

SIoux FALLS AREA HUMANe SOCIETY



#SecondChanceAdopter
Persuasive Campaign Plan Book

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Executive Summary

The persuasive campaign plan for #SecondChanceAdopter for the Sioux Falls Area Humane Society (SFAHS) is designed to accomplish the following objectives:

1. Make SFAHS a first-stop shop in the mind of the consumer for pet adoption
2. Correct misconceptions about the adoption process.

The plan is a five-month campaign beginning in March, 2019, to August, 2019. The SFAHS seeks to meet its mission of “providing a safe haven and human voice for all animals in need.” Having operated for nearly 100 years, SFAHS has established itself as an ethical source for offering animals a second chance at a happy home. While in the same market as other local pet retailers, humane societies from neighboring cities, and private breeders, SFAHS faces competition between customers looking for new, privately bred pets and adoptable pets.

The overarching campaign concept, “#SecondChanceAdopter” accomplishes the above objectives, each through their own set of strategy and subsequent tactics. The first objective, make SFAHS a first-stop shop in the mind of the consumer for pet adoption, will be achieved through the following tactics: Place a billboard ad near the I-229 exit for the Humane Society to drive local traffic to the geographic area of SFAHS. Secondly, to decrease the amount of dissatisfied customers, the plan proposes the creation of a radio ad detailing the adoption process and explaining requirements. Thirdly, to comply with the first objective, the plan accounts for generating local buzz through social media implementation of the #SecondChanceAdopter trend.

The second objective, correct misconceptions about the adoption process, will also be met through its own individual set of strategy and tactics. First, the plan proposes SFAHS to engage in direct communication regarding requirements for adoption through addition of a “Requirements for Adoption” tab on the main menu of the website. Secondly, the plan proposes seeking out potential adopters through retargeted email or Facebook ads using data analytics. Lastly, the plan makes a proposal for positive changes in owned, earned and bought media visuals in order to fight the negative stigma surrounding shelters.

Following the implementation of the campaign tactics proposed in the plan, SFAHS will measure success of the campaign by engaging in evaluation at regular monthly intervals before, during and after the campaign. Each tactic will be evaluated using its respective medium.

Situation Analysis

Client, Product, and Category Overview

The SFAHS seeks to meet its mission of “providing a safe haven and human voice for all animals in need.” Since beginning in 1919, the SFAHS has upheld its mission as “an open admission facility that takes in abandoned, abused, homeless and unwanted animals that need tender loving care until they can find a permanent home (History).” The organization is a 501(c)(3) non-profit funded by donations received through fundraising, monetary gifts, and work of volunteers. The product offered by the SFAHS is pet adoption. Additional subdivisions of the product include monetary donations, volunteering, and the idea of helping animals in need.

In 2017, the SFAHS facilitated 2,620 animal adoptions. This number is not reflective of any transfers or returns. The percentage of returns in 2017 averaged 12% with the holiday months of December and January reaching a 25% return rate.

Market Environment Analysis and Company Overview

The product offered by the SFAHS is the adoption of pets, including, but not limited to, dogs and cats. Additional areas within the adoption product offering are the need for donations, volunteer, and the general premise of helping animals in need.

The price for the adoption of animals from the SFAHS include the costs of care (before and after adoption) and costs for microchipping. Care costs incurred before adoption may be reflected in the adoption price. If the animal is spayed, neutered and/or microchipped prior to adoption, the animal will reflect this slightly increased cost, as much of the preliminary care costs have already been incurred. Post-adoption costs for the consumer will include grooming, veterinary care and food costs.

Promotions currently in use by the SFAHS include fundraising events, a social media presence, and public relations efforts. Fundraising events include: “Paws to Celebrate,” a silent auction and upscale dinner, the “Poker Run,” the “Fore the Animals” Golf Tournament, the “Bark in the Park” 5K Run/Walk, a carnival, the “Tinsel and Tails” Craft and Bake Sale, and the Fetch and Fall crafting event. Social media presence includes celebration of national pet holidays, naming contests for unnamed pets, and “Phrase it Friday” caption contest. The SFAHS uses public relations tactics to promote adoption and the organization. Local radio and television networks feature the “Pet of the Week,” and occasionally, media will cover the SFAHS events or run stories on issues facing the organization.

The SFAHS offers adoptions out of its Sioux Falls location north of the city off Interstate-229. The organization offers in-house microchipping, spaying and neutering. They also utilize their website as a place people can go for adoption info.

The people of the marketing mix for the adoption services offered by the SFAHS are residents of Sioux Falls. Nationally, 44% of all households in the United States have a dog, and 35% have a cat (American Pet Products Association, 2016). Data obtained by the American Veterinary Association indicates that approximately 6.5 million companion animals enter U.S. animal shelters nationwide every year. Of those, approximately 3.3 million are dogs and 3.2 million are cats (U.S. Pet Ownership Statistics).

The SFAHS is in business to find pets in the Sioux Falls area homes. They are not the only organization in the area with this same mission. Other non-profit shelters exist in the area as well as other for-profit businesses such as breeders or pet stores. All of these other options serve as competition for SFAHS. Due to the nature of South Dakota, there are a few Humane Societies located in the bigger cities, with that, it is easy to drive an hour or so from Sioux Falls to look at other shelters to find another animal. The largest overlap between these different humane societies is that all of these places offer the same adoptions, just of different animals with different benefits. All of the shelters are working towards the same goal of finding every animal a home. All shelters are also putting on events to raise awareness of the available animals as well as raise money for their shelters. Each shelter has their own animals for adoption as well as their own way of presenting information about the animals. SFAHS has a variety of competition both in the non-profit and for-profit sectors, we chose to look at what we feel are their biggest competitors, Brookings Regional Humane Society, Heartland Humane Society, and Mini Critters.

