



The Cesar Millan symbol promotes healthy relationships between dogs and their owners as well as represents the work and philosophy of dog behavioral expert Cesar Millan. A balanced human lives in four worlds — Emotional, Instinctual, Spiritual, and Intellectual. A balanced dog lives in three worlds — Emotional, Instinctual, and Spiritual.

The Cesar Millan logo symbolizes the connection between a balanced human and dog by incorporating Cesar's philosophy.

:: CESAR MILLAN, INC.

With a breakout series on National Geographic, Cesar Millan was looking to evolve from a TV series to a business that connects his TV show with products and audiences.

Copia Creative developed a unique identity and brand experience for the Dog Whisperer to capture and reinforce his philosophies into business practices.

PROFILE:

Cesar Millan's Dog Whisperer, an obedience and dog training series on National Geographic targeting dog owners

GOALS:

- Develop a visual identity to harness Cesar and his vibrant on-air persona
- Position the business to reinforce the Dog Whisperer philosophy
- Implement and manage a brand platform to create a consistent message to be utilized for product development
- Introduce the brand into new products and initiatives with the mission of growing loyalty and market share
- Generate new opportunities to interact with the Dog Whisperer beyond once a week

PROCESS AND STRATEGY:

Copia Creative began with an education and introduction into branding across Cesar Millan, Inc. including consultation at internal meetings, identifying revenue opportunities, and product development. Applying our proven brand process and methodology, the unique mark came to life capturing the philosophy that defines the Dog Whisperer. During the process, we analyzed the business to identify and craft strategies and creative techniques to further the Cesar Millan name and business development.

CREATIVE SOLUTION:

Our effective identity set the launching pad to generate awareness and spread Cesar's messages. From campaigns, both on and offline, to pioneering,

- 1: Style guide specifying guidelines for color, font, logo usage, graphic usage
- 2: Cesar Millan's unique signed subscriber base has doubled in size within four months since Copia has implemented new tools and templates based on best practices for marketing and web, newsletter and push communication





Cesar Millan WEBINARS



producing and creating a live webinar series, we went to work. Copia Creative consulted, created, and marketed a consistent brand experience, developed short and long-term business opportunities and introduced innovative techniques across new mediums to leverage Cesar's brand and resonate amongst the target market.

RESULTS:

The unique brand identity along with practices for consistency and reinforcing value have become the predominant representation of Cesar Millan and his entities. Through our partnership, the business significantly increased online revenue and doubled its subscriber base within its initial 4 months. Through use of innovative and multi-creative mediums, Copia has pioneered new methods to reach and connect with households across the globe.

- ★ 2007 Telly Award Silver winner
- ★ Published in Los Angeles Business Journal
- ★ Published in "Design for Special Events"

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- 1: TV commercial
- 2: Webmail promoting upcoming live and On Demand webinars
- 3: Postcard campaign

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- ★ 2009 Communicator Awards Gold winner

