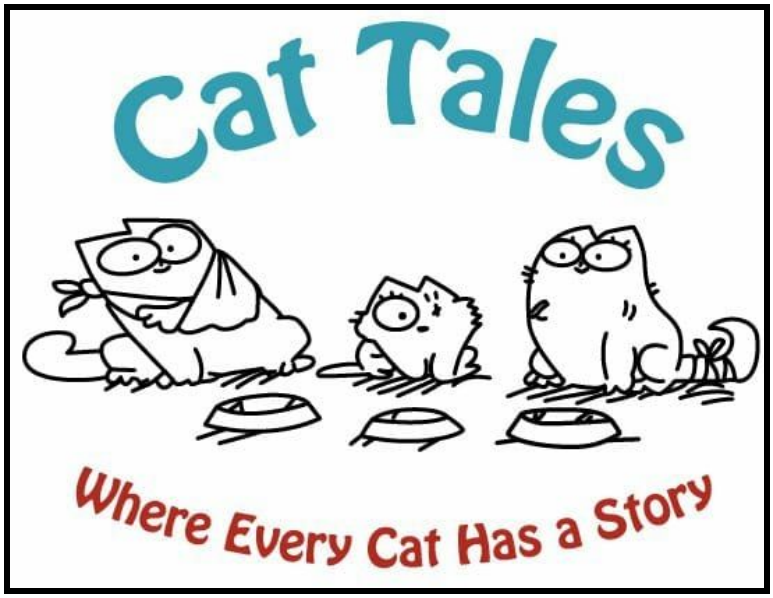


Final Project Report

MKTG 762.02

University of New Hampshire

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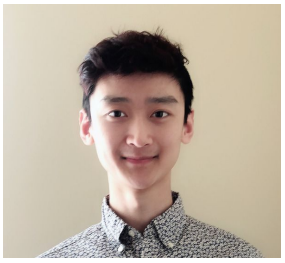
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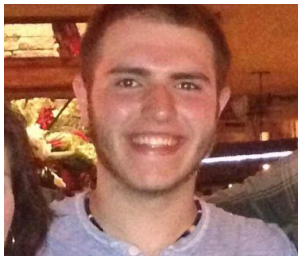
Meet the Team



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Executive Summary

The purpose of the Marketing Workshop course is to introduce UNH Seniors at the Peter T. Paul College of Business and Economics to real world applications of the marketing world. Each team is paired with a local business that needs assistance in their business practices. Students have roles within the project such as team leader(s), client liaison, social media, creative and research.

Our group worked with the client Cat Tales Rescue for Fall 2018. Cat Tales Rescue is a cat shelter located in Seabrook, New Hampshire and opened its facility in June 2018. It is a non-profit, no-kill shelter run by owner Kelli Cassidy. In the past, Kelli has previously worked at another cat shelter called FURRR, and has helped save thousands of cats' lives over the course of her seven years there. She decided to open a facility on her own and had very little help from additional workers. Cat Tales differs from other shelters with it's unique, open floor plan that allows cats to roam around, free of cages. Additionally, Cat Tales differs from other cat shelters with the types of cats they take in. The rescue takes in the "unwanted" cats, some of which are described as the last of the line. Cat Tales' mission is to "provide a safe haven for cats in need, to provide top medical care for all our cats, and to provide a healthy, clean environment for our cats to live in while waiting for their forever home." Cat Tales Rescue takes in all cats from New Hampshire as well as cats from other states that are from high-kill shelters or have lost their homes. Most recently, Cat Tales Rescue has taken in numerous cats that were without a home due to the devastating hurricanes that recently occured in North Carolina.

Our team conducted secondary and primary research to find data on the animal rescue industry. Our secondary research consisted of evaluating other fundraising and marketing efforts

from other animal shelters in the Seacoast area, as well as reviewing the data provided by the 2017-2018 National Pet Survey. Online surveys were constructed and sent out to individuals that follow the Cat Tales social media accounts, as well as many of our group member's personal social media accounts. Our group wanted to capture an overall a perception of shelters in the area to gauge a sample population of knowledge regarding shelters. We used the findings that were discovered from the primary and secondary research to to outline the topics of concern to the owner of the rescue's business practices. The group was able to highlight the areas of Cat Tales online presence that needed modifications such as digital flyers, social media content and the Cat Tales Rescue website.

Statement of Work

Cat Tales Rescue connected with the students of Marketing Workshop to help the non-profit expand their social media presence and general awareness of the facility's rescue efforts. There is a continued need for fundraising and donations to the shelter and these matters are at the forefront of the marketing efforts. These relief efforts could come in numerous forms, whether that be of monetary value, volunteers or animal supplies such as food, medicine, or litter. There is no amount of outreach that is considered is too small.

Goals

The goals outlined for the semester involve increasing marketing efforts to increase multiple elements of the Cat Tales business. Specifically, we want to increase the total number of cats adopted, increase the total amount of donations, increase the brand awareness of Cats Tales, and increase the number of volunteers. In order to effectively meet these goals, we plan on conducting secondary research on other non-profit organizations and national surveys regarding household pets. The primary research of our data comes from crafting our own survey that will address who Cat Tales' social media is reaching as well as facilitating in-depth interviews to fill in any gaps from the questions asked in the survey.

The issues that Cat Tales is facing is partially due to limited resources and staff. The staff is made up of five part-time employees, including the owner, and they are all responsible for running the business side of the shelter, taking care of individual cats, providing veterinary care, acquiring the abandoned cats from different sources, and promoting the efforts of the shelter. Due to the shortage of time, the team faces problems in allocating the efforts and time toward communicating with potential adopters and informing potential donors. Keeping all these factors in mind, our goal is to find out ways to promote our effective promotional content, create a strong brand awareness, and ultimately increase the number of donations received and increase the number of cats adopted.

Research Questions

This primary focus of this study is to detect and identify the efficient marketing strategies of Cat Tales Rescue in Seabrook; and the knowledge of demand drivers and marketing opportunities for the adoptions for the industry. Thus, this study specifically addressed the following questions:

1. When are people more inclined to adopt a pet from a shelter?
2. What are some marketing campaigns to attract outside donations?
3. Who are the target markets most willing to volunteer at Cat Tales Rescue?

The Cat Tales Rescue Marketing Workshop students outlined the most important research questions that need to be answered to help the rescue shelter get the overall business assistance they need. These research questions will be answered through primary and secondary research and data collection. The group utilized an online survey, posted by Cat Tales Rescue on their social media pages, a secondary research survey, National Pet Survey from 2017-2018, as well as in-depth interviews from trusted community members. After processing and analyzing the data collected, the answers to the research questions will be answered. With the conclusions of the data, Cat Tales Rescue will have a better understanding of their demographics and will be better equipped to reach out to the right people and places for fundraising, volunteers, and donations from the public.

Phase One

Research Plan

When choosing our sampling procedure, we had to determine which methods effectively met the particular goals of the marketing research problems in our study. First, we built a descriptive research design, which resulted in more quantitative findings. We chose to develop a survey that required the respondents to answer in terms of personal opinions. The goal of this was to better segment the different demographics of the various respondents. In this case, we specifically geared the survey towards not only cat owners, but to everyone currently living in the New England area. This helped us understand the thought process cat owners took for adopting their cats, and it helped to discover potential donors and volunteers for Cat Tales Rescue.

In order to proceed, we published the survey on the official website, Cat Tales' social media, and personal Facebook profiles of project members. Conducting the survey electronically was the most effective way for distributing the survey because it gave the survey takers an anonymous approach which would help promote honesty within the answers. The electronic method had advantages such as no interview bias, low cost, low social desirability, high speed and contacting hard-to-reach respondents. We used a data collection instrument called Qualtrics to develop our survey, and we used a combination of unstructured and structured questions, such as multiple choice, dichotomous, and scales to design a high quality survey to drive a high response rate.

After we established our course of action, we built our exploratory research design to get results from our qualitative findings. From the group's observations, it was determined that

in-depth interviews were the best style for the group to garner additional information on the personal accounts of cat owners. When recruiting our participants, we kept in mind that we needed a group with homogenous geographical demographics and preferably women between the ages of 20-50 as they have the most potential to be a volunteer or donor to Cat Tales Rescue. These specifications allow us to discover the underlying behavior and perceptions of the participants.

The in-depth interviews were performed by phone interview by five project members. The set of questions and the format of the questions asked were standardized to eliminate and control the errors and miscommunication by the interviewers. As a result, we choose five female participants with the age between 20 to 50. There was mixture of experienced cat owners, new cat owners, and participants with no experience in owning a cat. The goal of conducting these interviews was to gain personal accounts about adopting and cat ownership as well as gathering a better overall understanding on the appropriate and inappropriate ways to to better promote Cat Tales Rescue for this demographic. Knowing this, we used techniques that would assist our participants in generating details about their underlying feelings and beliefs. (Figure 2, Appendix).

Secondary Research

National Pet Survey

Our secondary research consisted on two different approaches. One being an online database of collected and visually represented data from the National Pet Survey of 2017-2018, and the other being research based on other local animals shelters (Figure 8).

According to the National Survey data, pet ownership stands at 68% of all U.S households; which accounts to 84.6 million of households out of 124.587 million. In terms of pet ownership by species, the dog ownership accounts 48% , 38% for cats, 10% for freshwater fish, 6% for bird and 13% for other. In terms of cat ownership by generation (Table 3, Appendix), Gen Y: 35% accounted for the largest segment, followed by Baby Boomers: 32%, Gen X: 27% and Builders: 6% respectively. In terms of sources for obtaining cats (Table 1, Appendix), 32% of people stated that they obtained their cat from being a stray. This was followed by animal shelter/Humane Society at 28%, friends/relatives at 26%, and rescue groups at 9%. Moreover, cat owners reported that word of mouth was the most effective tool to communicate at 45%, followed by the Internet: 19% (Table 2, Appendix). The findings from this research suggest that there is good market potential for Cat Tales. With this knowledge, we expanded our focus to include the research questions of: “What are the consumer opinions and experiences on adopting or donating to Cat Tales Rescue?”

Other Animal Shelters

We continued our secondary research by looking into other established shelters' websites, preferably cat shelters. We were looking for successful marketing and promotional elements used by other shelters in order to collaborate on ideas and bring those back to Cat Tales.

One organization we found with a well-established website was the Merrimack River Feline Rescue Society (MRFRS). The MRFRS is located in Salisbury, MA right over the New Hampshire border, which puts it in a similar region of Cat Tales. According to their website, the MRFRS does a yearly auction called the "Fur Ball Gala and Auction." Their website advertises the numerous companies that sponsor the event, as well as the details of the event and where to get tickets. We believe a fundraising event like this could be beneficial for Cat Tales, as well as help Cat Tales get more recognition through its future sponsors.

