



# **KRYPTO SAVES THE DAY!**



**WRAP REPORT**  
**INFLUENCER KIT SOCIAL CAMPAIGN**

JANUARY 16, 2026



**LUPINE**

# WHAT WE DID



To launch DC Comics' new animated short series *Krypto Saves the Day!*, DC unleashed a **first-of-its-kind kit designed for superdogs** - not their humans!

Highlighting episodes two and three, **each kit delivered heroic treats and seasonal surprises.**

To drive audiences to DC Kids on YouTube, **DC rolled out 4 custom animal shelter boxes and 90 branded kits**, reaching 76 in-kind recipients, 4 paid dogfluencers, and DC power players like James Gunn and Peter Safran.

# BIG WINS

62

CREATORS

*Number of brand channels and influencers including 4 paid and 58 unpaid, that posted kit content. 60% of recipients posted in kind.*

**Success Benchmark:**  
30% In-Kind Posting Rate

210

PIECES OF  
SOCIAL CONTENT

*Combined number of brand and influencer authored posts in support of the campaign.*

2.88M+

TOTAL SOCIAL REACH

*Number of unique accounts that saw the post at least once.*

3.9M+

TOTAL SOCIAL VIEWS

*The number of times a post was viewed for at least 1 millisecond. 3.04M views came from In-Kind Partners.*

1.16%

ENGAGEMENT RATE

*The sum of engagements divided by followers.*

\$851.6K+

SOCIAL MEDIA VALUE

*Total dollar value of all influencer content for the campaign.*

**Over 4X initial spend**

**Success Benchmark:**  
2-3x \$200,000 Program Budget

1

DOG ADOPTED BY  
TEAM MEMBER



[LINK TO SOCIAL CONTENT FOLDER HERE](#)

# YOUTUBE TUNE-IN

A screenshot of a YouTube video player. The video title is "Halloween Havoc! 🎃👹 | Krypto Saves The Day FULL EPISODE | #kidscartoons @dckids". The video has 5,795,396 views and was uploaded on Oct 1, 2025. The description reads: "When a black cat crosses Krypto's path, he's determined to catch it before Halloween night is through!" There are icons for likes (6.9K), comments, and shares. A "Subscribe" button is visible. At the bottom, there is a "Watch more Krypto Saves the Day!" link.

0 views

A screenshot of a YouTube video player. The video title is "Package Pandemonium! 🎁🌲 | Krypto Saves the Day FULL EPISODE | #kidscartoons @dckids". The video has 13,983,159 views and was uploaded on Nov 28, 2025. The description reads: "Krypto smells something special in a holiday package, and in his eagerness to grab the gift he makes a mess of Metropolis's festivities". There are icons for likes (8.3K), comments, and shares. A "Subscribe" button is visible. At the bottom, there is a "Watch more Krypto Saves the Day!" link.

0 views

# YOUTUBE TUNE-IN

## GROWTH AT A SUPER RATE

A high posting rate paired with a clear, compelling CTA that drove audiences to Episodes 2 and 3 of *Krypto Saves the Day!* led to a significant increase in viewership between episodes, proving the campaign successful as the kits and partnerships resonated with our target audience.



1,123,591  
VIEWS

EPISODE 01



5,795,396  
VIEWS

DROVE 4X  
MORE VIEWS  
THAN EP 1

EPISODE 02

13,983,159  
VIEWS

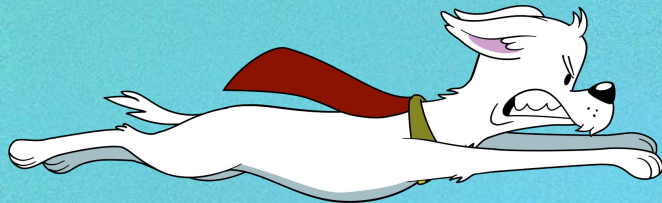
DROVE 12X  
MORE VIEWS  
THAN EP 1



EPISODE 03

VIEWERSHIP

# BIG WINS



## **BUILT FOR DOGS, DESIGNED TO GO VIRAL**

DC created a **first-of-its-kind influencer kit engineered for dogs, not humans - creating a never-before-seen unboxing moment that was instantly shareable.** The playful mechanics, bold design, and surprise reveal drove standout content from both pets and their people.

