

# The Shelter Pet Project

“they’re good dogs, brent”

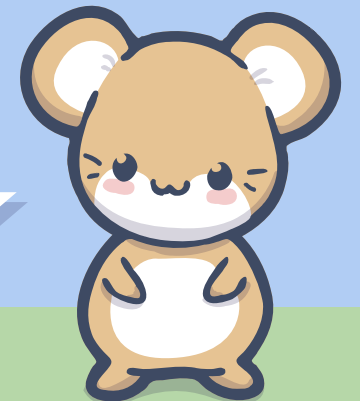
by Jacob Roche

## The problem with shelter pet ads

When most people think of shelter pet ads, this is what they think of :



Click to view YouTube ([werbehr], 2008)



# Shelter animals are stigmatized

- The Sarah McLachlan “Angel” ad for the SPCA raised record donations (Strom, 2008), but all the pets look sad or injured, like this dog:
- Even Sarah McLachlan says she can’t bear to watch it (Brekke, 2014)

| VACCINATION CERTIFICATE & MEDICAL HISTORY                                           |                  |
|-------------------------------------------------------------------------------------|------------------|
| ANIMAL INFORMATION                                                                  |                  |
| Pet Name :                                                                          |                  |
| Animal ID :                                                                         | A555987          |
| Species :                                                                           | DOG              |
| Sex :                                                                               | NEUTERED MALE    |
| Color :                                                                             | BROWN / TRICOLOR |
| Breed :                                                                             | DACHSHUND WH MIX |
| Age :                                                                               | 10 MONTHS        |
|  |                  |
| VACCINATION                                                                         | MEDICAL NOTES    |

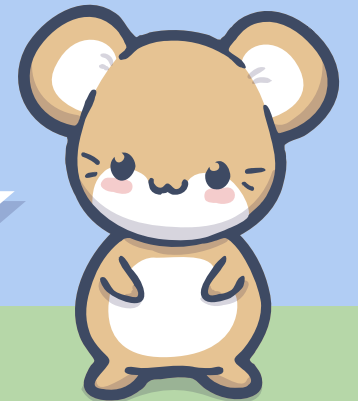
This is my dog



## Adoption rates are low

In 2008, while the SPCA received record donations...

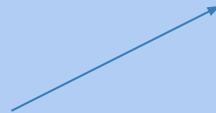
- 17 million people said they were looking for a pet
- 11 million said they preferred a shelter pet
- Only 5 million actually adopted one
- And approximately 3 million animals were euthanized due to overcrowding (DraftFCB Chicago, 2010)



# Enter the Shelter Pet Project



Sponsored by...



# The Ad Council

- Founded in 1941 as the War Advertising Council (The Ad Council, 2017a)
- Rebranded as the Ad Council with a mission to promote social good
- Responsible for Smokey the Bear, McGruff the Crime Dog, and other famous campaigns

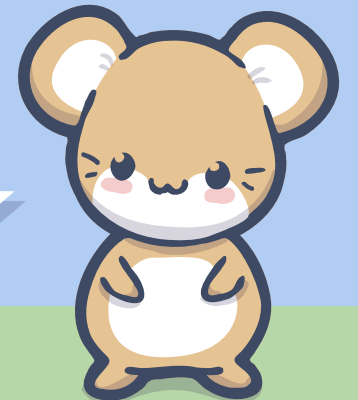
TAKE A BITE OUT OF  
**CRIME**



# Criteria for an Ad Council campaign

Topics for Ad Council campaigns must be...