Another cat shelter resource that provided useful insight was the Gifford Cat Shelter website. An interesting feature included on this website was a tab called "Kitty Cams." This tab brings the viewer to a Gifford Cat Shelter *YouTube* channel, where a 2 minute video is on display. The video encourages people to donate or adopt a cat, while familiarizing the viewers with the cats from the Gifford Cat Shelter. We think that creating a short video similar to the Gifford Cat Shelter video could be beneficial for Cat Tales and their brand image. It could display their one-of-a-kind cats while also showing their unique shelter layout, which would increase the brand awareness and recognition of Cat Tales. This recognition could help increase donations and adoptions for Cat Tales.

Market Industry

In terms of Market Industry, the number of US households that have cats and dogs has more than doubled over the past four decades. According to data from National Council on Pet Population Study and Policy, 20% of households with cats have rescued their pet from a shelter of some sort. This action has stimulated the national industry revenue. The growing trend was further generated mainly due to rising consumer awareness about animal shelter overpopulation. This has resulted in higher demand for adopting a rescue pet rather than purchasing from breeders.

Competitor Analysis

As is the nature of the industry, there are a fair amount of competing animal shelters in the Seacoast area. In order to assess the positioning of Cat Tales Rescue in relation to the other shelters in the area, we produced an analysis of the rescue. The analysis that was conducted is referred to as a SWOT analysis because it focuses on the strengths, weaknesses, opportunities and threats of individual companies. The analysis results can be found in the Appendix under Figure 8: Table 3.

The animal rescues we analyzed were the New Hampshire SPCA, Merrimack Feline Rescue Society, and FuRRR Feline Rescue. All of the competitors are strictly cat shelters except for the New Hampshire SPCA, which offers an array of animals for adoption such as dogs, cats, horses and farm animals. In order to incentivise the household for adoption, many of the animal shelters have expanded their portfolio by offering diverse services such as Spay & Neuter

programs, microchipping and vaccination. Moreover, animal shelters such as New Hampshire SPCA offer a 25% senior discount for seniors 65+ on senior animals. (Table 3, Appendix).

SWOT Analysis of Cat Tales Rescue

The Strengths: ● Hard working board member and staff ● Volunteers are passionate about the work ● Cats are healthy/getting treatment ● Additional Services provided (neutering/ spaying programs and vaccinations) ● Staff experienced and knowledgeable in pet care ● Cats are not kept in cages	**The Weaknesses:** ● Cat Tales Rescue relies heavily on donations for income ● Marketing activities and funds are limited ● Majority of staff have limited time to volunteer ● Not enough personnel managing marketing channels (social media pages and website) ● Difficult to contact committed volunteers for events
The Threats: ● Competition from nearby cat/animal shelters ● Other shelters offer the same services with a similar range of pricing	**The Opportunities:** ● More than ½ of U.S. cat owners have acquired their cats through animal shelters ● New website provides more information and easier navigation ● Increase use of social media and marketing activities will increase in likelihood of adoption. ● No significant economy influence on pet adoptions.

Primary Research

Qualtrics Survey

In order to collect more information from Cat Tales' target audience, we conducted an online survey questionnaire using Qualtrics. There were 13 questions, including 8 demographic questions and 5 segmentation questions (See Figure 1). This survey was distributed through multiple online platforms. These included a link on Cat Tales' Facebook page (Figure 2), a link shared to UNH student Facebook groups, and a link posted on Cat Tales' Instagram and Twitter page. The survey closed at 83 responses and provided us with valuable insight as to whom we should target, as well as their opinions and experiences with cat adoption. Survey results can be viewed from Figures 3-6.

In-Depth Interviews

All of the group members reached out to members of our community to get more insight on the public's opinions about cat shelters, donations, virtual adoption, and other general thoughts on shelters. Figure 7 in Appendix displays the whole in-depth interview script. Most of our interviewees have owned a cat in the past, and had good experiences with them. Four out of five participants had mentioned that they were looking for a pet that was low-maintenance. 80% of the participants had adopted a cat from a shelter rather than going through a breeder or pet store. The overall consensus was that they felt better and more humane about adoption because the cats that were rescued were either strays or given up from their previous owners.

The interviewees felt that they were giving these cats a second chance at a happy life. This translated to a feeling of fulfillment to the new owners.

All of the respondents had heard about shelters through word of mouth and on social media. People who adopt from a shelters and have a good experience typically tell their friends and family about it. If one of those friends or family members wants to adopt in the future, they will more likely reach out to the shelter that was mentioned to them. Most interviewees had heard about a cat shelter in this way, then proceeded to look up the shelter online. This is where they will begin to make their final decision about where to adopt. If the shelter has a good website and strong social media presence, they will be more likely to adopt from there. One of our respondents did not hear about the shelter from word of mouth, but rather from searching online for local shelters. The website and social media lured them in and convinced them to adopt from that particular shelter.

After adoption, the majority of the interviewees kept in touch with their shelter via social media. We found that some people who adopted from a shelter donated money or supplies to the shelter for some time after they adopted, but slowly tapered off. Some of our respondents, however, kept donating.

Besides traditional adopting practice, there was also a question asked to respondents about the virtual adoption process. Many of our respondents have not heard of or did not know about virtual adoption. This a process requires a donor “adopting” a cat via the Internet. This adoption is similar to a sponsorship. This person agrees to pay for the cat’s food, litter, medical expenses, etc and in return they get a sense of fulfilment for helping these cats in some way.

This could be a good opportunity for a person who is unable to adopt, but still wants to contribute in some way other than a monetary donation.

Recommendations

The group has established several recommendations from the research done up until this point. Fundamentally, Cat Tales needs to target women between the ages of 20-49 who are fully employed. This is the ideal target market from our primary research around the Cat Tales community. From our survey, 77.5% of the survey takers were between the ages of 20-49, and 77.4% were female. This allows us to narrow down a specific target market from which to develop our recommendations.

One of our recommendations is to target local businesses that would cater to this target market. There are plenty of small businesses in the area that cater to Cat Tales' target market and we need to take advantage of the opportunity. As a group, we need to narrow down who, what and where these businesses are. Another recommendation that goes along with this is writing personalized letters to these businesses so that they feel as if their assistance is imperative to the well-being of Cat Tales. Partnering with these business will allow the rescue to put promotional flyers for events as well as flyers for needed donations in the windows or at the front desks of these local businesses. Not only will this get Cat Tales' name and mission out to the public, it also creates relationships and associations for customers with their favorite local spots.

One focal point of our recommendations is that Cat Tales joins the Seacoast Chamber of Commerce. This would allow Cat Tales to have interactions with local businesses in the area to establish their brand name and image. Word of mouth being the focal point of learning about

shelters was the driving force behind this recommendation. If Cat Tales can become a member of the Chamber of Commerce, then they are opening themselves up to a tight knit organization that works together for the betterment of the community. This would be a major asset to the shelter as they continue to grow and expand to other locations.

Another recommendation is that the shelter should reach out to previous adopters and establish a referral network for the business. One saying in sales is that "It is always more cost effective to maintain your customers than to go out and get new ones." This could be a powerful tool for Cat Tales because cat owners may look into adopting more than one cat. Furthermore, previous adopters are likely to share their positive experiences with their family, friends, and community. Cat Tales needs to take advantage of this and establish a referral network from previous adopters.

Additionally, we recommend that Cat Tales should work on creating fundraising events to help receive more donations. As stated earlier, the MRFRS runs yearly fundraising events that not only helps bring in donations for the shelter, but is also a great promotional event to get their name out in the community. The MRFRS's website mentions different local sponsors for the event which is beneficial to both the sponsor and the shelter. Working with Tractor Supply Co., like Cat Tales already has been, and other local businesses on creating a fundraising event annually is a great way for them to raise donations.

Our final recommendation for Cat Tales is to re-do their website to solidify Cat Tales' brand image, and give consumers the information needed to either adopt, volunteer, or donate to the shelter. We think Cat Tales should really emphasize the openness and uniqueness of the shelter compared to other shelters. Posting frequent pictures and short videos or even a live

stream off the cats in the open environment on their website will really emphasize that Cat Tales is not the same as every other cat shelter. Having pictures or videos of the cats followed by a link to donate makes it really easy for anyone to donate. Also, posting about the cat's unique characteristics helps the viewer sympathize for the cats. We believe the best way to get out this information is through an updated website.

Phase Two

Strategic Partnerships/Outreach Efforts

Creating strategic partnerships and outreach efforts are vital for the long-term stability of Cat Tales. It is important that the community knows about the cause and endeavors of the rescue facility. The group took a tactical approach to creating strategic partnerships and established a vision for the future. The target market of our cat adopting consumers allowed the group to tailor the outreach to specific venues that would cater to it.

While keeping our target market in mind, businesses from the town of Seabrook were chosen to be reached out to. These businesses included hair salons, nail salons, and family restaurants. A prospecting list of ten companies was created including the business name, address, phone number, website, and Facebook page. Originally, it was decided that the best approach would be to reach out to them via Facebook messenger. The messages were generic reach out messages created with a "call to action" to initiate a conversation between Cat Tales and the other local businesses. After only getting a couple responses, the outreach efforts transitioned to a more forward direct calling approach. However, these efforts were rather flawed

because of many owners fluctuating schedules and employee's resilience to give out their employers information. While reaching out to many of the stores, lower level employees believed they were solicitation calls. This was not the perception we wanted, and the three part plan allows Cat Tales to integrate themselves with these businesses to create long-lasting stability. Reach outs will continue to transpire.

A vision for strategic partnerships was created for Cat Tales to facilitate long-lasting relationships. The partnership plan consists of three parts. The first part is to get the foot in the door with the business by allowing Cat Tales to position some of their collateral, of informational pamphlets and flyers, within their property. This allows Cat Tales to establish a brand image within the community at a local level. This part of the campaign begins to circulate Cat Tale's pamphlets and fliers (Figure 12) in order to increase traffic for cat adoptions. After Cat Tale's has created a relationship with the business, part two begins by discussing donations from the local business. These donations could be in the forms of monetary value, volunteer time, or providing items such as litter, food, and toys. In part three, Cat Tales will look to discuss creating events such as food drives or fundraising campaigns. This is mutually beneficial for both sides. The local business will be looked at as philanthropic organization within the community, and Cat Tales will benefit from the additional capital they are provided.

Online Presence

Cat Tales was in need of a modification of their social media presence that was stronger than the one they previously had in place. While looking into other shelters in the area, several of them were very active on their Instagram, Facebook, and website. They were constantly posting

pictures and videos as well as replied quickly to comments left on their posts. Cat Tales, at the moment, is active on Facebook and not very active on Instagram. In order to generate more business, building up a brand image through the use of all social media channels is essential. Getting more reviews and likes on Cat Tales' Facebook page could also help to generate more business in the future. As we found through our survey, many people find animal shelters through word of mouth. If more people are talking about the shelter on social media, this will generate a larger audience to the pages and thus result in a bigger general awareness of the shelter and its efforts to find cats their forever homes.