Competitive Analysis

Brookings Regional Humane Society

Brookings Regional Humane Society is located in Brookings, SD and has a similar mission to that of the one in Sioux Falls. They also take in cats, dogs, and other small animals. The Brookings Regional Humane Society (BRHS) appears to have an open visitation policy meaning that anyone can go back and see animals unlike in Sioux Falls. They also have slightly higher adoption fees ranging from around \$140 - \$170 for dogs, around \$30 for bunnies and other small animals, and no set fee for cats it just depends on their age and individual circumstances.

Both SFAHS and BRHS use Facebook, Twitter, and their websites to keep people informed on what is going on with their organizations. SFAHS however, has a much larger following on both Facebook and Twitter and additionally uses Instagram as a promotional tool. However, BRHS has more interaction than SFAHS even though they have a much smaller following. BRHS has their most important info on their website homepage including their logo, hours, contact info and

location. This is a bit easier to find than that of the SFAHS. The Website for the BRHS is similar in structure to that of the SFAHS, but does not have any apparent branding or style guides. It also doesn't appear to be as up to date. Overall, both SFAHS and BRHS have the same important mission of caring for animals. However, SFAHS does a better job getting their brand across in a consistent manner and has slightly lower adoption fees.

Heartland Humane Society

Heartland Humane Society is located in Yankton, SD and like the ones in Brookings and Sioux Falls has a similar mission to find forever homes for pets. Like the others they take cats, dogs, and other small animals. It appears that they too have an open pet visitation policy. Their adoption fees are comparable to those of BRHS and a bit more expensive than in Sioux Falls. Dog adoption fees are around \$150 with puppies costing a bit more, cat adoptions around \$65, and other small animals around \$15.

Heartland Humane Society (HHS) uses their website as well as Facebook and Instagram to reach out to the public. Their website is very well done and very consistent in branding with similar colors, fonts and logos throughout. This consistent branding also carries over to their social media. The HHS Facebook page is similar to that of SFAHS in professionalism and what is posted, but has far fewer followers and does not encourage interaction as often. Although it does not have an invitation to participate like SFAHS' Phrase it Fridays, and it has a lower percentage of likes per post, the HHS page does have a higher number of shares per post. Although out of 3,503 followers only a few posts reach 100 reactions (likes, hearts, etc.), almost every post has been shared with some up to 70 times. The SFAHS gets more reactions, but fewer followers sharing posts.

The one thing all three humane societies have in common is their missions of helping animals find homes. Overall, HHS is quite similar to SFAHS, both do a really great job of promoting their adoptable animals through well done and consistent websites and social media pages. HHS has a slightly higher adoption fee than SFAHS but it is not a significant amount.

Mini-Critters

Mini-Critters is a pet store in Sioux Falls that sells puppies, kittens, and other small animals. They are a for-profit business so they have a different approach to finding these pets a home than a humane society would. They get new puppies into their store each week and have a variety of popular breeds for sale. Their prices for dogs vary due to the wide variety of breeds and they choose not to post their prices on their website. Again, I think SFAHS does a better job with branding and

consistency in their website as well as their social media. The website also appears somewhat dated in its appearance and functionality. The largest difference between the two sites, and possibly most disheartening, is referring to the animals as “being in/ out of stock” like merchandise. This way of promoting animals to be sold is ineffective in that people may forget they are living creatures.

Overall, the key difference between the SFAHS and Mini-critters is the fact that the humane society is a non-profit that is rescuing dogs and trying to find them forever homes. Mini-Critters on the other hand gets puppies of popular breeds that they know people will want

While it is hard to diversify between the shelters because of the similarity of the goals, SFAHS has many strengths working in their favor. SFAHS has lower adoption fees than the two neighboring humane societies we focused on. All of the shelters have websites and social media they use to promote their organization and show their animals. SFAHS has the best quality as well as no clip art photos, they use photos of current or past adoptable dogs, and follow brand guidelines. Their site has a professional look, while still highlighting their adoptable dogs in a fun way. When it comes to their for-profit competitors, SFAHS has the benefit of knowing you helped a pet in need find a home instead of just buying one.

Brookings Regional Humane Society:

605.697.PETS (7387) | brookingsregionalhumaneociety@hotmail.com
f
t
d


Brookings Regional Humane Society

Open Mon.-Fri. 12pm-6pm & Sat. 11am-4pm
120 W. 2nd St. S.
(605) 697-PETS (7387)

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About Brookings Regional Humane Society

BRHS formed in 1998 to help the Brookings Animal Control Department find homes for stray animals. Prior to BRHS forming, there was no humane society/adoption group; the majority of the animals at Animal Control had to be euthanized. The unclaimed, homeless cats and dogs from Animal Control are BRHS' priority. Those unclaimed within a five-day holding period are surrendered to BRHS where they get the necessary wellness care and are spayed/neutered. Animal Control brings any sick or injured animals to BRHS for immediate care. It is rare now for an animal to be euthanized, as this organization continues to accomplish its mission.

