

Japan's First Emotionally Variable Character

Take proper care of us, woof!



A new character born at the intersection of animal welfare & entertainment

A toy poodle puppy receives a miraculous power and grows to a towering 155 cm. He rises up to speak out to irresponsible pet owners across the world. Normally, he's an adorable sweetheart who calls himself "I" in a gentle tone— but when he sees someone abandon a dog or treat a life carelessly, he transforms, bares his fangs, and roars.

Emotional Expression Through a Range of Facial Expressions

Anger, laughter, tears — equipped with animatronic technology that switches emotions in real time.



DecaPaw Activity Overview



Event Appearances

Appearing at event venues, department store fairs, and various locations!



Drama Appearances

Starring in a variety of dramas that leverage his unique character!



SNS & Streaming

Spreading the message of pet welfare on social media! Reaching audiences worldwide through YouTube videos and more!



Merchandise

A portion of product sales goes toward funding his activities — wide range of merchandise available!



TV Program Appearances

Appearing on variety shows, news programs, and debate programs — speaking up for what he believes in!



DecaPaw Official Website

DecaPaw's Origin Movie / Now Streaming!



OPEN FOR LICENSING

TERRITORIES WORLDWIDE

Master / Category License

Advertising Campaigns

Broadcast & Streaming

Co-Production / Format Sales

All regions.
All languages.
All open.

We're waiting for
your support, woof♪



Social Significance

The reality: 9,017 animals are euthanized every year* in Japan. Abandonment, hoarding collapses, irresponsible breeding — awareness campaigns by animal welfare organizations alone aren't enough. Some people simply don't respond when lectured by other humans. So let the dog say it instead. A bold reversal: the "dog" — the one directly affected — advocates for animal welfare. Strip away the preachiness. Deliver the social message as entertainment. That is DecaPaw's reason for being.

*Source: Ministry of the Environment, FY2023

Sponsorship & Partnerships

- Event / Program Sponsorship
- SNS Campaign Tie-ins
- Eligible as advertising expenditure

Advertising Use & Tie-ups

- In-store POP / Product Packaging
- TV Commercials / Web Ads
- High affinity with pet-related products ☺

Licensing

- **OPEN CATEGORIES**
Toys · Plush · Capsule · Apparel · F&B · Mobile · Games · Broadcast · Pet products (collars, etc.)

Event Appearances

Available for commercial facilities, pet events, and corporate functions

Influencer Collaborations

Joint shoots with pet-focused YouTubers and influencers

About BIGONE Inc. — The Studio Behind DecaPaw

BIGONE Inc. is a one-of-a-kind production studio with four integrated divisions: planning & development, film production, special effects (CG & VFX), and special fabrication. Its special fabrication studio, Zepetto, handles a wide range of projects — from original concepts to commissioned work — including costumes, animatronics, and character suits. Notable works include Sei-Sei the Panda, beloved on Nippon TV's ZIP!, and the main puppet characters for NHK's beloved children's program Okaasan to Issho, among many others.



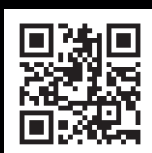
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Upcoming Schedule

- **April 10-12** Wan-Wan Carnival 2026 (Yoyogi Park) — First large-scale public appearance
- **May 19-21** Licensing Expo Las Vegas (Booth S225-1) — Launching international expansion
- **June onward** Full-scale media & event appearances, merchandise sales, and corporate collaborations begin

For details, visit the
official website!

Inquiries regarding sponsorship,
licensing, and advertising use welcome.
info@bigone.tokyo | BIGONE Inc.



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