## **OVERWHELMINGLY POSITIVE BUZZ**

The campaign sparked notably **enthusiastic, feel-good sentiment across comments, DMs, and emails** - reinforcing strong affinity for Krypto and DC. The response was so positive that **creators who initially declined participation later followed up requesting a kit after seeing the organic buzz unfold online.**

## **ORGANIC CREATOR BUY-IN**

**Over 60% of unpaid recipients shared their excitement** for *Krypto Saves the Day!* and their furry one's kit, driving awareness of the series and conversation online. This high level of in kind engagement was **driven by the kit's creative design, thoughtful and timely inclusion of seasonal items, and Krypto's own star power** reaching and resonating with pet owners and DC fans alike.

## **REAL WORLD IMPACT BEYOND SOCIAL**

To further save the day and spread joy during the holiday season, DC delivered resources to local animal shelters with larger-than-life superdog kits. Packed with treats, blankets, toys, and a monetary donation, the kits delivered a memorable and impactful holiday experience for both the animals and the shelters—while allowing DC to **solidify existing partnerships with Milk-Bone and Best Friends, and build meaningful community relationships and a presence that extended well beyond fandom.**



# EP 2 CONTENT







# EP 3 CONTENT

feeling like I might help  
Krypto save the day  
don't txt



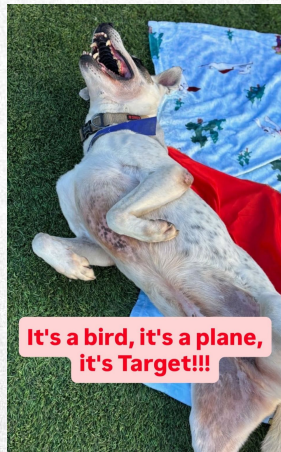
@dcofficial



Lou clearly loves it!!!



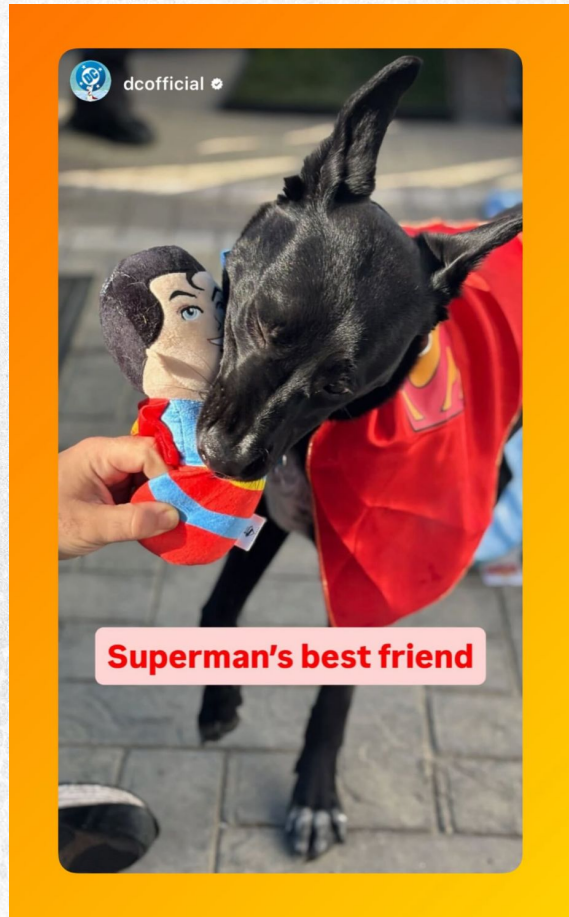
@DCOFFICIAL



It's a bird, it's a plane,  
it's Target!!!

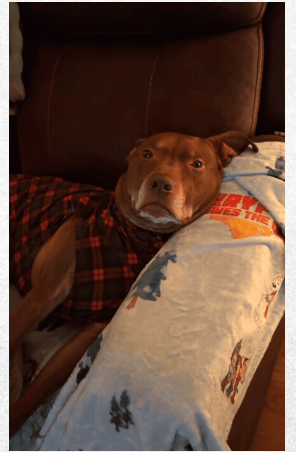


we put Archie in his new Superman  
harness so he would feel extra brave at  
his vet appointment this morning 🥰



dcofficial

Superman's best friend



# ONLINE BUZZ

**I WANTED TO SAY THANK YOU SO MUCH! IT IS THE CUTEST PACKAGE EVER! ROOSTER IS WEARING HIS SUPERMAN HARNESS AND DESTROYING HIS ROPE TOY AS WE SPEAK 🥰**

**THE DOGS LOVED IT AS MUCH AS WE DID. DEFINITELY ONE OF THE COOLEST PR PACKAGES WE'VE RECEIVED THIS YEAR. SUPER CREATIVE!!**