The website should draw the user in immediately through eye catching graphics and relevant information on the organization, therefore a strong landing page page is essential. The user should be able to obtain all the information he or she is looking for on the website, including what the shelter stands for, which cats are available for adoption, where the shelter is located, and finding the shelters social media. A strong "About Us" section of the website is Cat Tales chance to differentiate itself from other shelters. Consumers are not only looking for a cat to adopt, but they also want to adopt from a shelter that shares their moral values. If Cat Tales can convey this message through the website, there will be an increase in adoptions and donations.

Social media should be used to familiarize people with the shelter and the people who volunteer, as well a promotal tool for Cat Tales itself and their events. Frequent posting will keep followers engaged even after they've adopted. Continued engagement could lead to more donations, whether monetary or goods, and overall can contribute to a larger community centered around the rescue efforts. In addition, posting on social media will attract attention from

others wishing to adopt. Keeping the brand image of "giving cats a second chance" will help persuade people to adopt from Cat Tales versus another shelter.

Media Plan

Cat Tales should be prepared to post on Facebook and Instagram at least 3 times per week. This will keep followers engaged and make them feel as though they are a part of the shelter. Posting endearing videos and pictures of cats will inevitably push the current followers to "share" the post to their personal Facebook, which will generate more awareness for the shelter. Facebook may be more useful than Instagram for these purposes, because it allows followers to review the shelter and provide recommendations. Also, replying to comments and direct messages on both Facebook and Instagram will be beneficial by keeping the followers engaged. Posting events and promotions on Facebook will also benefit Cat Tales by driving followers to the events and fundraisers. In addition, social media and the website should be interconnected. Referring followers to the website if they have questions or want more information is a great way to drive traffic to the site.

Strengthening Brand Image

New Logo

After our midterm report, Kelli had reach out to us to express her interest in a possible new design for the rescue's logo. In week 12 of the semester, we began to construct some new design logos that had certain requirements Kelli thought was necessary to have for Cat Tales consistent branding.

The new logos were highlighted with the name "Cat Tales Rescue" and the slogan "Where every cat has a story." Each member of the group designed one or two possible ideas with the design elements in mind. There were multiple different creative approaches the team took, but the overall idea was to keep the color scheme as consistent with previous branding as possible. A brand's image and recognizability are extremely important when it comes to how brands represent themselves, and we wanted to make sure our designs still captured the essence of Cat Tales and what they represent as a non-profit. We generated 9 variations of designs which can be seen in Figure 10 of the appendix. Kelli is still considering which one of our designs could be the potential new brand logo for her rescue.

Video

Making a promotional video for Cat Tales was on the top of our to-do list for the semester. Our goal was to create a video to promote Cat Tales Rescue and to show some of the rescue efforts they do for cats. We knew that in National news, weeks prior Hurricane Florence had hit some states in the south and animals were in need for new homes. Cat Tales was contacted to receive some cats that needed a home and our team was able to meet Kelli at the airport to receive the cats.

We made another video that day at the Cat Tales Rescue location of the new cats being introduced to their new rescue facility. We named the video "Take Me Home" and the video consisted of the new arrivals playing and being gently introduced to the other animals of the rescue. The videos purpose was to show the love and attention these rescued cats receive from the volunteers and owners of Cat Tales and to focus on the quality care the cats receive. Ultimately, we decided to combine the two videos made into one cohesive video for viewers to watch.

New website

The website was out of service before we got touch with Kelli, and we believed it needed an update immediately with no doubts. We decided to take it upon ourselves to help Kelli re-do the website, and as of November we have launched it. Our goals for the website were to provide a central location for Cat Tales information, to create a consistent brand image, and to provide easy navigation and full functionality, as well as web and mobile versions. As you can see in

Figure 11, we kept the original functions of the old website, then, we added new elements, including a social media part, a donation part, and volunteer part, which was emphasized by Kelli. The website sections include a homepage, a contact us page, an adoption process page, an adoptable cats page, and a get involved page. The structure of the new website is more clear and organized, as well as more visually appealing and functional. In the future, we plan to add videos we made to the website. We used Wix to make the website, which is what Kelli had been using previously for the old website.

Conclusion

After a semester of working with Cat Tales and conducting our own research, our team has arrived at a few recommendations we believe will improve Cat Tales marketing efforts. The Rescue has a solid foundation for a non-profit business, but they could improve a couple different aspects in order to have a more sustainable business practice. Primarily, a focus on social media efforts will help strengthen brand image and increase awareness. These efforts specifically involve consistent posting across all platforms.

Currently, Cat Tales is fairly active on Facebook but they do not use the platform to directly reply to customers via comments or the messenger app that is connected to Facebook. This is a portion of customers that are not being catered to in terms of delivering the information to them. Cat Tales also struggles with promoting content frequently over Instagram. Having a strong social media presence strengthens the company's overall brand image which could lead to more business for Cat Tales. Replying to messages and comments made by people online allows prior customers to remain engaged with Cat Tales and their ongoing efforts.

Having a strong social media presence leads to more people frequently checking the page which could lead to more people seeing events and fundraisers posted through social media. We redesigned the website to make it easier for site visitors to navigate while drawing in attention through the graphics, images, and videos. The redesigned homepage draws attention while giving all information needed on the shelter and the animals available for adoption.

Overall, the project was a great learning experience and we enjoyed the time we spent working with Kelli to achieve her vision of what Cat Tales could be. As a team, we believe that

if Cat Tales continues to improve their marketing and promotional elements with the content we provided them, then they will see a more prosperous business practice. This prosperous business practice can lead to more cats being adopted as well as a rescue facility expansion. We believe we have left a positive mark on the rescue and we will forever take with us the small paw prints made on our hearts from the numerous loving cats.

Appendix

Figure 1: Online Survey

Dear Participant,

We are a group of students enrolled in a Marketing Workshop class at the University of New Hampshire. We are conducting research involving cat shelters. You are invited to participate in our short survey and your responses are greatly appreciated. If you are a resident of or near New Hampshire we would greatly appreciate your response. The survey consists of 12 questions and the following questionnaire will required approximately 7 minutes to complete. We appreciate you taking the time to complete our survey

Q1 - How many people are in your household?

- Fill in the blank

Q2 - Does your current housing situation inhibit you from owning a cat?

- Yes
- No
- I don't know

Q3 - Have you adopted a cat before?

- Yes
- No

Q4 - Have you ever adopted from an animal shelter?

- Yes
- No

Q5 - If you have visited a shelter to adopt a pet, how did you first hear about that shelter?

- Shelter Website
- Facebook/Instagram
- TV/Newspaper/Radio
- Vet
- Sign board
- Word of mouth
- Other

Q6 - From the following, which of these have you previously heard or know of ?

- Cocheco Valley Humane Society
- FuRRR Feline Rescue
- New Hampshire SPCA
- Cat Tales

Q7 - Do you follow any animal rescue/ philanthropic accounts on social media ?

- Yes
- No

Q8 - How important are the following attributes in adopting a pet (cat) from the shelter? Use a Scale from 1: Not important at all to 5: Very important

- Clean Facilities
- Availability of pets/ breeds
- Adoption fees
- Knowledgeable staff

- No Kill (Euthanize) Shelter
- Location of shelter

Q9- In which charitable way would you consider donating?

- Giving Supplies
- Donating Money
- Volunteering
- None
- Other (please list)

Q10 - How old are you ?

- <20
- 20-29
- 30-39
- 40-49
- 50-59
- 60 and above

Q11 - What is your gender?

- Male
- Female

Q12 - Please select the option that best applies to you: I am currently .....

- Student
- Full time employed
- Part time employed

- Retired
- Other

Q13 - What is your marital Status

- Single
- Married
- Other

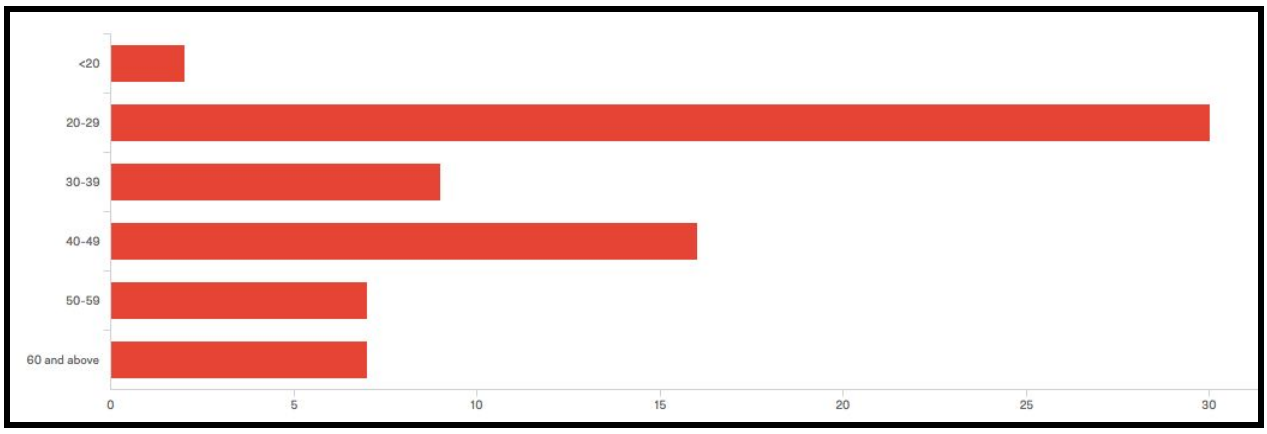
Figure 2: Qualtrics Survey Published on Cat Tales Rescue Facebook



Figure 3: Respondent Demographics (Gender)

1	Male	22.54%	16
2	Female	77.46%	55

Figure 4: Respondent Demographics (Age)



#	Field	Choice Count	
1	<20	2.82%	2
2	20-29	42.25%	30
3	30-39	12.68%	9
4	40-49	22.54%	16
5	50-59	9.86%	7
6	60 and above	9.86%	7

Figure 5: Respondent Demographics (Occupation)

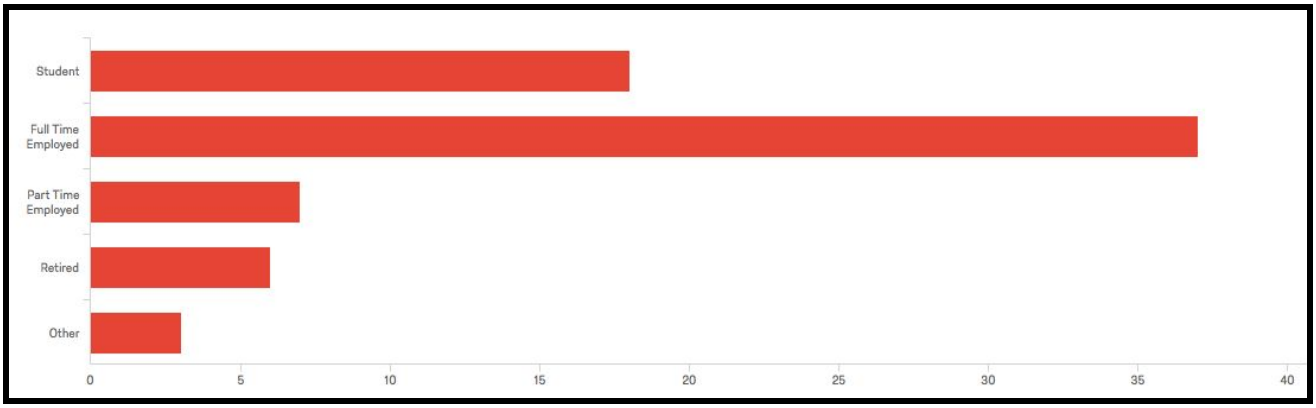


Figure 6: Respondent Survey Results

Question 1 : Does your current housing situation inhibit you from owning a cat?