- Serious issues
- Able to offer a solution through an individual action
- National in scope
- Something that advertising can help with
- Measurable
- Non-commercial, non-denominational, non-partisan, and not be designated to influence legislation. (The Ad Council, 2017c)



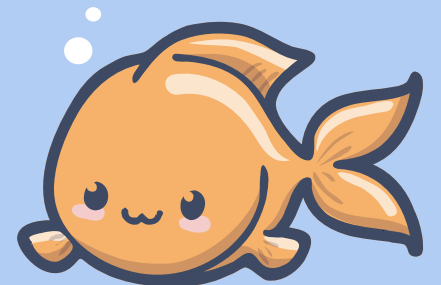


## The Family Dog

Do you think of your dog or dogs as a member of your family or don't you think of your dog in that way?

|                                  | Family | Not Family | Don't Know | N     |
|----------------------------------|--------|------------|------------|-------|
|                                  | %      | %          | %          |       |
| <b>Among dog owners...</b>       |        |            |            |       |
| All                              | 85     | 15         | *=100      | 1,181 |
| Men                              | 80     | 20         | *=100      | 512   |
| Women                            | 89     | 11         | *=100      | 669   |
| 18-29                            | 90     | 10         | 0=100      | 178   |
| 30-49                            | 82     | 18         | *=100      | 498   |
| 50-64                            | 85     | 15         | *=100      | 326   |
| 65+                              | 83     | 17         | 0=100      | 167   |
| Urban                            | 90     | 10         | 0=100      | 290   |
| Suburban                         | 88     | 12         | *=100      | 578   |
| Rural                            | 73     | 27         | 0=100      | 313   |
| Have kids under 18               | 81     | 19         | 0=100      | 456   |
| Have kids 18+ only               | 84     | 16         | *=100      | 462   |
| Not a parent                     | 91     | 9          | 0=100      | 260   |
| Never married                    | 90     | 10         | 0=100      | 174   |
| Married                          | 83     | 17         | *=100      | 771   |
| Been married,<br>not married now | 85     | 15         | *=100      | 235   |

PewResearchCenter





## Partner Organizations

### Humane Society of the United States

(The Humane Society of the United States, n.d.-a)

- Nation's largest animal welfare organization
- Provides care for 100k animals
- Training for shelters
- Legislative and judicial advocacy

### Maddie's Fund

- Dedicated to “no-kill nation” (Maddie's Fund, 2015a, p. 3)
- Provides grants for shelter medicine, adoption programs, and community projects
- Named after Maddie:



# Marketing Agencies

## DraftFCB

(FCB, n.d.)

- Expertise in advertising, direct marketing
- Winner of Clio, Effie, Webby
- Worked with Nestle, Coca-Cola, Levi's

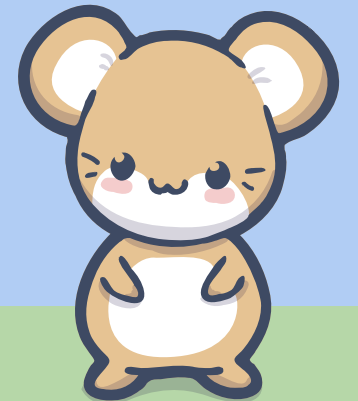
## J. Walter Thompson

(J. Walter Thompson, 2016)

