

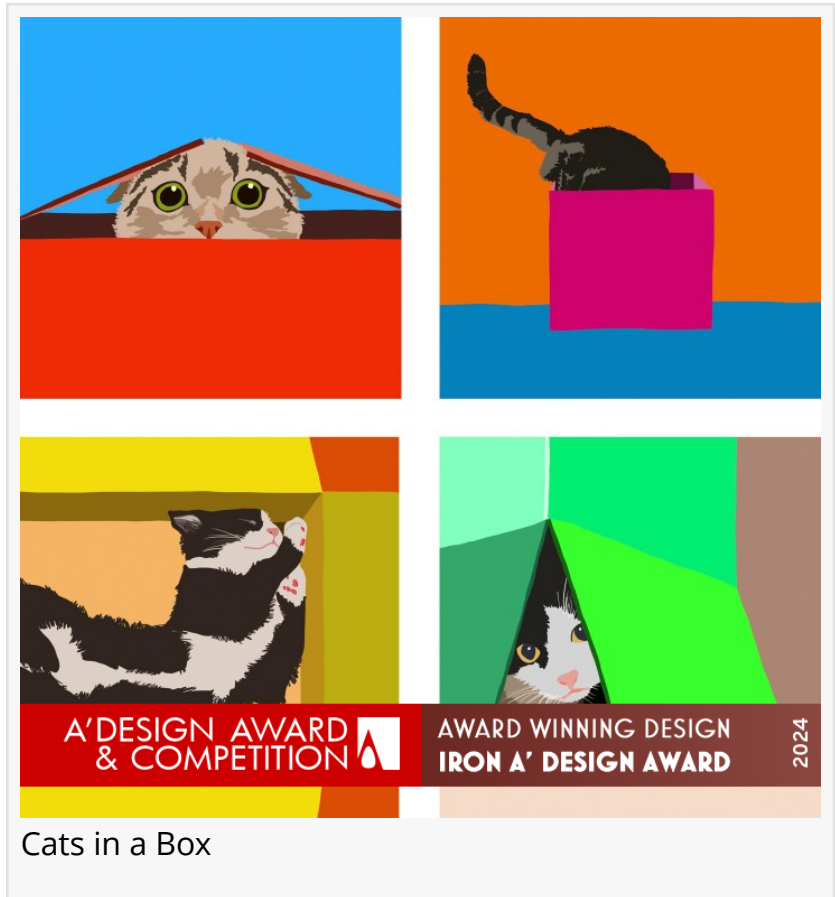
# Cats in a Box by Daniel da Hora Wins Iron A' Design Award in Advertising Industry

*Innovative Advertising Campaign Raises Awareness for Abandoned Kittens and Supports Animal Welfare Organization*

COMO, CO, ITALY, December 7, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [advertising](#) design, has announced Cats in a Box by [Daniel da Hora](#) as the winner of the Iron A' Design Award in the Advertising, Marketing and Communication Design category. This prestigious recognition underscores the exceptional creativity, innovation, and impact of the Cats in a Box advertising campaign within the advertising industry.

Cats in a Box demonstrates a strong connection to its target audience by addressing a critical issue in post-pandemic Brazil: the surge in abandoned kittens due to misconceptions about cats transmitting COVID-19. By tackling this sensitive subject with a cheerful and engaging approach, the campaign effectively raises awareness, debunks myths, and encourages cat adoption. The campaign's relevance to current societal needs and its alignment with animal welfare goals make it a standout example of impactful advertising design.

The award-winning Cats in a Box campaign features a unique combination of bold illustrations, vibrant marketing materials, and a successful charity bazaar. The campaign's digital illustrations, created using Procreate software on an iPad Pro 12, serve as the foundation for a range of engaging posters, print materials, and social media assets. The focus on Instagram as the primary social media platform ensures maximum impact and reach. Through its innovative design and multi-faceted approach, Cats in a Box effectively communicates its message and stands out in the crowded advertising landscape.



Cats in a Box

The Iron A' Design Award recognition for Cats in a Box has significant implications for the future of advertising design. It showcases the power of combining creativity, social awareness, and practical solutions to address societal challenges. The success of this campaign may inspire other designers and brands to explore innovative approaches to tackling important issues through advertising. Furthermore, this achievement serves as a motivation for Daniel da Hora and his team to continue pushing the boundaries of advertising design and creating campaigns that make a positive impact on society.

Cats in a Box was designed by Daniel da Hora, an acclaimed creative professional with extensive experience in the advertising industry. Daniel da Hora served as the Chief Creative Officer, leading the campaign's conceptualization and execution.

Interested parties may learn more about the Cats in a Box advertising campaign and its innovative design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=161093>

#### About Daniel da Hora

Daniel da Hora is an award-winning creative professional and visual artist based in Brazil. He has been recognized at several global creativity festivals, including Cannes Lions, CLIO Awards, and the New York Festivals. With a diverse background spanning advertising agencies, academia, and the arts, Daniel brings a unique perspective to his work. He has served as a mentor and jury member for prestigious programs such as The One Club for Creativity Portfolio Review and The Next Creative Leaders Program. Daniel's artistic endeavors have been featured in exhibitions across multiple countries, showcasing his versatility and creative vision.

#### About Adote Um Gatinho

Adote Um Gatinho (Adopt a Kitten) is a dedicated animal welfare organization in Brazil that focuses on rescuing abandoned kittens at risk. The organization provides essential veterinary care and works tirelessly to find loving homes for the kittens through adoption. By purchasing products from Adote Um Gatinho, supporters contribute directly to the care and well-being of rescued kittens, as 100% of the income goes towards covering veterinary treatment, food, and the maintenance of the organization's headquarters, where the kittens are sheltered until they find their forever families.

#### About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to designs that meet the rigorous professional and industrial standards set by the A' [Design Awards](#). Winning designs demonstrate a solid understanding of design principles, creativity, and practical innovation within the Advertising, Marketing and Communication Design category. The A' Design Award selection process involves blind peer review by an expert jury panel of design professionals, industry leaders, journalists, and academics who evaluate entries based on pre-established criteria. By recognizing and promoting outstanding designs, the A' Design Award aims to showcase the

transformative power of good design in creating a better world. Interested individuals can learn more about the A' Design Awards, explore the distinguished jury members, view past laureates, and participate with their own projects by visiting:

<https://advertisingdesigncompetition.com>

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