#	Field	Choice Count	
1	Yes	8.45%	6
2	No	88.73%	63
3	I Don't Know	2.82%	2

Question 2 : Have you ever adopted from animal shelter?

#	Field	Choice Count	
1	Yes	82.86%	58
2	No	17.14%	12

Question 3 : Have you ever adopted a cat before?

#	Field	Choice Count
1	Yes	85.71% 60
2	No	14.29% 10

Question 4: If you have visited a shelter to adopt a pet, how did you first hear about that shelter?

#	Field	Choice Count
1	Shelter Website	25.37% 17
2	Facebook/ Instagram	13.43% 9
3	TV/Newspaper/Radio	1.49% 1
4	Vet	1.49% 1
5	Signboard	7.46% 5
6	Word of mouth	34.33% 23
7	Other	16.42% 11

Question 5: From the following, which of these have you previously heard or know of ?

#	Field	Choice Count
1	Cocheco Valley Humane Society	16.34% 25
2	FuRR Feline Rescue	26.14% 40
3	New Hampshire SPCA	31.37% 48
4	Cat Tales	26.14% 40

Question 6: Do you follow any animal rescue/ philanthropic accounts on social media ?

#	Field	Choice Count
1	Yes	79.41% 54
3	No	20.59% 14

Question 7: In which charitable way would you consider donating?

#	Field	Choice Count
1	Giving supplies	44.12% 30
2	Donating money	17.65% 12
3	Volunteering	22.06% 15
4	None	4.41% 3
5	Other	11.76% 8

Question 8: How important are the following attributes in adopting a pet (cat) from the shelter?

Use a scale from 1: Not important at all to 5: Very important

#	Field	1	2	3	4	5
1	Clean facilities	2.82% 2	0.00% 0	9.86% 7	23.94% 17	63.38% 45
2	Availability of pets/breeds	12.86% 9	7.14% 5	37.14% 26	28.57% 20	14.29% 10
3	Adoption fees	9.86% 7	2.82% 2	42.25% 30	26.76% 19	18.31% 13
4	Knowledgeable Staff	1.41% 1	2.82% 2	26.76% 19	25.35% 18	43.66% 31
5	No Kill (Euthanize) Shelter	5.56% 4	6.94% 5	18.06% 13	18.06% 13	51.39% 37
6	Location of a shelter	8.45% 6	16.90% 12	23.94% 17	23.94% 17	26.76% 19

Figure 7: In-Depth Interview

Moderator's /Interviewer's Guide

1. **Welcome:** Thank you for joining us today. My name is _____ and I am a student currently enrolled in a Marketing Workshop class here at UNH. The purpose of this in-depth interview is to gather your thoughts and opinions on your experiences and interests in adopting on Cat. We are assessing the possible market potentials and ways to promote the Cat Shelter located in Seabrook, New Hampshire.

2. **Topic Overview:** The goal for our interview is to research the existing market and possible marketing ways to promote the Cat Shelter. The results of this will address the effective ways to meet the management problems; promoting and increasing brand awareness.

3. **Ground Rules:** The duration of this focus group is going to last about 30-20 minutes. Your participation is voluntary and based on you own consent. Your names are not going to be used but you can used a nickname if preferred.

4. **Introduction:** The overall goal here today is to hear your individual thoughts and opinions. There is no right or wrong answers, simply opinion based ones.

5. **Warm-up Questions**

    a. Have you ever owned a cat?

    b. Did you buy the cat (breeder, pet store, etc.) or adopt from a shelter?

    c. What has been your experience as a cat owner? (If they owned a cat)

6. **Key Questions**

a. What motivated you to adopt the cat from the Cat Shelter?

- Mode of Intake (Such as meaning how the cat come to the shelter e.g.Confiscated, stray, owner surrendered)
- Appearance (breed, size, coat color and age)
- Personality/ Temperament (attentive, child friendly, nice, energetic)

Reason: Determining ways that will motivate the potential adopters such as connecting the potential adopter emotionally through their stories or maximizing the exposure of cats through their cute pictures on social media.

a. Do you think you would feel fulfillment rescuing a cat from a shelter? Why or why not?

b. Is there high chance that you would adopt a cat after a visit to cat shelter?

Reason: This can determines what Cat Tales should improve on in order to increase people visiting the shelter. (Visibility of sign board, clear navigation of the location on Google map.

d. Do you still often get in-touch (such as Facebook, Twitter, Email) with the pet shelter from which you adopted?

Reason: This can allow Cat Tales to have a general idea of how to best communicate potential donors and adopters to events, fundraiser and update on happenings at pet shelter.

e. Do you donate to any Shelter? Would you consider? Why or why not?

f. How did you hear about the animal shelter primarily?

g. Are you interested in going to fundraisers and pet related events?

h. If you do not want to adopt a cat, why not?

i. Have you ever heard of virtual adoption?

Figure 8: Findings from Secondary Research

2016	Dog	Cat	Total Fish	Bird	Small Animal	Reptile
Base: Total Survey Pet Owners	(505)	(451)	(451)	(301)	(300)	(301)
	%	%	%	%	%	%
Adopted at a pet chain/superstore	6	7	NA	23	30	21
Adopted at a pet store-independent	4	3	NA	13	15	11
Animal shelter/humane society	22	28	NA	8	11	3
Breeder/hatchery/animal farm	25	4	3	10	5	6
Fair/carnival/bazaar	NA	NA	9	NA	1	1
Feed store/home improvement/hardware/ garden store	NA	NA	NA	4	3	NA
Friend/relative	25	26	11	20	17	22
Gift	2	2	9	8	6	9
Private party	10	6	3	3	12	5
Purchased at a pet chain/superstore	1	1	36	10	16	15
Purchased at a pet store-independent	3	*	13	5	10	10
Bred at home/from own pet	1	6	11	3	2	3
Rescue group	12	9	NA	NA	NA	NA
Specialty store (fish or bird store)	NA	NA	38	21	NA	NA
Stray/caught or found outside/flew into yard	4	32	6	4	1	15
Swap meet	NA	NA	1	1	1	1
Teacher/school	NA	NA	*	NA	1	3
Veterinarian	1	3	NA	2	NA	NA
Other	4	3	2	4	5	6

Table 1: Common sources where pet are obtained

2016	Dog	Cat	Total Fish	Bird	Small Animal	Reptile
Base: Total Survey Pet Owners	(505)	(451)	(451)	(301)	(300)	(301)
	%	%	%	%	%	%
Internet/online	33	19	32	31	35	21
Newspaper/magazine/ publication	10	5	17	11	5	2
Sign/bulletin board	3	2	10	8	6	1
Word of mouth	46	45	39	46	42	47
Other	25	49	47	33	32	44

Table 2: How Owner learn of Pet's Availability

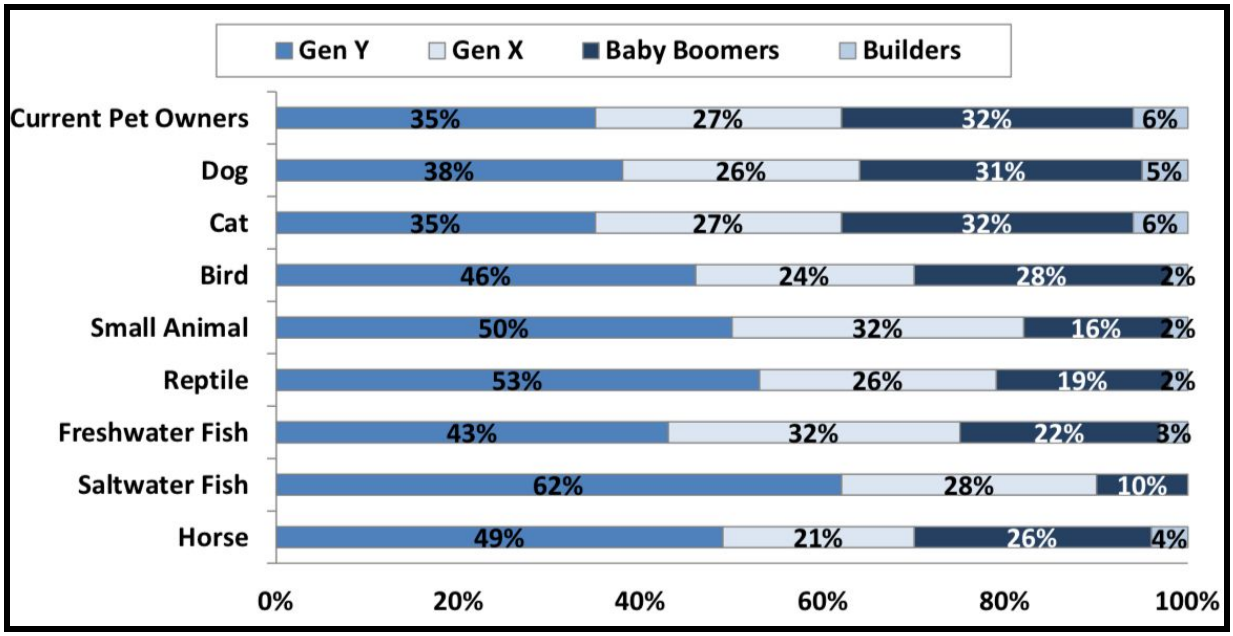


Table 3: Generations of Pet Owners

Competitive Factor	Cat Tales Rescue	New Hampshire SPCA	Merrimack Feline Rescue Society	FuRRR feline Rescue
Building Designed to Shelter Animals	Yes	Yes	Yes	Yes
Cage Free	Yes	Not mentioned	Not Mentioned	Yes
Spay & Neuter program	Yes	Yes	Yes	Yes
Senior discount	Not Mentioned	Yes	Not Mentioned	Not Mentioned
Micro chipping	Not Mentioned	Yes	Yes	Yes
Vaccinations	Yes	Yes	Yes	Yes
Other Animals Available	Only Cats	Yes	Only Cats	Only Cats

