

# Pets.com Puppet

The Pets.com puppet was a marketing mascot for the American e-commerce company Pets.com, which sold pet supplies online. The mascot was a sock puppet dog with a distinctive long snout and a collar. The puppet was featured in the company's television commercials and print advertisements, and it became a recognizable symbol of the brand. The company used the puppet to promote its wide selection of pet products and its convenient online shopping experience.

Pets.com was one of the many dot-com companies that emerged during the late 1990s and early 2000s, but it was not able to survive the dot-com crash of 2000. Pets.com filed for bankruptcy and closed its doors in 2000 and the puppet became a symbol of the dot-com era's excesses and failures.