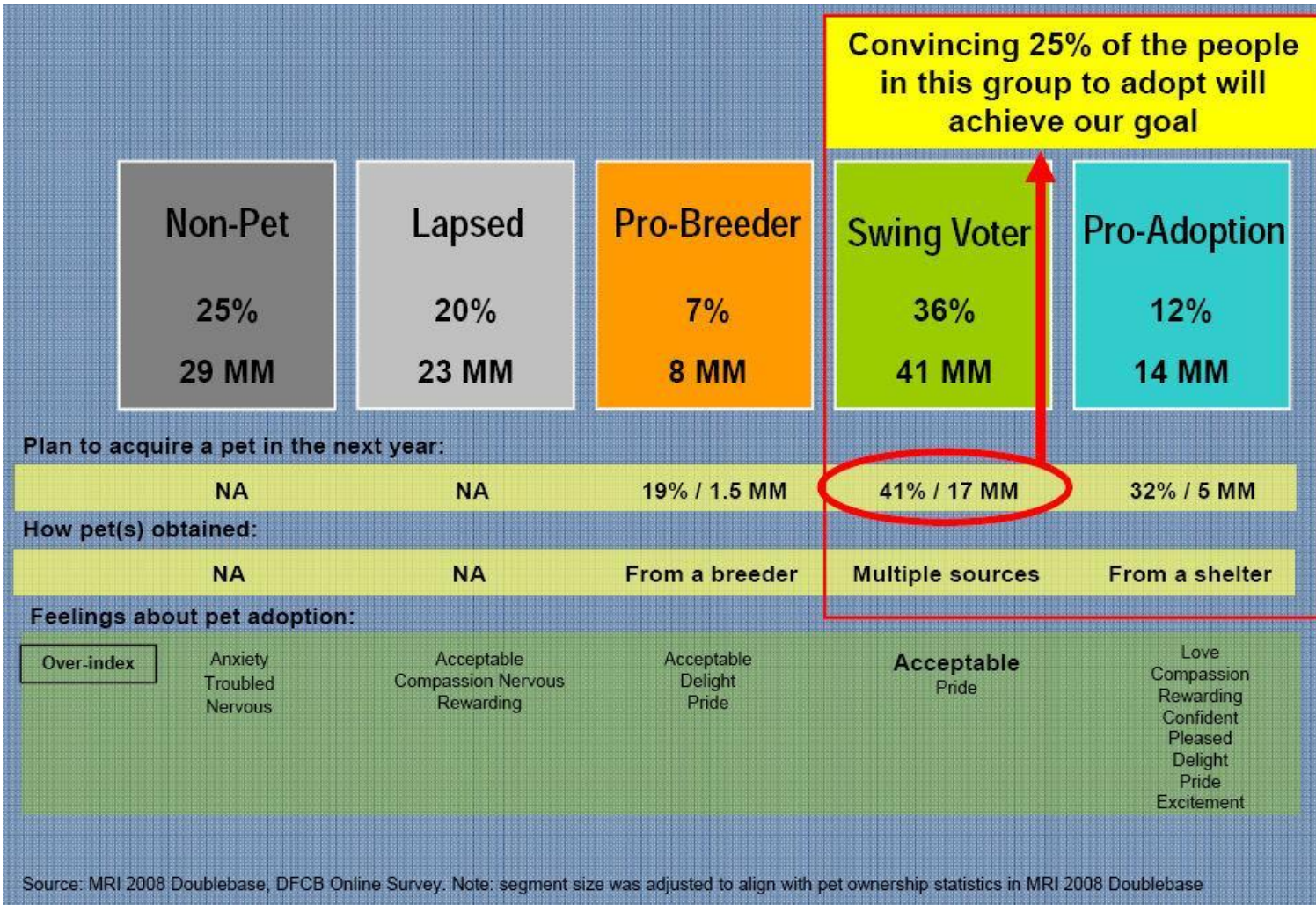
- Offers brand development, social media strategies, data analytics
- Highly ranked by Cannes Lions
- Worked with Johnson & Johnson, T. Rowe Price, and Nestle



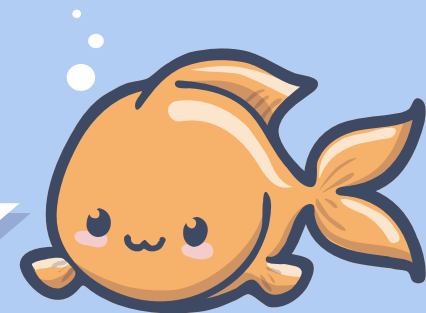
# Destigmatizing Shelter Pets



# Target Audience: “Swing Voters”



(The Shelter Pet Project, n.d.)