Table 4: Competitors Analysis

Figure 9: Pictures of Cat Tales Rescue



Figure 10: **New Logo Ideas**










Cat Tales
Rescue
Where every cat has a story

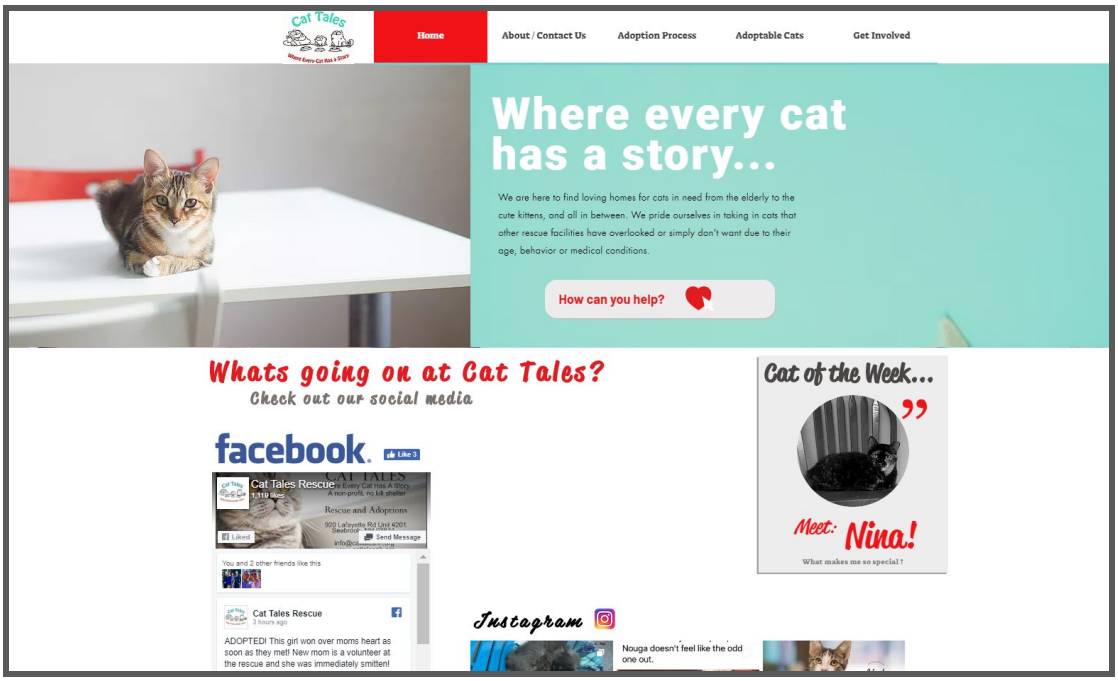

Cat Tales
Rescue
Where every cat has a story

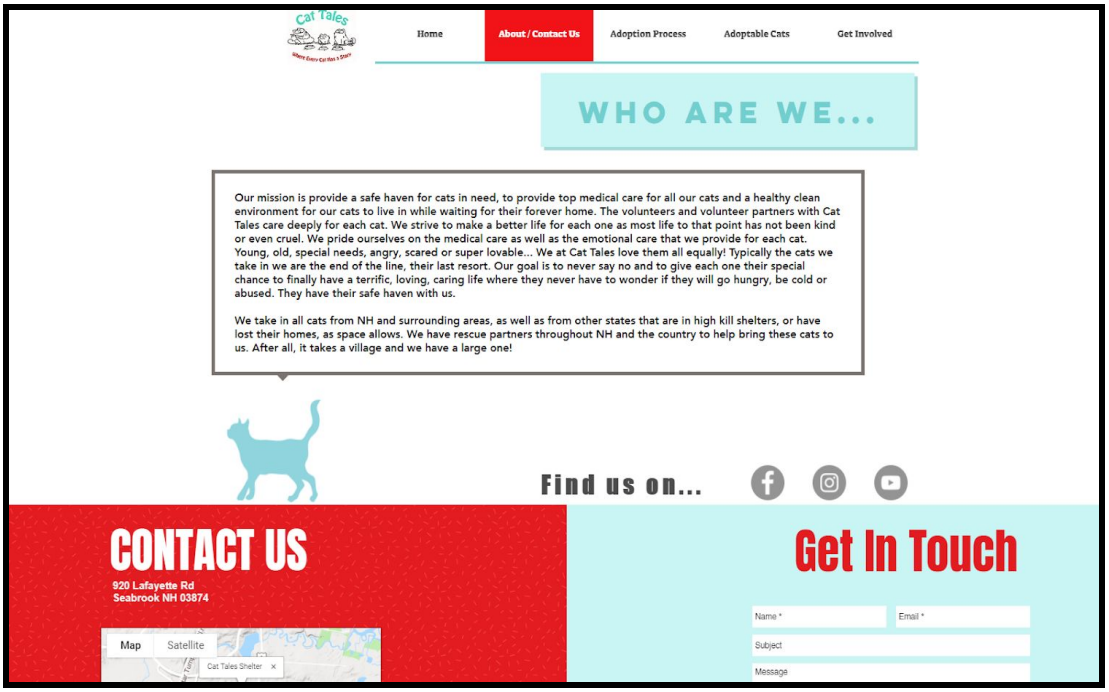

Cat Tales
Where every cat has a story

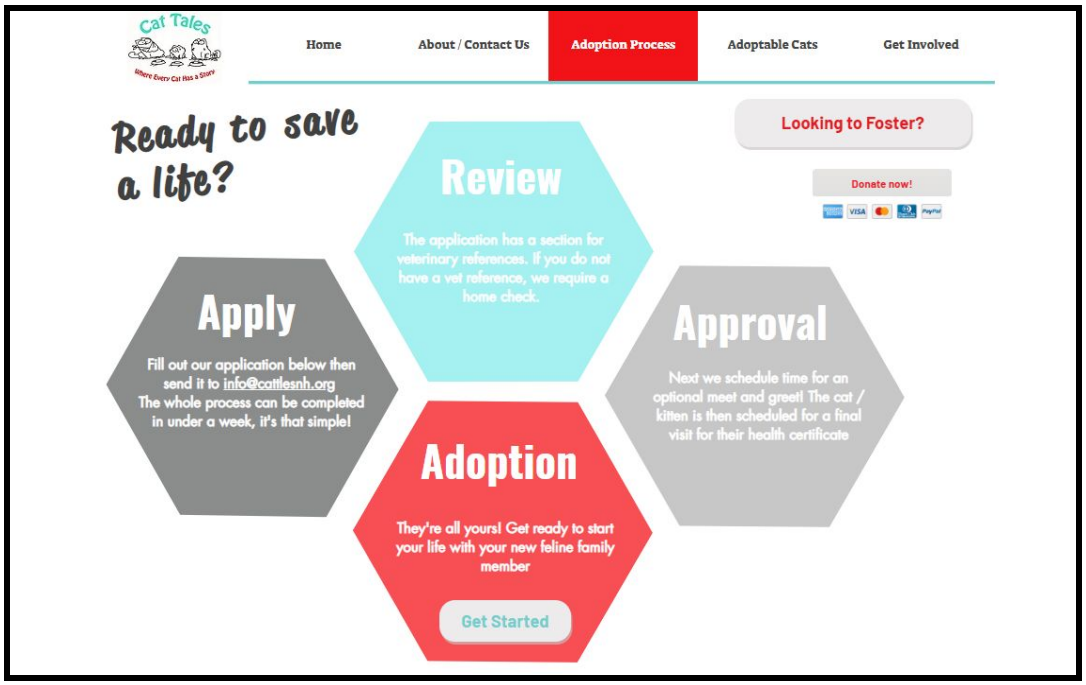

Cat Tales
Rescue
Where every cat has a story

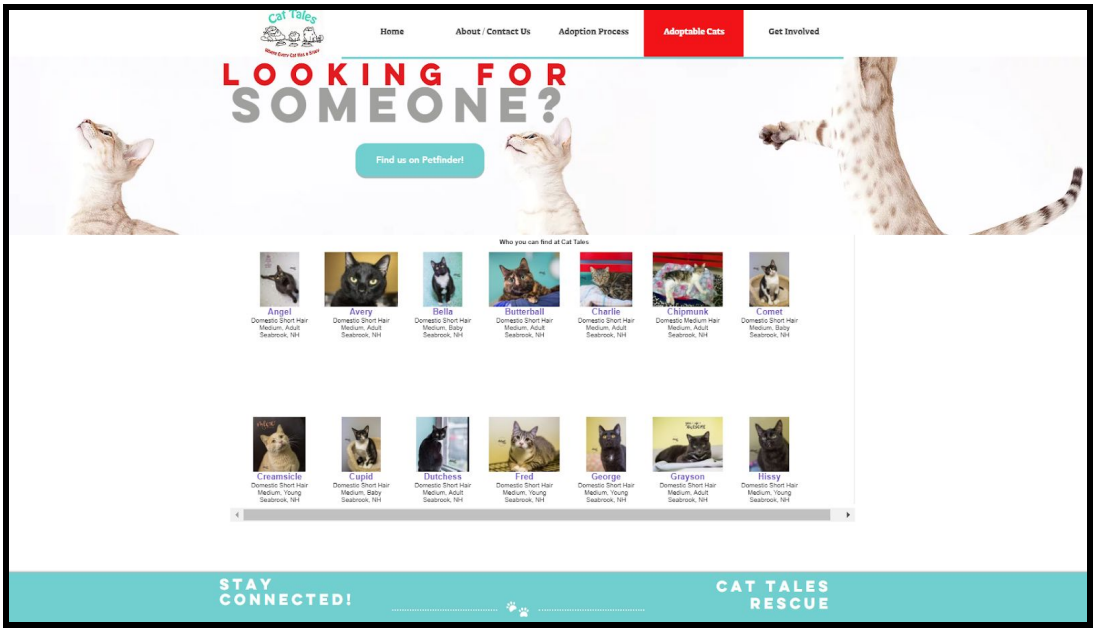

Cat Tales
Rescue
Where every cat has a story

Figure 11: Website Revamp






Cat Tales
Where Every Cat Has a Story
Home
About / Contact Us
Adoption Process
Adoptable Cats
Get Involved
Looking to Foster?
Donate now!
Ready to save a life?
Review
The application has a section for veterinary references. If you do not have a vet reference, we require a home check.
Apply
Fill out our application below then send it to info@cattlesnh.org
The whole process can be completed in under a week, it's that simple!
Approval
Next we schedule time for an optional meet and greet! The cat / kitten is then scheduled for a final visit for their health certificate
Adoption
They're all yours! Get ready to start your life with your new feline family member
Get Started


Cat Tales
Where Every Cat Has a Story
Home
About / Contact Us
Adoption Process
Adoptable Cats
Get Involved
LOOKING FOR SOMEONE?
Find us on Petfinder!
Who you can find at Cat Tales
Angel
Avery
Bella
Butterball
Charlie
Chipmunk
Comet
Creamsicle
Cupid
Dutchess
Fred
George
Grayson
Hissy
STAY CONNECTED!
CAT TALES RESCUE