In 2013 BRHS was very fortunate to move into its present location across from the Brookings Airport. The building was built specifically to house animals and provides a separate dog kennel area, rooms to house cats, natural lighting, and proper ventilation throughout the whole facility. There are also medical isolation, quarantine, treatment, and surgery rooms.



Board of Directors:

President: Beth Reams
Vice-President: Bill Davidson
Secretary: Joni Mueller
Treasurer: Sheri Wig

Members:

Cody Williams
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HOW TO ADOPT
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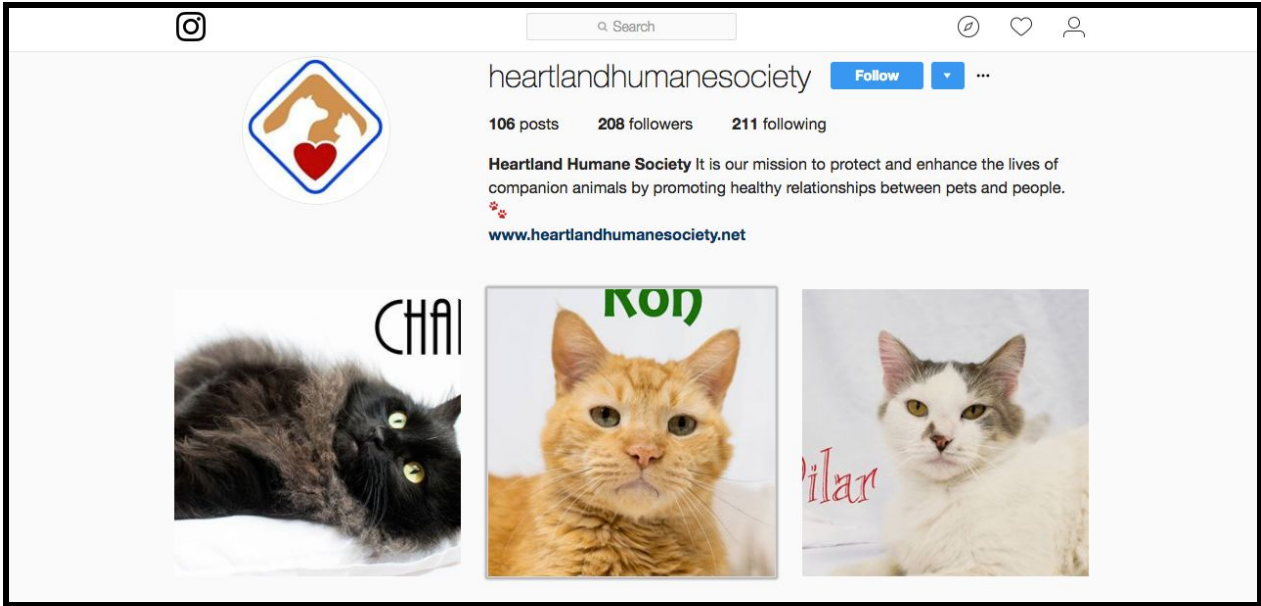
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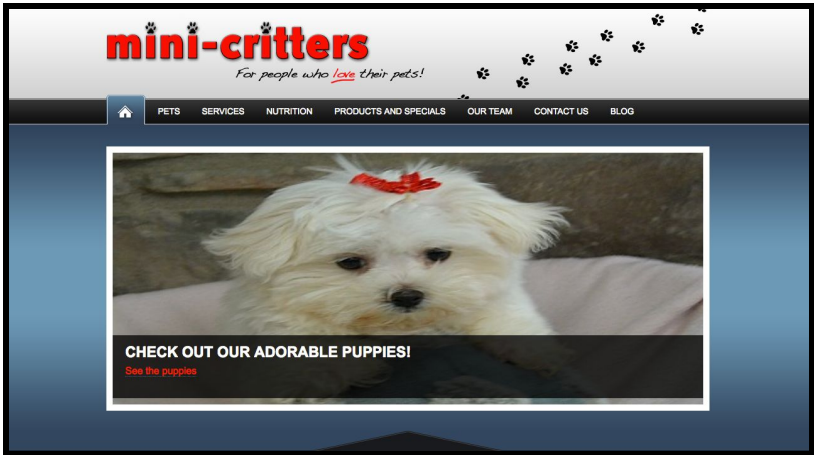
Welcome to Heartland Humane Society

Heartland Humane Society is a limited admissions shelter, which means that we take in

heartlandhumaneociety.net/available-pets/



Mini-Critters:



SWOT Analysis

Strengths

Only Humane Society in Sioux Falls

The SFAHS is the only humane society in an hour radius of Sioux Falls. This creates the possibility of a wider range of adoptable animals. Being the only humane society also creates the possibility for more and richer community relationships.

Adoption Fee Covers Most Surcharges

Adoption fee covers most surcharges by fundraising events in the community. Fees include spay/neuter, microchipping, treatments and vaccinations. One low fee covers all the costly procedures and requirements to having a pet.