# #StartAStoryAdopt

- Campaign reached out to famous shelter pets
- Keyboard Cat
  - 8 million YouTube views
  - (The Shelter Pet Project [TheShelterPetProject], 2016b)
- Toast
  - 325,000 Instagram followers
  - (The Shelter Pet Project [TheShelterPetProject], 2016c)
- Hamilton
  - 75,000 Instagram followers
  - (The Shelter Pet Project [TheShelterPetProject], 2016a)



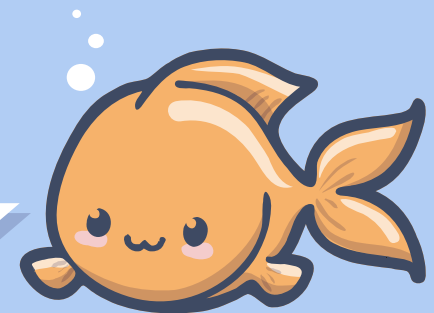
(The Shelter Pet Project [TheShelterPetProject], 2016a)



## “It’s not Kitty’s fault”

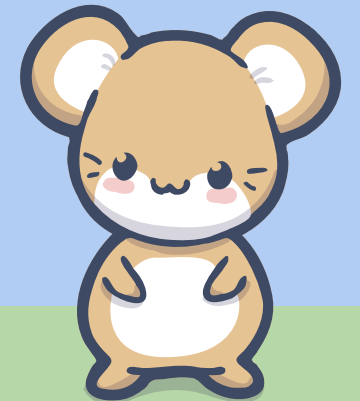
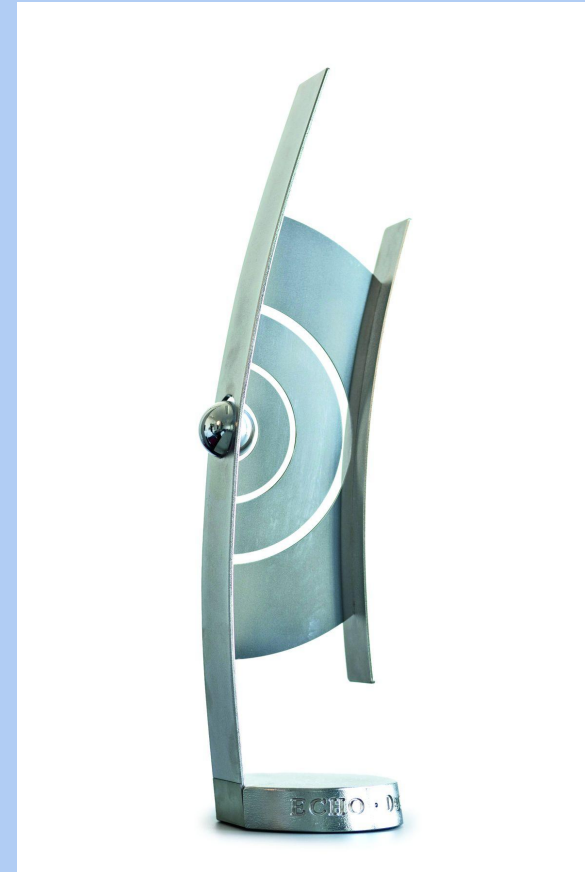


(O'Brien, n.d.)



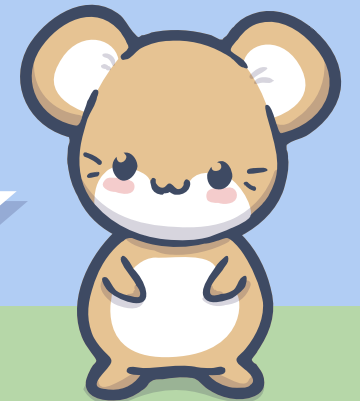


# Results



# Marketing Analytics

- 13 million social media impressions in just the first three months (Maddie's Fund, 2014b)
- 1.2 million visitors to ShelterPetProject.com in 2013 (Maddie's Fund, 2014b)
- Word of mouth spread quickly, with two-thirds of website traffic coming from referrals (Maddie's Fund, 2014b)
- To date, the campaign's social media accounts on Facebook and Twitter have 289,000 and 53,000 followers
- "Sand Box" video has been viewed 1.3 million times (The Shelter Pet Project, n.d.)