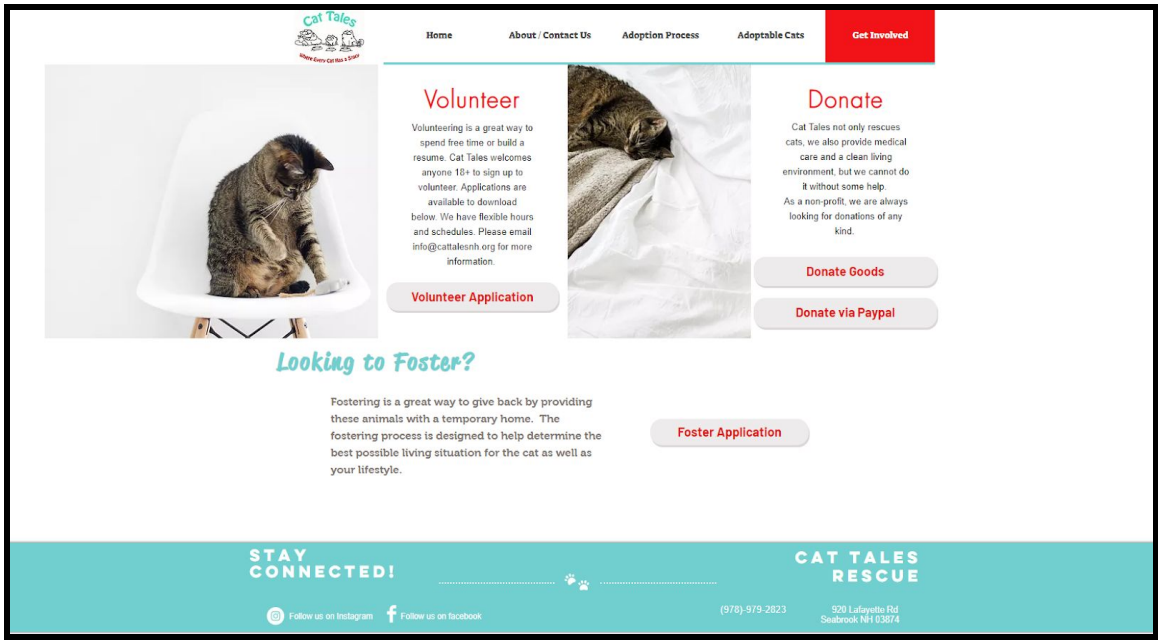
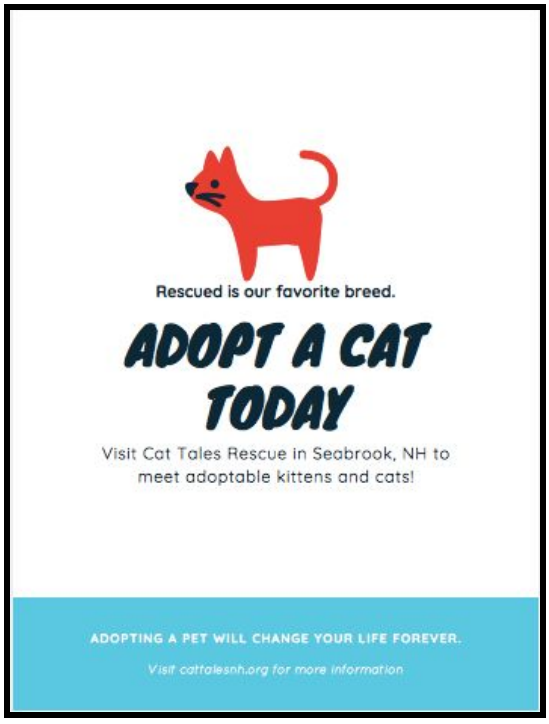
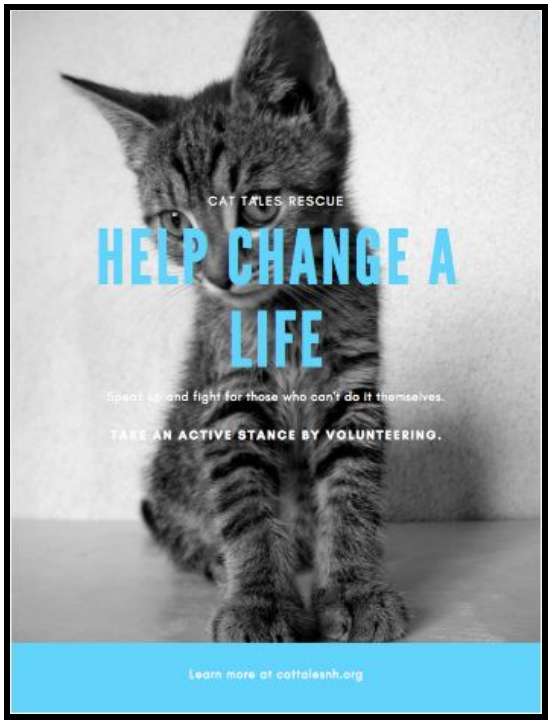

Cat Tales
Home
About / Contact Us
Adoption Process
Adoptable Cats
Get Involved
Volunteer
Volunteering is a great way to spend free time or build a resume. Cat Tales welcomes anyone 18+ to sign up to volunteer. Applications are available to download below. We have flexible hours and schedules. Please email info@cattalesnh.org for more information.
Volunteer Application
Donate
Cat Tales not only rescues cats, we also provide medical care and a clean living environment, but we cannot do it without some help. As a non-profit, we are always looking for donations of any kind.
Donate Goods
Donate via Paypal
Looking to Foster?
Fostering is a great way to give back by providing these animals with a temporary home. The fostering process is designed to help determine the best possible living situation for the cat as well as your lifestyle.
Foster Application
STAY CONNECTED!
Follow us on Instagram
Follow us on facebook
CAT TALES RESCUE
(978)-979-2823
928 Lafayette Rd
Seabrook NH 03874

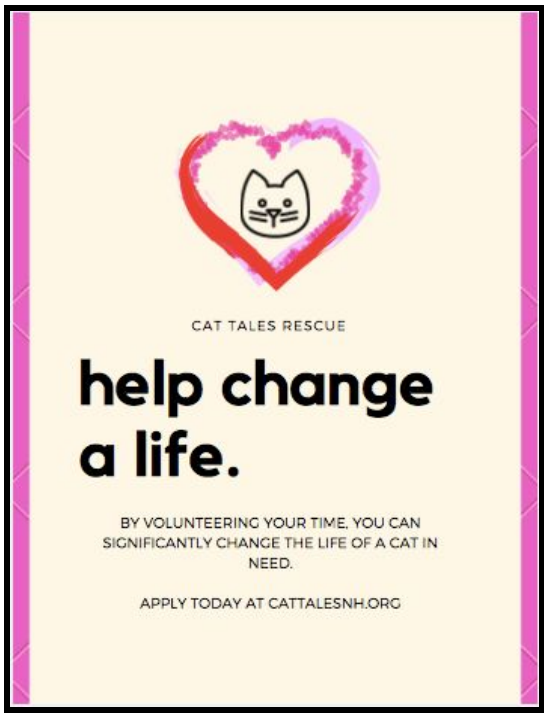
Figure 12: General Promotional Flyer Ideas










CAT TALES RESCUE
help change a life.
BY VOLUNTEERING YOUR TIME, YOU CAN SIGNIFICANTLY CHANGE THE LIFE OF A CAT IN NEED.
APPLY TODAY AT CATTALESNH.ORG

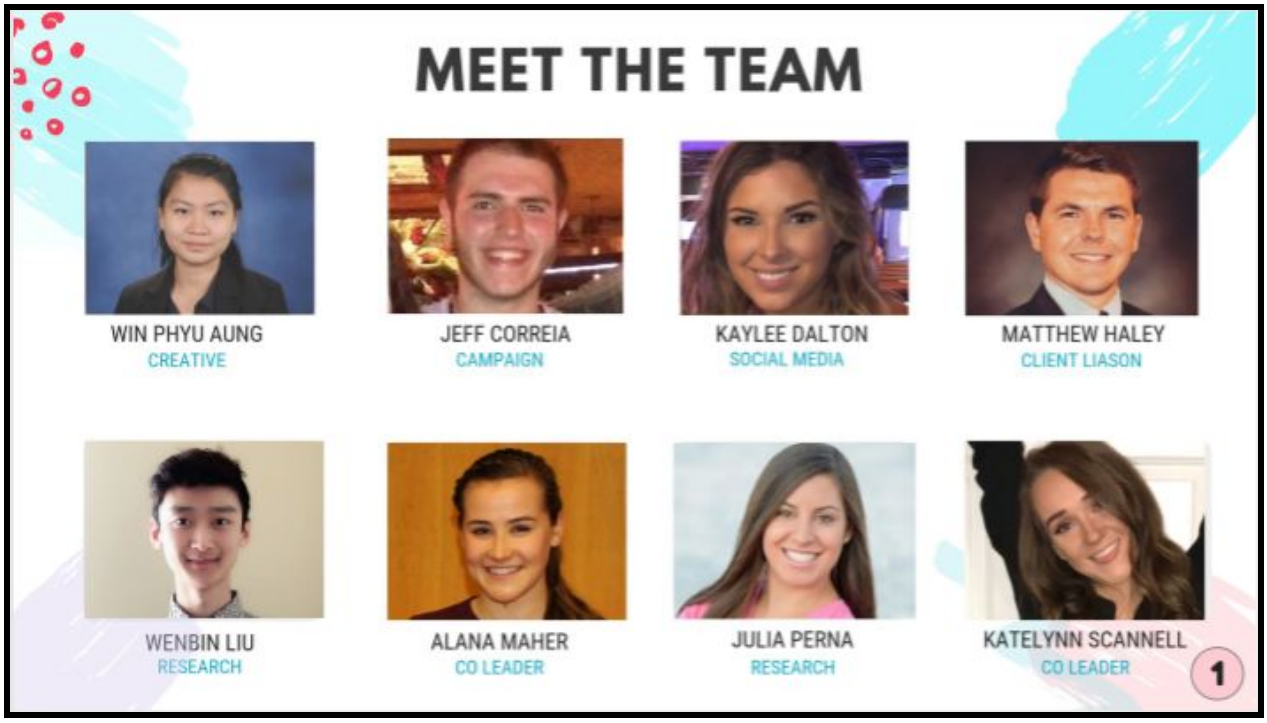

Animals have feelings, too.
VOLUNTEER TODAY
Consider volunteering at Cat Tales to help our feline friends in need.
VISIT OUR SOCIAL PAGES FOR MORE INFORMATION @CATTALESNH
Visit cattalesnh.org