Strong Social Media Presence

The SFAHS currently has strong relationships with local television and radio media. The "Pet of the Week" is a long-running feature on the 92.5 FM radio station in Sioux Falls, and also on the KDLT and KSFY local television networks. Additionally, a member of the SFAHS Board of directors also works at Keloland News, thus expanding the media relations network for the SFAHS. Along with pairing with local media, the SFAHS has a strong social media presence. With 25,000 likes on just their Facebook page, they are able to use media to reach consumers and promote brand awareness.

Weaknesses

Negative stigma surrounding animal shelters

A common misconception regarding the SFAHS is that it is a pound-like institution that is unclean and dimly lit; however, this is not the case. The building is in very good condition, kennels are cleaned daily and all halls are well lit. It reflects the "happy things happen here" motto of the SFAHS. Anyone who has not visited would not know this. Along with the misperceptions, some people are simply unaware of deals and processes from the shelter. Many do not know the adoption process, the low costs compared to other places and that there are lower adoption fee days throughout the year.

Social Media Interaction

While the SFAHS has a strong following on Facebook, with 25 thousands likes on their page, they have a relatively low number of followers interacting with the posts, generally having 15-50 likes and shares. Not only do they have low engagement, they also lack a clearly defined social media target audience. Although they would like business from a range of people, without defining a

target audience, the SFAHS is not able to market towards one group. Being able to narrow marketing would be more effective in promoting adoption.

Few Available Resources

As a non-profit organization, limited staff and funds are available to the organization. Without a steady cash flow or supply of care items coming into the humane society, a lot of time and focus is geared towards finding necessary resources. This time could instead be put towards maintaining the shelter, promoting animal adoptions, or interacting with customers. The lack of constant cash flow also creates a lack in capability. All pets need to be spayed/neutered and microchipped. While the SFAHS would like to provide these services before animals are adopted, the lack of excess funds means they are not capable of doing this for every animal.

Opportunities

Defining target market and planning appropriate communication tactics

As discussed in the market environment analysis, millennials in Sioux Falls will be an advantageous primary target for the adoption product offered by the SFAHS. This is a growing market which is an opportunity in itself. With this target market in mind, it is important to utilize tactics of communication and engagement that are resonant with target market; such as Instagram.

“Happy Things Happen Here”

The motto of the SFAHS is “Happy Things Happen Here.” This slogan is catchy, and highly representative of the atmosphere and work of the SFAHS. Therefore, it would be a wonderful tactic to utilize in future campaigns in order to correct the misconceptions about the SFAHS as a kill shelter, or a shelter with poor conditions.

Community Involvement

Opportunities for the brand are increased community involvement. This step has started, but with increased awareness comes increased adoptions. This has been started through events the shelter puts on throughout the year, but seeing as the SFAHS is a non-profit organization, it is important to continually consider new opportunities for the organization. A possible avenue to capitalize on this opportunity is to create a more cohesive fundraising and event campaign or narrative. Currently, events are somewhat scattered in nature, name and theme. This will assist in growing community involvement.

Threats

Other local pet retailers in Sioux Falls

Local pet breeders and retailers in the Sioux Falls area, from Mini-Critters of Sioux Falls and Menning Enterprises of Edgerton, MN threaten this business. Each of these businesses offers purebred puppies for sale. In the mind of an affluent consumer, a pure-bred, brand new puppy may be at the top their shopping list, rather than adopting from the Sioux Falls Area Humane Society. They are also able to offer a wider variety of pets, from fish to reptiles, that the Humane Society does not have. Customers are also easily able to access sites like Petfinder to find pets they are specifically searching for.

Lack of awareness about adoption process, costs and overall commitment

According to administration at the SFAHS, many visitors to the shelter, or reviewers on their various web pages misunderstand the adoption process. Visitors must first prove property ownership and valid identification of other pets in the home, if applicable. Unless the patron can verify each of these elements, they are not allowed to even see the animals. This is a precautionary measure enacted by the SFAHS, as the animals may be given false hope of adoption by the constant stream of visitors. While the policy is understandable, it is not well advertised, and patrons may become angry at the amount of time it can take.

Animals thought of as “gifts” or “commodities”

The peak rates of animals returned to the shelter occur during the holiday months of December and January. Administration of the SFAHS attributes this to the misunderstanding of pets as gifts or commodities. As a result, once the adopter realizes the actual active commitment required in adoption of an animal, they are returned. Thus, detracting from the mission of the SFAHS.

Target Market

The Target Market

Based on secondary and primary research, the team identified Millennials in Sioux Falls, South Dakota, as the target market for the efforts of the campaign and the offerings of SFAHS. The following research identifies opportunities with the Millennial age demographic, and also appropriate campaign strategy and tactics.

Secondary Target Market Research

Sioux Falls, South Dakota, has boasted an average increase in population of 3,200 people per year over the past decade. By 2025, the population is expected to reach 202,000. The city achieved this population increase through new job growth and exponentially grows. Additionally, Sioux Falls has become a greater destination for shopping, dining and entertainment, with new venues including the Denny Sanford Premier Center, the Sanford Pentagon and increase in national retailer presence like Marshall's, Osh Kosh and Ross Dress for Less (Brown, 2017).

