

## zooplus to Sponsor ITV's "For The Love of Dogs"

London, April 2, 2025 – Leading online pet platform zooplus today announces its sponsorship of ITV's award-winning programme "For The Love of Dogs".

The beloved series, which showcases heartwarming rescue stories from Battersea Dogs & Cats Home, will return for its new season from 1st April, airing Tuesdays at 20:30 on ITV1 and IT VX.

zooplus continues to expand its footprint in the UK, strengthening its marketing initiatives and building connections with pet owners across diverse channels. This partnership backs the incredible work of Battersea while engaging millions of pet lovers.

**Kelly Martin, Director of Offline Marketing at zooplus, said:** "We're really excited and proud to be the new sponsor of 'For the Love of Dogs'. The show has a rich heritage which is much loved by UK pet parents, making it the perfect match as we look to strengthen our position in the UK."

**Pedro Avery, co-founder of Bicycle, says:** "This partnership is a testament to zooplus' smart, strategic approach to growing its footprint in the UK. Aligning with 'For The Love of Dogs' allows zooplus to connect with pet owners authentically and meaningfully, reinforcing its position as a trusted pet care brand. We're thrilled to have helped create this sponsorship that unites a market leader with content that truly resonates with its audience."

zooplus has transformed pet care accessibility across Europe and is the leading online pet supplies retailer, sharing their pet expertise to perfectly deliver for pet parents' needs. Working with Bicycle International, the brand has been exploring new ways to scale while bolstering its current markets.

"For The Love of Dogs," hosted by the much-loved TV presenter Alison Hammond, continues to captivate audiences with its inspiring stories of rescue animals finding their forever homes. The programme highlights the vital work of Battersea Dogs & Cats Home in animal rescue and rehabilitation.

Bicycle was appointed to the pan-European media account for zooplus in August last year. The agency handles media planning and buying across its 30 markets in Europe.

## Press Release



### **About zooplus:**

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit [corporate.zooplus.com](https://corporate.zooplus.com), explore our shop at [zooplus.com](https://zooplus.com), or connect with us on LinkedIn.

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### **About Bicycle London**

Bicycle London is a full-service creative and media agency that believes in the power of 'And.' By merging 'Brand First' creative with data-driven media solutions, the agency creates cohesive brand experiences that drive measurable business results.

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