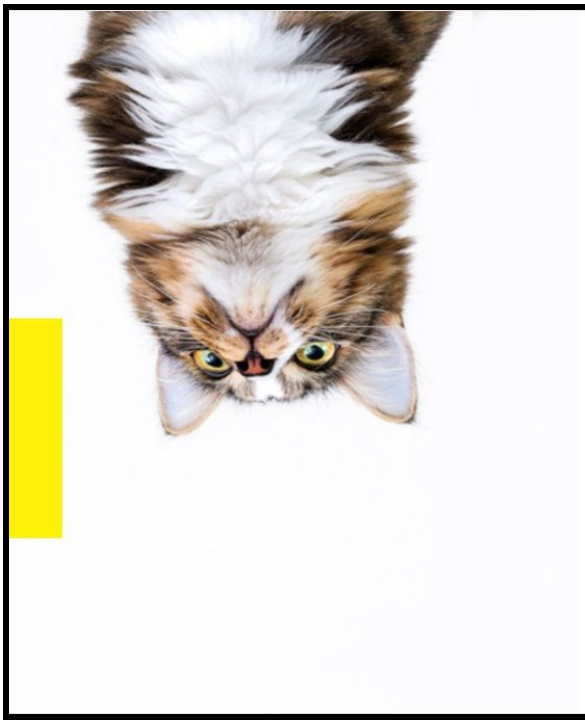

DONATE AT CATTALESNH.ORG
Help us keep our kitties happy and healthy through the holidays!
CAT TALES RESCUE


CAT TALES RESCUE
Help us care for our cats this holiday season
VISIT CATTALESNH.ORG TO DONATE

Figure 13: **Final Presentation Slides**







AGENDA

- BACKGROUND
- TOPIC OF CONCERNS
- GOALS

Phase One

- RESEARCH PLAN
  - PRIMARY RESEARCH PLAN
  - SECONDARY RESEARCH PLAN
  - RECOMMENDATIONS

Phase Two

- STRATEGIC PARTNERSHIP/OUTREACH EFFORTS
- ONLINE PRESENCE
  - MEDIA PLAN
  - WEBSITE

2



BACKGROUND

CAT TALES

- Opened June 2018
- Located in Seabrook, NH
- Non-Profit, No Kill Shelter
- Take in unwanted cats
- Unique, open floor plan for cats

3

OWNER

KELLI

- Worked at FuRRR cat shelter
- Has saved 1,000's of cat's lives
- Opened her own shelter with little aid



4

WHY WE'RE NEEDED

FACILITY OPENED WITH LITTLE TO NO HELP:

CAT TALES NEEDS:

01 Marketing Expertise

02 Increase Brand Awareness and Fundraising Efforts

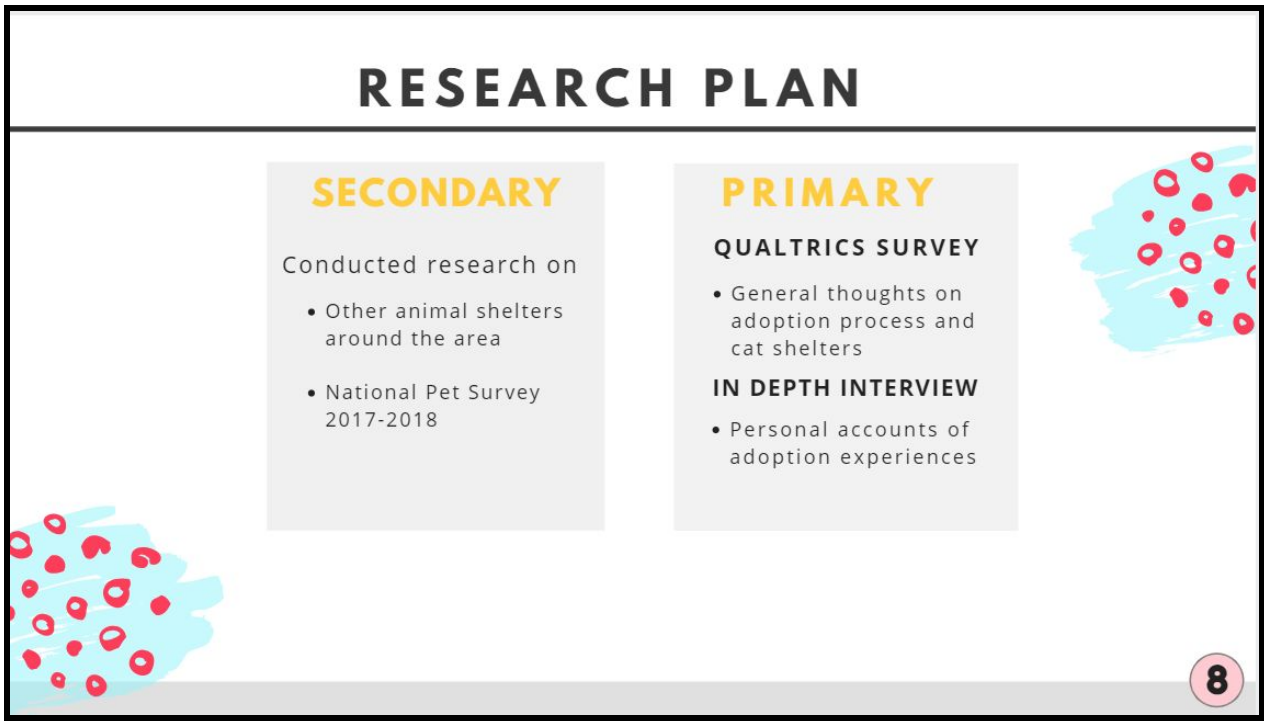
03 Website Assistance

04 Increase Community Presence

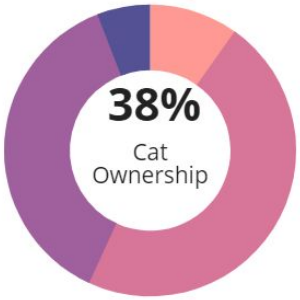


5


GOALS
OF THE MARKETING PROJECT
Implement effective marketing communications
Increase the number of cats adopted
Increase the amount of donations to the shelter
Increase brand awareness
6


RESEARCH PLAN
SECONDARY
Conducted research on
• Other animal shelters around the area
• National Pet Survey 2017-2018
PRIMARY
QUALTRICS SURVEY
• General thoughts on adoption process and cat shelters
IN DEPTH INTERVIEW
• Personal accounts of adoption experiences
8

SECONDARY RESEARCH



Pet ownership stands at 84.6 million U.S. households

Common methods of obtaining cats

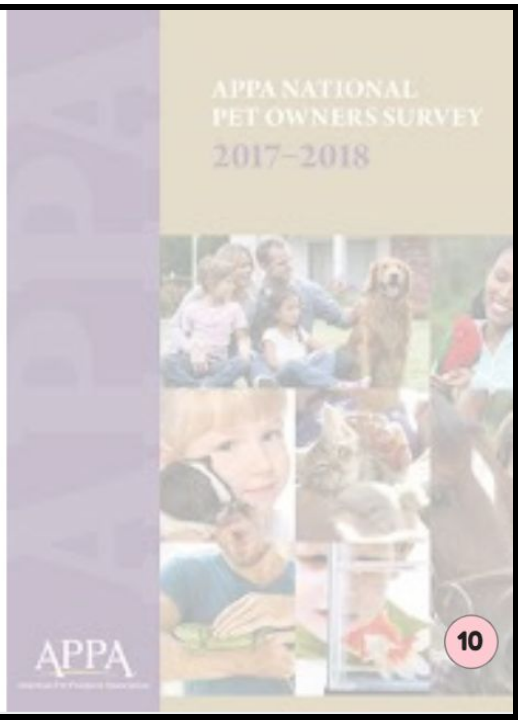
- **28%** Shelter / humane society
- **26%** Friend / relative
- **32%** Stray Caught
- **7%** Adopted at a pet store

9

SECONDARY RESEARCH

2017-2018 National Pet Survey (Cont.)

- Over 600 pages of detailed data
- 22,202 respondents; 12,581 current pet owners
- 451 completed cat surveys
- Insights into trends for pet owners
- Differences between generations of pet owners



10

SECONDARY RESEARCH

:LOCAL ANIMAL SHELTERS:

NEW HAMPSHIRE SPCA

- Approximately 700 volunteers
- Receive an average of 2500 neglected/abused animal per year
- Not restricted to Cats
- Have training Service

New Hampshire SPCA

COCHECO VALLEY HUMANE SOCIETY

- Receive an average of 1,500 neglected / abused animals per year.
- Volunteers have specific guidelines
- Leverage a blog
- Established organizational events

Cocheco Valley Humane Society
Serving Strafford County NH & Southern ME

11

SECONDARY RESEARCH TAKEAWAYS

- Baseline for the primary research.
- Cat Tales goals align with other non-profit.
- No other regional shelter specialize in cats alone
- Future ideas for recommendations



12

PRIMARY RESEARCH

QUALTRICS SURVEY



83

RESPONSES

INSTAGRAM

FACEBOOK

13

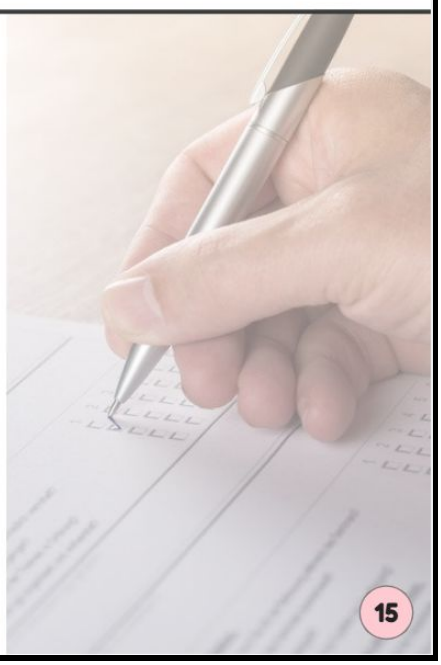
> Initially after the adoption we donated. But it's been 12 years, so **we have not donated** for the past 10 or 11 years.

> We got an adult cat instead of a kitten, as they are potty trained, got their required shots and **it's easier**.