With the increase in population come new residents to Sioux Falls. According to census data obtained by the City of Sioux Falls City Planning Department, the greatest age demographic of Sioux Falls is range of residents between the ages of 20 to 54 years-old, comprising 54% of the city's total population. In conjunction, the American Veterinarian Association found that Millennials (between the ages of 18 to 34) are the current demographic with the highest likelihood of owning a pet with 57% pet ownership among the age group. The other 43% of those in this key demographic cohort who do not currently own a pet, indicate they want one in the future (*Pet Population and Ownership Trends in the U.S.: Dogs, Cats, and Other Pets*). Additional findings have indicated that Millennials are now choosing pets as a "starter family (Main, 2017)." Specifically related to SFAHS location in South Dakota, the state ranks third in the nation for pet ownership, with around 66 percent of households owning pets.

Another niche of the target market for the SFAHS's pet adoption offering is the Hispanic/Latino population. According to Packaged Facts, a leading publisher of market research in consumer pet products, "pet ownership has become a marker of acculturation within the rapidly expanding Latino population. As second- and third-generation Hispanics continue to make up an ever growing share of the Hispanic population in the United States, the number of Hispanic pet owners likely will continue to grow exponentially (*Pet Population and Ownership Trends in the U.S.: Dogs, Cats, and Other Pets*)."

A threat to the market for pet adoption is the risk of pet rehoming, or brought to shelters after purchase or adoption. In an effort to decrease the amount of animals that are rehomed, the American Society for the Prevention of Cruelty to

Animals (ASPCA) conducted research amongst individuals who brought pets to shelters for rehoming. Reasons for pet rehoming included costly veterinary care, costs incurred by training or behavior help (more common for dog owners), lack of access to pet-friendly housing, cost of spay/neuter services, and cost of pet food (Weiss, et al). Additionally, specific breeds are recurring residents of humane societies. These recurring breeds are generally larger breeds and breeds with longer life spans (*10 Most Common Dog Breeds in Shelters*). Pitbulls, as well as similar breeds, are some of the highest surrendered and unadopted breeds in America (*Fantegrossi*).

Another threat to SFAHS by the target market is misconceptions about humane societies. The Opinion Research Corporation discovered that 70 percent of Americans have misconceptions about humane societies in general (*Nationwide Poll: 7 out of 10 Americans Wrongly Believe HSUS is a Pet-Shelter 'Umbrella Group'*). Perhaps one of the most common and deterring misconceptions affecting humane societies regards the adoption process. The humane society adoption process can take longer and seem more extensive than that of a breeder or pet store (Yoffe). The increased amount of time spent in adoption compared to purchase of a new animal results from greater amounts of paperwork, verification of necessary requirements for adoption, as well as an acquaintance session.

Primary Target Market Research:

The campaign plan utilizes findings from personal interviews to better understand the target market's perceptions of humane societies, as well as the adoption process. Personal interviews were conducted with participants within the target market demographic: a college student, a Millennial couple with children, a recently married Millennial couple without children and a recent college graduate. Working to understand perceptions of the organization itself and the adoption process will assist in understanding the underlying motivations behind adoption or rationale behind non-adoption within the target market. The team interviewed four people: one recent college graduate, one college student, and a newly married millennial couple. The questions asked to each respective participant are below.

Sample Questions (for those who have adopted with SFAHS):

1. When did you adopt from the SFAHS?
2. What kind of pet did you adopt? (cat, dog, bunny, etc.)
3. Were you looking to adopt a pet with certain characteristics? (ex: size, training, age, breed etc.)
 - a. If yes, which were most important to you?
4. How many total pets do you have?

- a. Were they all from the SFAHS?
 - i. If no, where else did you get them from?
- 5. How would you describe your overall experience adopting from the SFAHS?
- 6. What were some of the key factors that led you to decide to adopt from SFAHS?

Sample Questions (for those who have not adopted from SFAHS):

- 1. How many pets do you have?
- 2. What type of pets do you have? (cat, dog, bunny, etc.)
- 3. Where did you get your pets?
 - a. When looking for your pets did you want a certain breed?
- 4. What do you know about the SFAHS?
 - a. Are you aware of their adoption process?
 - i. If yes, did this play a role in you not adopting from them?
- 5. Would you consider adopting from them in the future?

One interview participant, a male college student, experienced SFAHS through his close family, who had adopted four cats. In this case, the participant's family had been looking to adopt a male cat, but there were no other specific qualifications necessary for their desired pet. The participant and his family had three pets, two of which came from SFAHS, and the other from someone looking to rehome their pet. The participant and his family had a very positive experience adopting from SFAHS, and reflected upon their draw to adopt with SFAHS because of its commitment to helping animals in need.

The team also interviewed the premise of pet adoptions with pet owners who didn't get their pet through adoption from SFAHS. The non-adopter interview participants, a Millennial couple with children, currently have a dog which came from a private breeder. The primary reason for purchasing their dog from a breeder resulted in the couple's desire for a specific breed. Although they did not adopt with SFAHS, these non-adopters did not have a negative view of SFAHS. Furthermore, this non-adopter couple indicated their willingness in adopting with SFAHS in the future to help out a pet that needs a home.

Interviews of a recently married millennial couple from a humane society indicated the couple was looking for a female Cocker Spaniel, or similar medium-sized dog. that was approximately one year old and had begun the potty training process. They have one dog which is how many they would like to have at a time. The newly married couple had just moved in together and were not ready to start a family but wanted some sort of companionship. The husband worked long hours at his new job and wanted his wife to have a companion when he wasn't there. Overall, their experience was positive adopting from a humane society

because they were able to save a life, save money and ultimately have a loving companion.