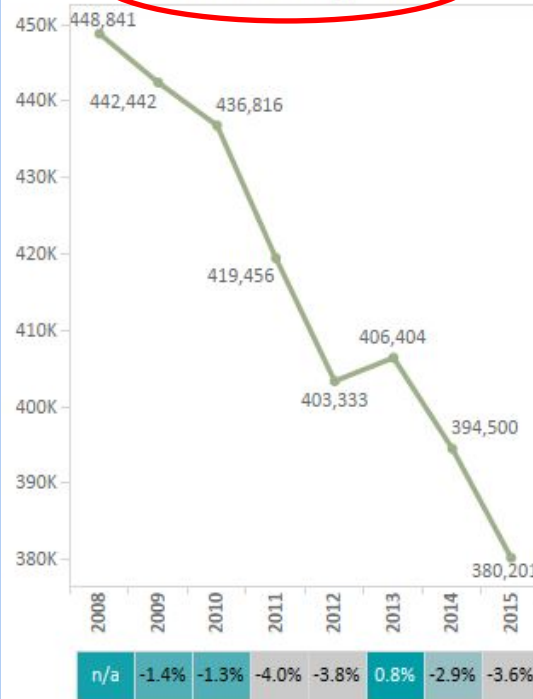




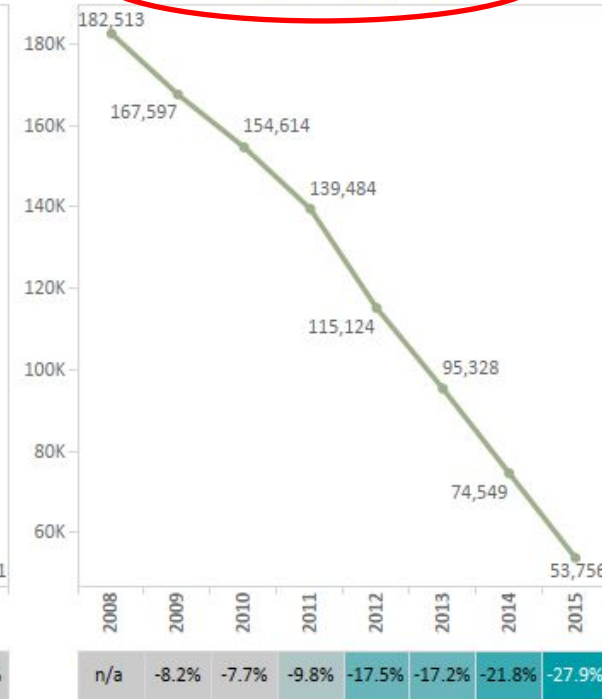
Maddie's  
Fund

Note: Selection of 'All' Communities shows aggregated data only for communities that reported all years