PRIMARY RESEARCH TAKEAWAYS:

- Female
- Ages between 20-49
- Employed full time
- Information via word of mouth & online platforms
- Donations stop after 1-2 years
- Adoption over pet stores
- Older cats were welcomed



15

RECOMMENDATIONS:

STRENGTHEN THE BRAND IMAGE

- Develop strategic partnerships
- Update media content
  - Cat Tales website
  - Social Media
- Enhance marketing and promotional efforts
- Drive donations and fundraising

16



STRATEGIC PARTNERSHIP / OUT REACH EFFORTS

01.
Proposing partnerships with local businesses.

02.
Leveraging their venues to create brand awareness.

03.
Utilizing Kelli's collateral (pamphlets).

04.
Creating a vision for the relationship.

18

ONLINE PRESENCE

MEDIA PLAN
WEBSITE

19

MEDIA PLAN

01 **Consistent Posting**
About 3 times per week

02 **Unified Presence across platforms**

03 **Engaging with followers**
Replying to comments
Replying to direct messages
Get follower to "share" post on social media

04 **Promote events and fundraisers**

05 **Cross-platform Promotion**

20

WEBSITE REDESIGN

GOALS:

- Central location for information
- Consistent established image
- Easy navigation
- Fully functioning
- Mobile version

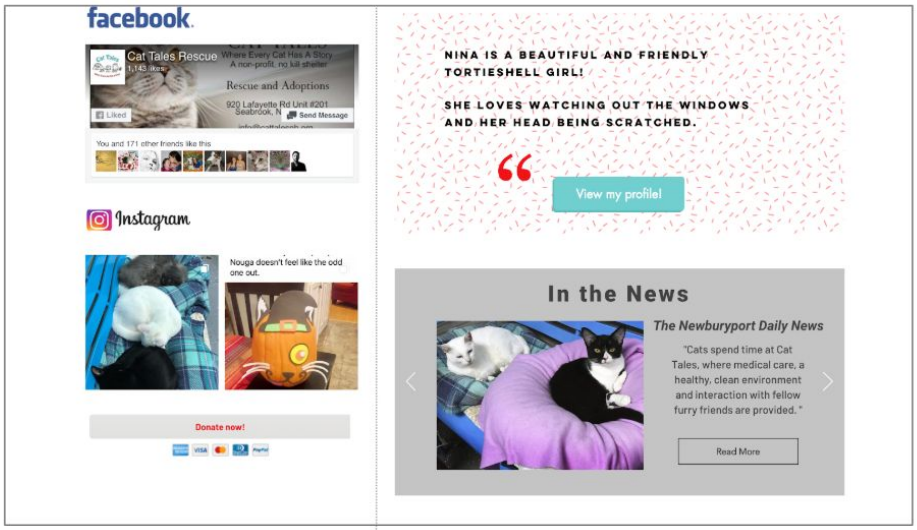
Original Website Layout





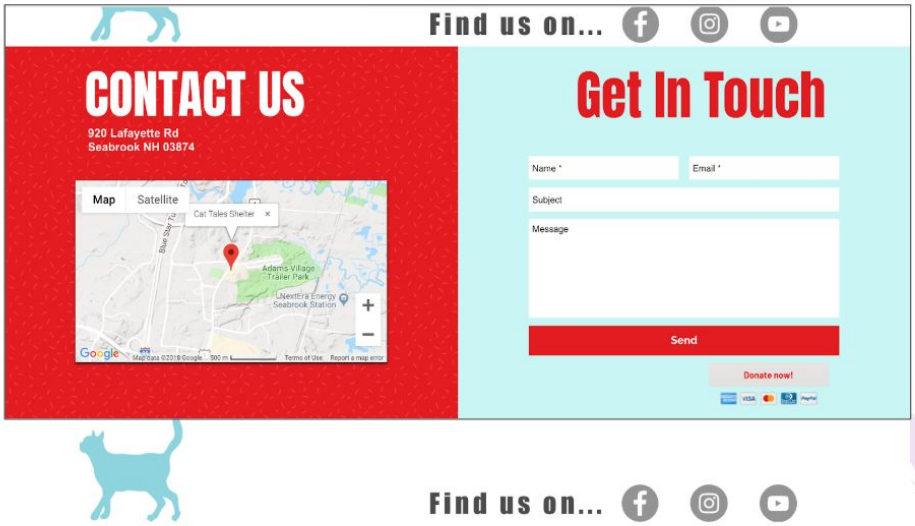
21

WEBSITE REDESIGN : HOMEPAGE



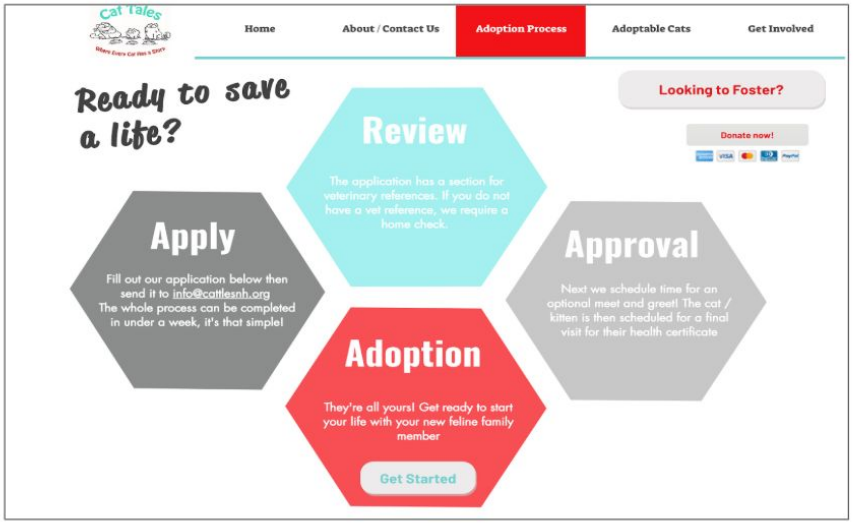
22

WEBSITE REDESIGN : CONTACT US



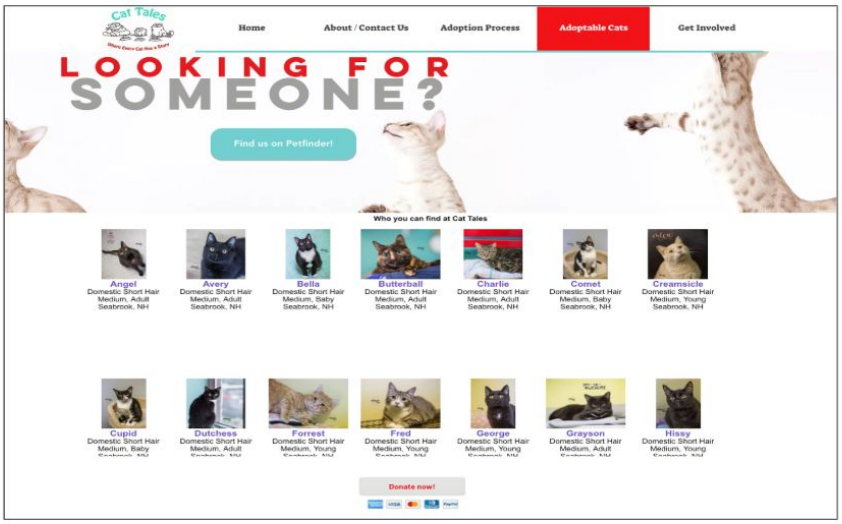
23

WEBSITE REDESIGN: ADOPTION PROCESS



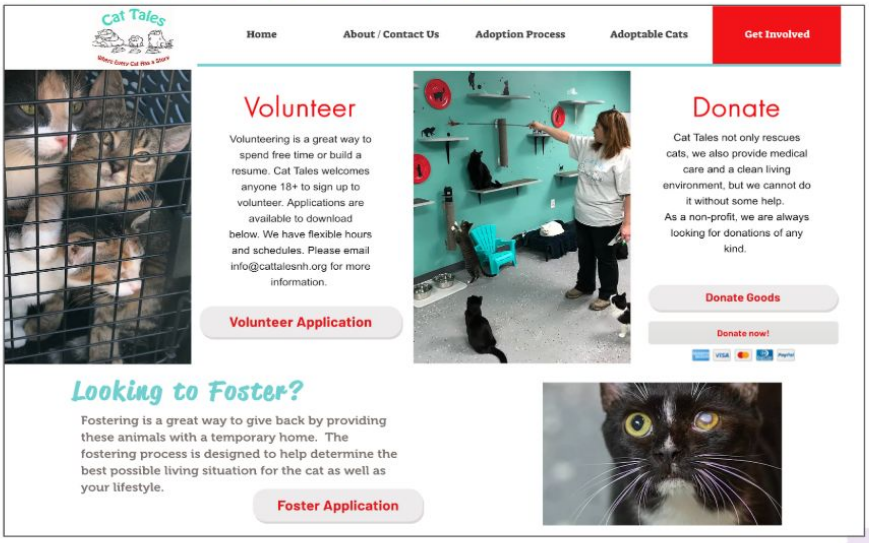
24

WEBSITE REDESIGN: ADOPTABLE CATS



25

WEBSITE REDESIGN: GET INVOLVED

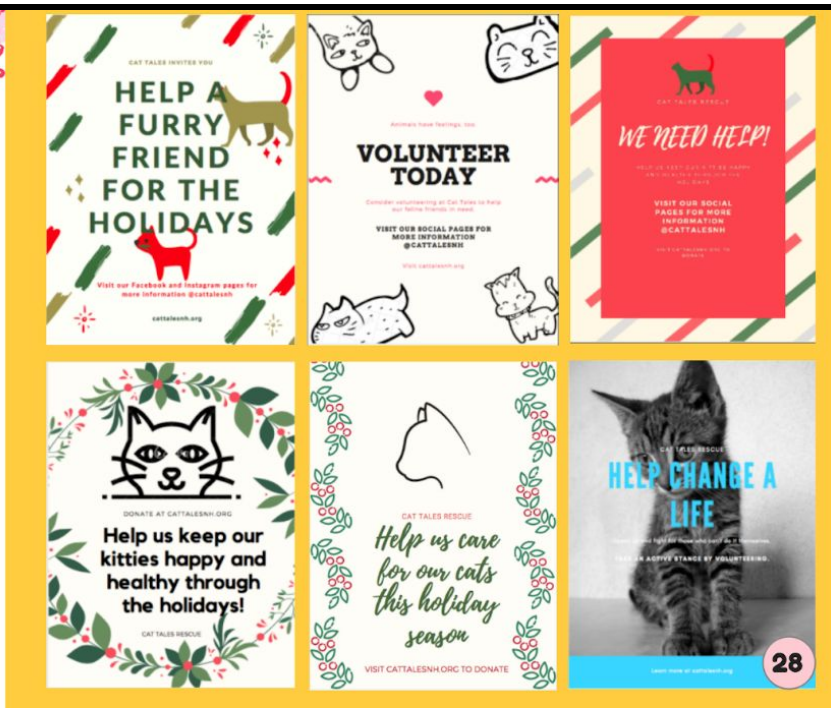


26

ADVERTISING AND PROMOTIONAL CONTENT

27

FLYERS: CAT TALES



FLYERS





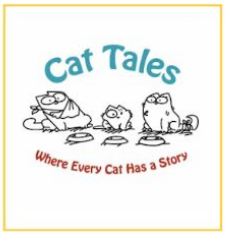
29

PROMOTIONAL VIDEO



30

LOGO POSSIBILITIES

















31

GOALS

Implement effective promotional content

Increase brand awareness

Increase number of donations

Ultimately increase the number of cats adopted

CONCLUSION

Cat Tales has a strong base as a non profit, but we believe if Cat Tales applies our recommendations that they will reach these goals within next year. With more goals comes the possibility for expansion and overall more sustainable business

- MKTG 762's Cat Tales Team

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THANK YOU
ANY QUESTIONS?