

Superb Owl Takes Flight During Super Bowl To Aid Australian Wildlife Via @SuperBowl_Saves

Part-time Ad Critic, Full-time Humanitarian Owl Created by Partners + Napier

ROCHESTER, NY, USA, January 31, 2020 /EINPresswire.com/ -- With "Superb Owl" being the most mistyped online search term around the Super Bowl, Partners + Napier is introducing @SuperbOwl_Saves via Twitter during the Big Game on Feb. 2 to help aid Australian wildlife affected by that country's devastating bushfires.



Join Superb Owl in bringing relief to devastated Australian wildlife

Superb Owl is a part-time ad connoisseur, full-time humanitarian. This internet meme turned activist will support his fellow animals across the sea by donating his time to review Sunday's best spots – and help raise money for World Wildlife Fund's Bushfire Emergency. Follow along @SuperbOwl_Saves.

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Partners + Napier Chief Creative Officer Rob Kottkamp

So why Superb Owl? There are 11 species of owls in Australia, plus thousands of other animals impacted by the fires who desperately need help.

“Partners + Napier's sister agency in Australia -- Dig + Fish -- reached out to ask for help in any way possible, so instead of a typical agency review of Super Bowl spots, the team decided to take action instead,” said Chief Creative Officer Rob Kottkamp.

Following are a few sample tweets primed to take wing during the Super Bowl based on the pre-release of some of the spots. “Mostly the reactions of the Superb Owl will be in real time as the unexpected always unfolds during an experience like this,” added Kottkamp.

-Actually, @reeses, I was partially raised by wolves. How about we help WWF save our dingo cousins from the bushfires? #SuperbOwlSaves #ReesesTake5 #Reeses

-Yes, @discovercard. Now, let's say the same when it comes to helping WWF help the animals of the bushfire. #SuperbOwlSaves

-Ok, @google. Once our tears dry up, let's all remember to help WWF wipe out the bushfires. #SuperbOwlSaves

CREATIVE CREDITS

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