Various interview participants who had adopted from SFAHS indicated their surprise at the cleanliness, the tender care received by the animals, and the assistance offered by SFAHS staff in getting the necessary care for their newly adopted pets.

The final interviewee was a recent college grad. She was looking for a companion for late nights of studying as well as taking the next step towards “adulting.” She ended up adopting a dog from a humane society. She did not have many necessary qualifications for the pet she was looking to adopt, she was open and was more focused on finding the right fit for her. She was satisfied with the experience and more concerned with making a difference and adopting a pet from an ethical source.

In summary, this primary research amongst members of the target market indicates the following findings: misconceptions regarding shelter conditions, positive regard for the ethical mission and services offered by SFAHS, and overall willingness by the target to adopt pets rather than buy them from private breeders or pet retailers.

Target Market Profiles

Cheyenne



The character that has been created to represent the target audience is Cheyenne. She is of Latina descent and is bilingual. She is a liberal arts graduate from a private university. She is currently attending graduate school outside of her home state for the first time. She is a lover of all animals but specifically dogs. She is looking for a companion for the long nights of studying. She is passionate about saving the world and is very ecologically conscious. She sees all living things as equal and believes that all animals have personalities. She also drives a Subaru.

Jake & Erin



The characters created to represent our second target market are Jake and Erin. They are recently married millennials. The couple just purchased their first house together with a fenced in backyard after moving to Sioux Falls because of promotions in their jobs. They are excited about starting a family together someday, but are wanting to start with a dog. Erin drives a crossover SUV and Jake drives a sedan so their new dog is able to go on their trips with them.

Marketing and Advertising Objectives

Client (Brand) Objectives

1. Increase number of spays and neuters
2. Increase microchipping
3. Educate about the adoption process/story
4. Decrease the amount of returned animals

Marketing Objective

1. Decrease amount of returned animals by 10%
2. Decrease in number of non-adopters coming in with the goal of seeing animals that day

AdPop!'s (Advertising) Objectives

1. Position SFAHS as a first stop shop in the mind of the consumer
2. Correct misconceptions about adoption process

Creative Brief #1

Client Name: SFAHS

Product: Adoption of an animal from the Sioux Falls Area Humane Society

Agency Contact: Megan Lindely, Leah Blom, Rachel Damhof and Carol Lein

Client Contact: Alli Kolander

Task:

Objective: Position SFAHS as a first stop for pet adoption in the mind of the target audience

Barriers: Target's misconceptions regarding the cleanliness and conditions of facility and the animals at the SFAHS

Target Audience: The character that has been created to represent the target audience is Cheyenne. She is of Latina descent and is bilingual. She is a liberal arts graduate from a private university. She is currently attending graduate school outside of her home state for the first time. She is a lover of all animals but specifically dogs. She is looking for a companion for the long nights of studying. She is passionate about saving the world and is very ecologically conscious. She sees all living things as equal and believes that all animals have personalities. She also drives a Subaru.

Current Perceptions held by target market:

Current	Desired
Dirty shelter, unhealthy/ misbehaved animals--reinforced by current media coverage	Need to show the cleanliness, the light open spaces, and happy animals
Animals inherently have deficiencies because they have been brought to humane society	Know that all animals are cared for when brought in--including any deficiencies
About half of our research revealed people saw SFAHS as a kill shelter and half saw it as saving animals	Make all aware that the SFAHS does not kill animals for time at the shelter or breed
Economically, it is often cheaper with all costs covered	All the costs that are often included in adoption

Single most compelling message:

- We need to shift negative awareness of SFAHS → through addressing quality aspect of brand equity to make them think of the SFAHS first

Compelling Message	Support	Nugget
SFAHS gives neglected animals a second chance at a forever happy home	In one year, the SFAHS rehomed 2,620 animals	"Happy things happen here"

Support: Primary qualitative research derived from in-depth personal interviews-add stuff about millennials, why should it be the first stop, ethically and monetarily. Additionally, SFAHS can utilize ethics as leverage against the competition (like puppy mills). Puppy mills are unethical, breeding puppies under poor, inhumane conditions, whereas the SFAHS provides animals with a second chance at happy life. In one year helped 2,620 animals receive the love they deserve.

Tone: The most effective way to reach the audience is through the use of a mix of an affective and informative messaging approach. These approaches are both high involvement and a mixture of thinking and feeling. This can be achieved through using the voice we talk to pets in. Trying to invoke feelings of caring, happiness, and the do gooder personality of the brand.

Creative Considerations

Copy Strategy:

Use of radio to explain the adoption process, especially the use of Spotify and other streaming services in the region

TV to create communicability of adoption process and improve the image people have in their minds of the shelter

Art Strategy: Photos or video of actual pets from the shelter and what the shelter looks like inside -- especially pets that have been there for a while and including the openness and special pet areas, happy stories from people on social media, saving life.

Need from Client: Brand style guidelines

Mandatories: Brand style guidelines: teal/green colors, logo, Arial font, actual pets from shelter

Overall Timeline

Task	Time Needed
Development of ad/creative	1 week
Review by client	1 week
Make Revisions	1 week
Approval by client	1 week
Copy testing (social media)	2 weeks
Incorporate changes	3 days
Create Sizing (various media)	1 week
Release to printer	1 day
Printing	up to four weeks
Ready to go live	March 2019

Creative Brief #2

Client Name: SFAHS

Product: Adoption of an animal from the Sioux Falls Area Humane Society

Agency Contact: Megan Lindely, Leah Blom, Rachel Damhof and Carol Lein

Client Contact: Alli Kolander

Objective: Correct misconceptions about the adoption process.

