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New ZoCards Promote Doggy Friendships



The SPCA has launched a series of ZoCards to spread the message that dogs are, and can always be, Man's best friend. Featuring 4 creative and adorable photographic scenarios where dogs play the perfect substitute for human friends, these ZoCards are expected to be a huge hit. The artwork looks great and I'm sure they would definitely be a collector's item. With such great visuals, the message would be 'kept' in recall for a long time. A great creative job done by Saatchi and Saatchi! A total of 40,000 ZoCards, 10,000 of each design, have already hit ZoCard racks island-wide.