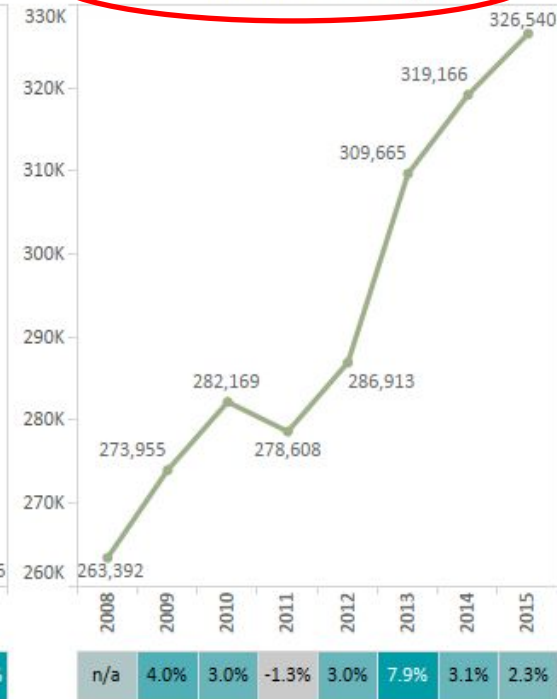
### YoY Intake Comparison



### YoY Deaths Comparison



### YoY Live Outcomes Comparison



| Community Name |               | Select metric for breakdown |                         |                         |  |
|----------------|---------------|-----------------------------|-------------------------|-------------------------|--|
| All            |               | Intakes                     |                         |                         |  |
| Year           | Public Intake | Owner Requested Euthanasia  | Within Community Intake | Out of Community Intake |  |
| 2008           | 380,190       | 18,112                      | 38,585                  | 11,954                  |  |
| 2009           | 367,944       | 20,729                      | 43,727                  | 10,037                  |  |
| 2010           | 363,702       | 17,123                      | 44,985                  | 11,006                  |  |
| 2011           | 276,803       | 14,462                      | 42,562                  | 11,065                  |  |
| 2012           | 266,525       | 12,983                      | 43,341                  | 13,856                  |  |
| 2013           | 262,215       | 11,462                      | 50,957                  | 19,374                  |  |
| 2014           | 245,152       | 11,810                      | 51,794                  | 25,103                  |  |
| 2015           | 230,859       | 9,139                       | 52,347                  | 30,712                  |  |

(Maddie's Fund, 2015b)



# Thank you!



Start a story.  
Adopt.



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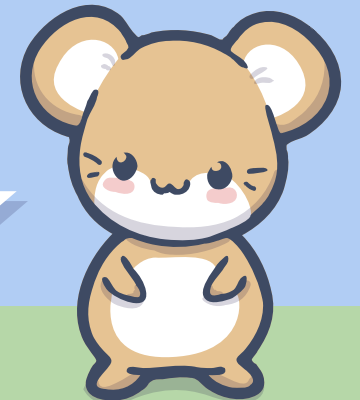
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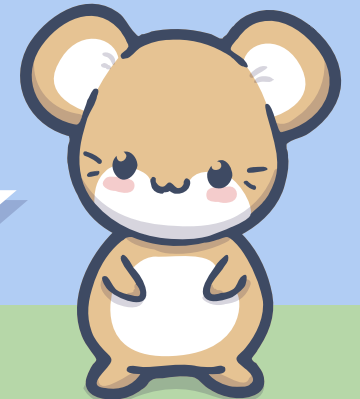
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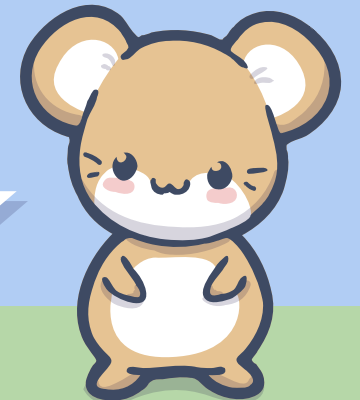
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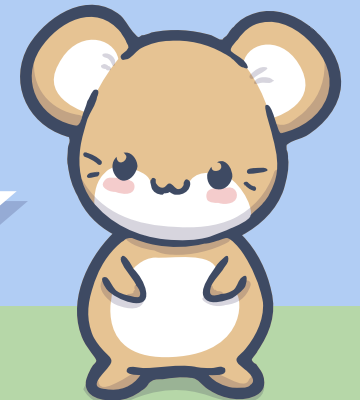
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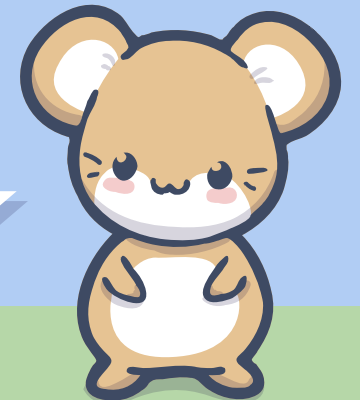
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