Target Audience: The characters created to represent our second target market are Jake and Erin. They are recently married millennials. The couple just purchased their first house together with a fenced in backyard after moving to Sioux Falls because of promotions in their jobs. They are excited about starting a family together someday, but are wanting to start with a dog. Erin drives a crossover SUV and Jake drives a sedan so their new dog is able to go on their trips with them.

Current Perceptions held by target market:

Current	Desired
Anyone can walk in and look at animals	Only approved adopters can go to pet rooms
Unaware of application	Understand the process and requirements
Overall a sad place	A happy place that rehomes deserving animals
Ethical choice	Act on ethical choice

Single most compelling message:

- We need to shift negative awareness of SFAHS → through educating the public on the adoption process and requirements to visit animals and adopt

Compelling Message	Support	Nugget
The adoption process and application is in place for the well being of the animals	The increased stimulation of new people in and out of the rooms became stressful for the animals	The best things in life are worth the wait

Support: Primary qualitative research derived from in-depth personal interviews-add stuff about millennials, why should it be the first stop, ethically and monetarily. Additionally, SFAHS can utilize ethics as leverage against the competition (like puppy mills). Puppy mills are unethical, breeding puppies under poor, inhumane conditions, whereas the SFAHS provides animals with a second chance at happy life.

Tone: The most effective way to reach the audience is through the use of a mix of an affective and informative messaging approach. These approaches are both high involvement and a mixture of thinking and feeling. This can be achieved through using the voice we talk to pets in. Trying to invoke feelings of caring, happiness, and the do gooder personality of the brand.

Creative Considerations

Copy Strategy:

Use of radio to explain the adoption process, especially the use of Spotify and other streaming services in the region

TV to create communicability of adoption process and improve the image people have in their minds of the shelter

Art Strategy: Photos or video of actual pets from the shelter and what the shelter looks like inside -- especially pets that have been there for a while and including the openness and special pet areas, showing animals before and after increased stimulation- like the "good boy" memes

Need from Client: Brand style guidelines

Mandatories: Brand style guidelines: teal/green colors, logo, Arial font, actual pets from shelter

Overall Timeline

Task	Time Needed
Development of ad/creative	1 week
Review by client	1 week
Make Revisions	1 week
Approval by client	1 week
Copy testing (social media)	2 weeks
Incorporate changes	3 days
Create Sizing (various media)	1 week
Release to printer	1 day
Printing	up to four weeks
Ready to go live	March 2019

Campaign Concept

The overarching campaign concept for the SFAHS is “#SecondChanceAdopter.” The campaign is a spin on the phrase “second hand shopper.” The concept works to achieve two objectives. The first objective beneath this concept is to make SFAHS a first-stop shop for pet adoption in the mind of the consumer. Secondly, the campaign also works to achieve the objective of correcting misconceptions about the adoption process.

Campaign Goal #1

Objective: Position SFAHS as a first-stop shop in the mind of the consumer

Strategies:

1. Drive more adoptions
2. Decrease the number of dissatisfied customers
3. Generate local buzz

Tactics

1. Place a billboard ad near the I-229 exit for the Humane Society
2. Create a radio ad detailing adoption process
3. Social media hashtag

Campaign Goal #2

Objective: Correct misconceptions about adoption process

Strategies:

1. Directly communicate requirements of adoption process
2. Seek out potential adopters
3. Use owned, earned and bought media to communicate shelter conditions and requirements

Tactics

1. Add “requirements for adoption” tab on website
2. Remarketing/cookies: “looking to adopt a pet? Here’s what you need to know.”
3. Framing of visuals in television spots

Tactical Execution: Billboard

Objective 1: Position SFAHS as a first-stop shop in the mind of the consumer.

Strategy:

Drive more adoptions



Tactic:

Billboard placed near exit for SFAHS

Rationale:

1. Billboards are effective for driving target audience to a specific geographic area
2. Builds awareness by reaching a mass community audience
3. Offers exposure near the point of purchase (adoption).



Mock-up of proposed billboard. Execution would utilize actual animals available for adoption in the humane society.



Billboard placed near SFAHS exit (exit 9) on I-229.

Tactical Execution: "Requirements for Adoption" placed on main menu of website

Objective 2: Correct misconceptions about the adoption process.

Strategy:

Directly communicate requirements of adoption process



Tactic:

Add "requirements for adoption" tab on website

Rationale:

1. Currently, requirements for adoption involve active seeking on behalf of website user/potential adopter
2. Place in a more blatant location so that customers know that adoption requires some qualifications

Before



After



Tactical Execution: Retargeted Ads/Cookies

Objective 2: Correct misconceptions about the adoption process.

Strategy:

Seek out potential adopters



Tactic:

Re-marketing/cookies

Rationale:

1. If people are already looking at adoptable pets online, use data analytics to use cookies and send retargeted ads on Facebook and via email.

- "looking to adopt a pet? Here's what you need to know."
- Include pet from humane society with requirements for adoption

Retargeted Email



WANT A FOREVER FURRY FRIEND?

