

# The Hardy Boys help 'senior pawfessionals' nab the job of a lifetime

Issued by [The Hardy Boys](#)

19 Sep 2022

Senior dogs and cats in shelters aren't usually chosen first, but that doesn't mean they don't make great companions. While the bounding puppies and mischievous kittens tend to beat out the competition with the cute factor, senior animals are often overlooked despite the special 'skills' that make them ideal family pets.



It was this insight that inspired Durban-based creative agency, The Hardy Boys (A Wunderman Thompson company) to come up with a proactive pro bono campaign in partnership with the Animal Anti-Cruelty League (AACL Durban and PMB branch) hoping to raise awareness around the benefits and value of adopting senior animals.

Right now on LinkedIn, you will find newly created profiles for some of the AACL Durban and PMB's most highly qualified (and adorable) 'senior pawfessionals', each boasting their experience in cuddling, napping, fetching and comforting; showing off their years of experience in being the perfect pet!

"We loved the idea of giving these pets a face and voice on social media and highlighting their best attributes in a fun way to show South Africans the appeal of investing in a senior pet and the value that they can bring to people's lives," said The Hardy Boys associate creative director, Sarah Nixon-James. "We wanted to create something really memorable and quirky that would help these animals come to life for anyone that sees their profiles. Our hope is that they will be sharable and hopefully that will result in some happy adoptions."

Storm, the German shepherd cross is described as a 'senior logistics manager' who can catch whatever you throw at her and has been called 'the best in her field'. Meanwhile 12-year-old ginger Oliver excels in his role as 'senior sleep therapist' who has perfected the art of the cat nap and is known for his unique ability to always find the comfiest spot.



# Storm

**Role:** Senior logistics manager at The AACL Durban

**City:** Durban, Kwazulu-natal, South Africa.  
(But willing to relocate.)

**Previous education:** AACL Durban

## About:

Senior logistics manager with 8 and a half year's experience on the job. Whatever you throw at me – I will catch it, and I will fetch it. Especially if it's treats. Always on the ball ... soccer balls, tennis balls, you name it. Can learn new tricks. Am good listener – used to getting ear chewed off! Skills include: Running, jumping, drooling, napping, and (of course) fetching.

## Skills & endorsements:

House  
trained



Calm under  
pressure



Can  
roll over



## Experience:

2011-2015 Logistics Intern  
2015-2017 Logistics associate  
2017-2021 Senior logistics manager  
at The AACL Durban



*"Storm is smart, warm, kind and loyal. She excels at catch and fetch, I would go so far as to say the best in her field. Willing to play dead for a good laugh, or high five to make you smile, Storm always goes above and beyond."*

Senior animals have a lot to offer.  
Adopt Storm today or donate to The AACL Durban.

[click to enlarge](#)



# Oliver

**Role:** Senior sleep therapist  
at The AACL Durban

**City:** Durban, Kwazulu-natal,  
South Africa.

(But willing to relocate.)

**Previous  
education:** AACL Durban

## About:

Senior sleep therapist with more than 12 year's experience. Some call me sleepy, others sassy, but I'd like to think I'm both; after all I pride myself in multi-tasking. Over the years I've perfected the art of the cat nap, and my goal is to eventually perfect all forms of sleep; from light to deep. I lead by example to demonstrate my skills. I'm assertive, confidant and highly curious. Skills include: Sleeping, telling it like it is, finding the comfiest spot and making a human unable to move once I sit on them (so I guess super strength).

## Skills & endorsements:

House  
trained

Affectionate

Great  
company



## Experience:

2009 - 2019 Sleep therapist

2020 - 2021 Senior Sleep therapist  
at The AACL Durban



*"Oliver has been known to sleep on the job, but that's why he gets paid the big bucks! He is a unique combination of honest and kind, and is a true companion and friend. His mere presence just takes my anxiety away."*

Senior animals have a lot to offer.  
Adopt Oliver today or donate to The AACL Durban.

[click to enlarge](#)


The featured LinkedIn profiles represent just some of the senior animals available for adoption at the Durban and PMB AACL branch, based in Hammarsdale, and anyone interested in adopting them can reach out via their LinkedIn profiles or contact the branch directly.

“It’s been great fun working on this campaign with The Hardy Boys and so wonderful to see our 'senior pawfessionals' getting the attention they deserve. We really hope to see more of our elderly pets finding forever homes as a result of this super cute campaign,” said David Rogers, general manager at AACL Durban and PMB branch.

This is just one of The Hardy Boys recent CSI initiatives. The agency is also supporting the KZN Children’s Hospital, and staff spent Nelson Mandela Day assisting with window washing and plant potting to help with the ongoing renovations.

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