- itzialex** 9w  
The Krypto toy, SO STANKIN CUTE 🥰  
2 likes Reply
- amydev30** 9w  
Oh my gosh fun on so many levels!!!  
1 like Reply
- txdoggos** 9w  
Eepp this is awesome!!  
1 like Reply
- melissabennettfam** Wow Koda! That is a cool package! So many fun things! 🥰  
3w 4 likes Reply ...
- yourbudnash** 9w  
Omg this is so neat!! Hehe Koda you are the luckiest boy 🥰  
2w 1 like Reply ...
- liza\_and\_her\_dogs** Omg that's the best doggy package ever! So fun!  
3w 3 likes Reply
- aussie.sedona** Oh my gosh, I can't get over this PR package, It is so cute 🥰  
3w 15 likes Reply ...
- marzipanthe frenchie @wolf\_strategy** Thank you! The unboxing was super clever and so well thought out! All the goodies and a new cute show to watch with Marzipan - the best medicine! 🥰  
3w 1 like Reply
- santamonicaanimalshelterfdn** Louis Lane, Clark Kent and Target had the most amazing time! Thank you so much for your donation and support!!! 🥰🐶  
3w 53 likes Reply ...
- foxtoller** 9w  
Wow this is so amazing 🥰  
1 like Reply
- ourlovingloia** 9w  
We got this too!! Loved this and that the dogs got to do their own unboxing  
1 like Reply
- ourdogcosmo** 9w  
Omggg this is sooo coool!!!  
1 like Reply
- hellorubydoodle** 9w  
What a fun PR box!  
1 like Reply
- jillm.d** 9w  
The CAPE!! 🥰  
1 like Reply



**WHAT  
WE MADE**

# DC'S KRYPTO SAVES THE DAY! KIT

To celebrate Krypto's return in *Krypto Saves the Day!*, we created a carefully curated kit designed to celebrate the superdogs in all our lives. All surprises were contained in one of the most unique influencer kits to date. Engineered with a rope toy as a handle, the kit opened as the dogfluencer tugged on it, sending goodies spilling out in a playful and exciting reveal. Each kit included:

## Branded Premiums:

- Rope Toy
- Harness
- Plush Toys
- Collar
- Comic Book Toy
- Leash

## Episode-Specific Premiums:

- **E2 Krypto Cape** - Inspired by Krypto himself, this bold red cape lets any pup channel their inner hero. Lightweight and comfortable, it's perfect for photo ops or heroic walks around the block.
- **E2 Dog Bowl** - Even heroes need to refuel. This Krypto-inspired bowl turns every meal into a super-powered feast.
- **E3 Blanket** - A custom-made, super-soft *Krypto Saves the Day!* blanket designed to bring cozy, heroic comfort to the season. Perfect for snuggling up after a long day of adventures.

## Custom Print Collateral:

- Branded Leaflet



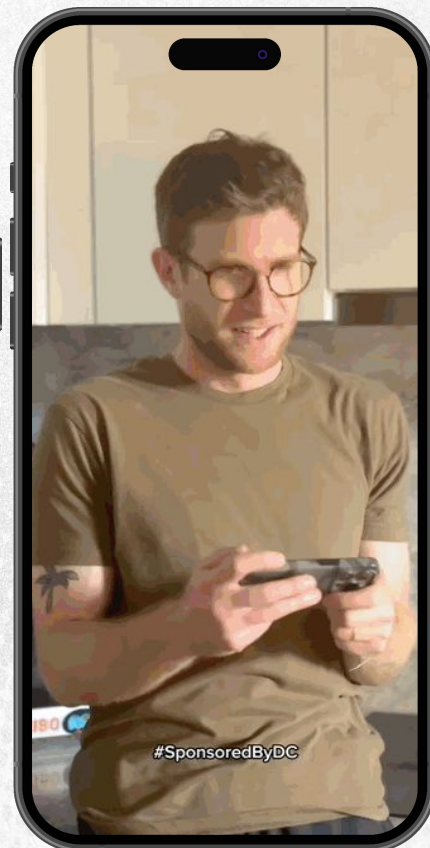
# EPISODE 2 HALLOWEEN DROP

## Fall Influencer Partner

**Maxine the Fluffy Corgi** is a beloved macro creator with a strong internet presence. Often spotted traversing New York City in her owner's backpack, she has become a recognizable and well-known figure across the NYC area.

Maxine created a fun, joyful, and cinematic **in-feed Reel**, shared on **both Instagram and TikTok**, along with a **Story frame** driving her audience to "Halloween Havoc" on YouTube. Her posts generated over **315K social views** and significantly boosted the overall reach of our campaign.

