QR code linking to Dog Man 11 Teaser (Jan. 2023)
- Animated Dog Man 11 Trailer Global Release (Jan. 26, 2023)
- Global Social Media Countdown Campaign with ongoing video assets for Dog Man backlist books (Jan. 2023)
- Dav Pilkey Behind-the-Scenes Videos (March & April 2023)
- "How to Draw" New Characters Videos (Ongoing)
- Custom Floor Display and Photo-Op Standee
- Indie Bookstore Exclusive Dog Man Consumer Giveaways
- Global "Dog Man Day" Events at bookstores, libraries, and classrooms (Start Date: March 28, 2023)
- Dog Man Supa-Epic In-store & Library Event Kit (Contact Local Sales Rep)
- Pre-Order & Launch Advertising including The New York Times, NPR, SuperAwesome, YouTube, and more!
- TikTok Influencer Campaign
- Global Social Media campaign including a Scavenger Hunt, Comic Starter Challenge, and "How to Draw" Summer Series
- "Dog Man Day" Global Publicity and Social Media Campaign
- "Dog Man Days of Summer" Outdoor Events and Costume Tour!