



Urban Paws Agency: The UK's premier destination for professional animal talent

In the fast-paced world of media, marketing, and performance, animals bring an irreplaceable magic to every production. Whether it is a dog melting hearts in a TV advert, a cat striking a pose in a luxury fashion editorial, or a horse galloping through a cinematic scene, professional animal talent adds authenticity, emotion, and visual appeal that captivates audiences. Leading the way in this dynamic industry is Urban Paws Agency, the UK and Ireland's number one source for professional animal talent and models.

Urban Paws Agency is more than just an animal casting company. With over 40 years of combined industry experience, it is a dedicated team of expert agents who specialise in connecting clients with the perfect animal for any creative brief. From advertising agencies and global production houses to independent filmmakers, PR teams, and in-house marketing departments, Urban Paws provides trusted animal talent for a wide range of sectors including film, television, photography, digital campaigns, and live events.

Expertly trained animal talent for every brief

Urban Paws Agency represents a diverse and carefully vetted roster of trained animal talent in the UK and Ireland. Their portfolio includes everything from popular pets like cats and dogs to exotic animals such as reptiles, birds, and even farm animals. This wide range of species allows brands and creatives to find the right fit for their vision, whether it's a dog actor for a heartfelt film scene or a photogenic rabbit for a seasonal product campaign.

The agency's animal models have appeared in high-profile campaigns for luxury and household names alike, including Gucci, Vogue, Dyson, Netflix, Amazon, Range Rover, and Boden. They have also been featured alongside major celebrities such as Harry Styles, Tom Holland, Paul Mescal, Katherine Ryan, Nicola Coughlan and KSI.

Every animal on the Urban Paws roster is assessed to ensure they meet a baseline of basic obedience. This guarantees that they can work calmly and safely in high-pressure environments, with confidence

under bright studio lights, loud sounds, and bustling film sets. Many of the animals are also trick-trained, making them ideal for complex briefs requiring repeated actions or highly specific movements.

Animal welfare, safety, and professionalism first

What sets Urban Paws Agency apart is its unwavering commitment to animal welfare and ethical animal casting. Every animal arrives on set with the preparation and support they need to succeed. The agency works only with experienced handlers and trainers who prioritise the well-being and comfort of the animals in their care.



Where required, Urban Paws also arranges for on-set veterinary support to ensure all health and safety standards are upheld throughout the production. This commitment to professionalism and care means that both the animals and the production crew enjoy a smooth, stress-free experience. Ethical treatment is not just encouraged, it is a core value at every stage of the casting process.

Helping businesses of all sizes succeed with animal talent

While Urban Paws regularly works with household names and international brands, the agency is just as passionate about supporting small businesses, startups, and independent creatives. Whether you are a boutique pet brand launching a new product line or a local production company in need of a reliable cat model, Urban Paws offers tailored solutions to suit your goals.

The team provides seven-day-a-week client support, offering a responsive and

flexible service that ensures your booking process is smooth from start to finish. They take the time to fully understand your brief and timeline, then match you with the best animal talent available, quickly and accurately.

Why Choose Urban Paws Agency?

Urban Paws is recognised across the UK and beyond as a leading animal talent agency with a reputation for excellence. The agency has won multiple awards for its professionalism, ethical practices, and the quality of its animal performers. With a vast and growing network of experienced animal actors and models, ranging from everyday pets to rare and exotic animals, Urban Paws provides the most comprehensive selection of animal talent in the UK and Ireland.

Clients return to Urban Paws not only for their unrivalled roster but also for their trusted, transparent service. The booking process is simple, supportive, and designed with production pressures in mind. Furthermore, every interaction is built on a foundation of trust, respect, and genuine passion for animal welfare.

A trusted partner for film, TV, advertising, and live events

Urban Paws Agency continues to set the standard for animal casting, with talent featured in television, film, digital marketing, print advertising, social media campaigns, theatre productions, and even red-carpet appearances. Their proven track record makes them the go-to agency for clients who demand results, reliability, and professionalism.

If you are looking to hire animals for film, TV, photoshoots, or advertising, Urban Paws Agency offers everything you need. Their blend of high-quality talent, expert support, and ethical values ensures your next campaign is impactful, responsible, and unforgettable.

Let your next production stand out with Urban Paws Agency, the UK and Ireland's premier destination for professional animal talent. Find them on [Instagram](#) or contact them via [email](#) for inquiries.



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