- [1.4M on IG](#)
- [4.1M on TT](#)



# EPISODE 3 HOLIDAY DROP

## Winter Influencer Partners

**Marzipan** is an adorable Frenchie with a fun, expressive personality and a love for dressing up. Marzipan created **one in-feed Reel shared on Instagram along with four Story frames** highlighting her favorite items from the kit, driving tune-in to "Package Pandemonium", and resulting in over **174.5K social views**.

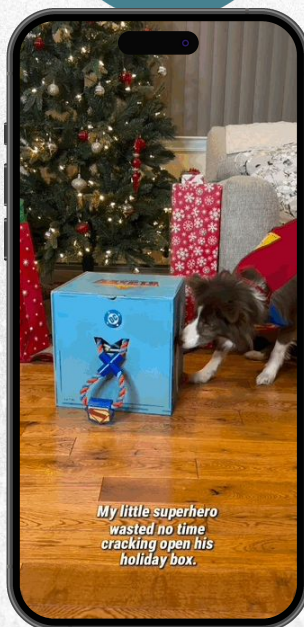
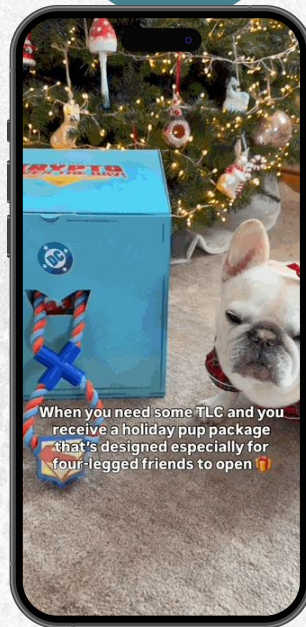
- [61.2K on IG](#) (Lower Mid Tier)

**Leo the Border Collie** is a beautiful dog based in Long Island with a growing following and a highly engaged audience. Leo created **one in-feed Reel, shared on both Instagram and TikTok, along with two Story frames** sharing the link to YouTube and highlighting Krypto's premium goodies resulting in **178.8K social views**.

- [256K on IG](#) (Mid Tier)
- [38K on TT](#)

**Luca** is a playful and energetic Goldendoodle with a large, engaged following. Luca created **one in-feed Reel posted to Instagram, along with one Story frame promoting the latest episode of Krypto Saves the Day!** His fun, energetic content helped expand the reach of the campaign, driving **193.2K social views**.

- [356K on IG](#) (Mid Tier)

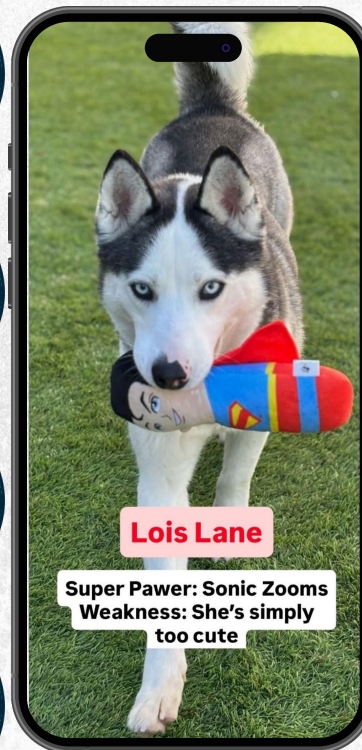


# ANIMAL SHELTER DONATION DROP-OFFS

## Krypto Saves the Day at Local LA Animal Shelters

To conclude the campaign, DC delivered a true hero moment to the community by bringing supplies, Krypto toys, a monetary donation, and IRL impact to four local animal shelters across the greater Los Angeles area. Over the course of two days, DC visited Angel City Pit Bulls, The Santa Monica Animal Shelter, Best Friends LA, and Hesperia Animal Shelter, donating items and personally engaging with staff and animals alike.

By connecting the series and campaign's story to real-world action, DC brought the "super" brand to both audiences online and IRL, strengthening their existing partnerships with Milk-Bone and Best Friends Animal Society while broadening the reach of the campaign, resonating far beyond social and leaving a lasting impact in the community.



# ***KRYPTO SAVES A DOG! (LITERALLY)***

## **Angel City Pit Bulls x Lupine Creative New Pack Member**

In a super serendipitous and wholesome moment, Sam, the brand manager leading the campaign at Lupine Creative, rescued her very own Krypto from Angel City Pit Bulls. Formerly known as Cream Puff, Harley now resides in Pasadena, CA where she chases after pigeons, school buses, black cats and package deliveries herself!



**THANKS!**

