



PET | SCALES |

Your buddy, happier.

GENRE

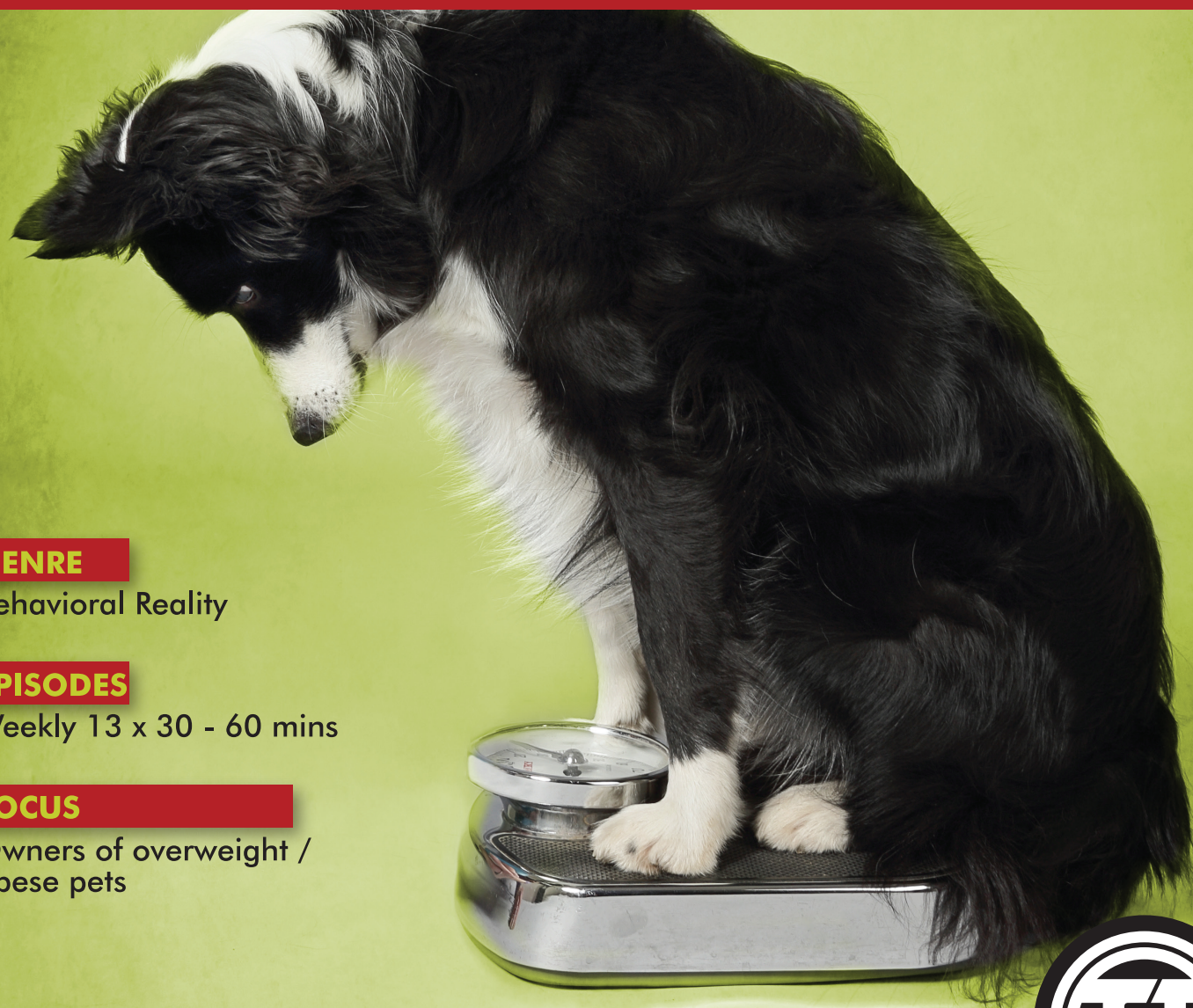
Behavioral Reality

EPISODES

Weekly 13 x 30 - 60 mins

FOCUS

Owners of overweight /
obese pets



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YOUR PET SEEMS TO BE OVERWEIGHT? LOST THE WILL TO PLAY?

WATCH OUT! YOUR BUDDY COULD BE OBESE.

But don't worry: We will help you. Our pet therapist will show you how to feed your pet in a balanced way, have it exercise, and to keep natural, sustainable practices with your best friends. With her simple tips and new habits, your buddy will be fit again!



HOW IT WORKS

Using hidden cameras, our pet therapist learns about the everyday life of the family and their pet. After identifying the issues, she'll propose new physical and feeding habits.

New routines and workouts put owners and pets to the test, transforming the home and the relationship between family members. A two-month struggle against the scale, with a few interventions by our host, and follow up through weekly recordings of the activities, statements, and hidden cameras.

At the end of the project, a reassessment is performed: Is our buddy feeling better? Did the family deal well with the changes in their daily routine? Victory over the scale belongs to everyone: owners, pets, and the viewers, who rooted for them, and identified themselves with each and every new participant.

STRONG POINTS

Up-to-date, universal subject: Today, health is of interest to everyone

Pets: Generate empathy and attract audiences.

Social impact: Solutions that can be replicated at the viewers' home, changing their habits.

Adaptable format: 30 – 60 min

Possibility of multiple seasons: Participants and cases are virtually endless.

Highly commercial: Can be produced worldwide, with little local adaptation.

POSSIBILITY OF ONLINE CONTENT

Exclusive content for digital platforms / 20 x 2min
Enriches TV content.

- Home-cooked pet food recipes
- How to make toys using recycled materials
- Animal behavior tips