HERE'S OUR REQUIREMENTS FOR ADOPTION:

1. Proof of I.D.
2. Proof address.
3. SFAHS does not adopt animals to homes with unfixed animals.
4. If owner already has existing animals of the same species, introduction is mandatory."

Tactical Execution: #SecondChanceAdopter

Objective 1: Position SFAHS as a first-stop shop in the mind of the consumer.

Strategy:

Generate local buzz



Tactic:

Social media hashtag

Rationale:

1. Social media platforms support and substantiate consumer viewpoints & decisions (Strausbaugh and Parente, 229)
2. Millennials value connections with their brands and will share them on social media (Armstrong and Kolter, 75)



Encourage adopters to take before and after photos of their pets and post on social media using hashtag #SecondChanceAdopter

Tactical Execution: Media Coverage Framing of Visuals

Objective 2: Correct misconceptions about the adoption process.

Strategy:

Use owned, earned and bought media coverage to highlight the bright spaces and happy pets of SFAHS.



Tactic:

Use positive framing of visuals in television spots

Rationale:

1. Some of the current media coverage reinforces negative stigmas surrounding shelters



Use media coverage to highlight the bright spaces and happy pets.



Do not stand in front of kennels for media coverage visuals.

Tactical Execution: Radio Ad

Objective 1: Position SFAHS as a first-stop shop in the mind of the consumer.

Strategy:

Decrease the number of dissatisfied customers



Tactic:

Create a radio ad detailing the adoption process

Rationale:

1. Include a disclaimer - similar to those in prescription drug advertisements.

"In order to minimize rate of return, requirements for adoption include: proof of I.D. and proof address. SFAHS does not adopt animals to homes with unfixed animals. If owner already has existing animals of the same species, introduction is mandatory."

Budget Overview

Advertising:	Monthly Cost:	6 Month Budget:
Billboard Space	\$2,500 - \$3,000	\$15,000 - \$18,000
Billboard Printing and installation	\$800 - \$1,000	\$4,800 - \$6,000
Facebook Ads	\$50	\$300
Instagram Ads	\$50	\$300
Boosted Facebook Posts	\$15 (\$2 - \$15/post)	\$90
Total:	\$3,415 - \$4,115	\$20,490 - \$24,690

The billboard space, print and installation are the most costly components of the campaign. While the quote may vary slightly, we found that a quote from Lamar Advertising billboards is the most reasonable for renting a billboard on I-229.

Facebook and Instagram paid advertisements are optional, but a highly suggested tactic especially for the beginning of the campaign. These will increase awareness of the new campaign and will therefore increase participation. Facebook and Instagram allow you to pick the amount you spend on advertising so amounts on these could be adjusted as needed. The boosted Facebook posts are an effective way to reach more people in a tight radius than the post would normally reach.

Evaluation and Measurements

For our campaign to be as successful as possible we feel that it will be most effective for evaluation measurements to be taken at regular, one-month intervals before, during and after the campaign. Breaking measurements down by objective makes for an even more in-depth and useful evaluation of the campaign's success. Our first objective is to make SFAHS a first-stop shop in the mind of the consumer. This goal contains three different tactics, the first is to drive more adoptions. This is a fairly simple one to measure. We will compare numbers both before and after the campaign runs, this will give us a measure of how much they have changed due to our campaign. Our second tactic to help make SFAHS a first-stop shop is to decrease the amount of dissatisfied customers. Currently, Facebook and Google reviews of SFAHS contain messages from unhappy visitors to the adoption center. We hope to decrease this number with our campaign, and would be able to measure this by monitoring these reviews and comments before and after our campaign. Again, this would allow us to see the effect our campaign is having. Our final tactic for this objective of creating a first-stop shop is to generate local buzz. Measurements of "buzz" can be achieved through measuring social media trends and the amount of tweets or Facebook posts containing our campaign hashtag, #SecondChanceAdopter. This can help to measure how far the campaign is reaching and how many followers are interacting with it.

Our second objective is to correct the misconceptions about the adoption process. This goal contains three tactics, the first is to add a "requirements for adoption" tab on the website. This would be easy to measure by getting website analytics and traffic trends on the website, and specifically to the new "requirements for adopting" tab. Next, we will be using some remarketing/cookie strategies to get our ads in front of potential adopters again. This reinforcement will help to correct those misconceptions. We can monitor and implement this strategy through referral traffic from the site. Our third tactic to correct these harmful misconceptions, is to utilize earned media like PSA's and news stories that could be picked up from press releases. A simple way to measure these tactics and their impact is to use surveys. We can ask audiences questions regarding the effectiveness and comprehension of these messages and to see the effect they have on correcting misconceptions.

Key Takeaways and Suggestions

Key Takeaways:

- Objective 1: Position the SFAHS as a first-stop shop in the mind of the consumer.
- Objective 2: Correct misconceptions about the adoption process.
- The target market is millennials and latinos, especially those new to Sioux Falls
- Evaluate tactics before, during and after the campaign

Suggestions:

- Utilize bright, open lobby space to show animals
- Use spaces other than kennels during earned media coverage
- Showcase the cat room and the yard to show their true personalities
- Invest in a billboard to direct people to the shelter
- Take advantage of earned media for continued promotion
- Create a hashtag that customers can continuously use
- Add an adoption process tab to the website
- Add cookies to the webpage to track number of clicks and to further target the audience

Works Cited

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