

adopt ASPCA

www.aspca.org/adoption



Tara Bartgis and
Misty Clay

Table of contents

Executive Summary.....	3
Market Research.....	4
Advertising Strategy.....	5
Fiscal Year Plan.....	6
S.W.O.T. Analysis.....	7
Annual Budget.....	8

Enclosed

Sample Print Ad

Sample Banner Ads

Sample Direct Mail Package



Executive Summary

Who we are

(From www.asPCA.org) The American Society for the Prevention of Cruelty to Animals (ASPCA) was the first humane society to be established in North America and is, today, one of the largest in the world. Our organization was founded by Henry Bergh in 1866 on the belief that animals are entitled to kind and respectful treatment at the hands of humans, and must be protected under the law.

Headquartered in New York City, the ASPCA maintains a strong local presence, and with programs that extend our anti-cruelty mission across the country, we are recognized as a national animal welfare organization. We are a privately funded 501(c)(3) not-for-profit corporation, and proud to boast more than 1 million supporters across the country.

What we do

(From www.asPCA.org) As the first humane organization to be granted legal authority to investigate and make arrests for crimes against animals, we are wholly dedicated to fulfilling the ASPCA mission through nonviolent approaches. Our organization provides local and national leadership in three key areas: caring for pet parents and pets, providing positive outcomes for at-risk animals and serving victims of animal cruelty. For more on our work in each of these areas, please see descriptions of our programs and initiatives on our website.

Mission

(From www.asPCA.org) The ASPCA's mission, as stated by Henry Bergh in 1866, is "to provide effective means for the prevention of cruelty to animals throughout the United States."

For more information, please read the policy and position statements on our website.

New Additions

This year's advertising campaign will include the addition of a new member to the ASPCA family. His name is Simon, and he will be present on all advertising and promotional pieces for the organization. Simon is a rescued dog from New York. Visible characteristics include a large body size, black fur color, and a bearded face. Ears can be cropped or floppy. Live versions of Simon will be at ASPCA sponsored events, while an animated version will be used for advertising purposes.

Other additions to the campaign include the creation of an annual event to be held in April in New York City. The event will resemble a dog show and be sponsored mainly by our new affiliate, Target®.

Target Market

As far as pet adoption goes, children are a virtually untapped market. For this reason, we have chosen to target children ages six to twelve as our primary audience. These children can be reached through a variety of mediums.

Television Networks:

- Nickelodeon
- ABC Family
- Disney Channel
- Animal Planet

Websites:

- Facebook
- Google
- Addictinggames.com
- Neopets

Our second target audience is on the complete opposite end of the spectrum. Elderly people, who are often retired and have grown children, are often in need of a companion. This audience is also reachable by a variety of means.

Television Networks:

- Animal Planet
- SOAP Network
- Turner Classic Movies
- FOX

Magazines:

- Reader's Digest
- LIFE
- AARP Magazine

Our third and last target audience is somewhere in the middle. Newlyweds are at the stage of wanting to add to their family, but usually not ready for the addition to take the form of a baby. This makes them perfect candidates for pet adoption, and extremely susceptible to our new advertising campaign.

Websites:

- Facebook, Twitter, and other social networking sites
- Google
- The Nest

Magazines:

- People
- Entertainment Weekly
- Rolling Stone

Television Networks:

- VH1
- The CW
- Discovery Channel

Base Advertising Strategy

1. Commercials on a variety of television networks, creating a more humorous, friendly association with the company.
2. Magazine advertisements in aforementioned magazines
3. Banner advertisements on a variety of websites.
4. Partnership with Target® to create maximum exposure with major financial backing.

Extended Plan:

- Direct Mail
- Social Media
- Addition of an interactive video game on established ASPCA website

Partnership with Target®

Benefits

- Increased exposure
- Event sponsorship
- Per-purchase donations from specified products
- Increased advertising opportunities—i.e. Target is a sponsor of The Disney Channel, so Target/ASPCA commercials will be aired on The Disney Channel.

Benefits to Target®

- Good will
- Increased advertising
- Increased sales due to online push—i.e. Target products will be featured in "Caring for Your Pet" section of ASPCA website.

Fiscal Year Plan

The year will be broken down into three sections. During the first four months, the main focus will be on advertising towards children. The emphasis during these months will be television advertising. During the second four month section, the emphasis will be on newlyweds and young adults, due to these months being "wedding season." The third and final four month section of the year will be focused on the older generation.

January:

Commercial on Animal Planet (\$10,000)

February:

Facebook Ad (\$1400)

March:

Commercial on Disney Channel (\$100,000)

April:

NYC Event (\$250,000)

Facebook Ad (\$1500)

May:

Commercial on The CW (\$65,000)

June:

Banner ad on The Nest (\$15,000)

July:

Ad in People (\$255,000)

August:

Google AdWords Ad (\$1550)

September:

Ad in TIME Magazine (\$250,000)

October:

Facebook Ad (\$1500)

Direct Mail cell group sent (\$5000)

November:

Direct Mail-- 10,000 pieces sent (\$10,000)

December:

Commercial on FOX (\$80,000)

SWOT Analysis

Strengths:

- Happy/fun
- Lovable character
- Family friendly
- "Simon says..." = versatility

Opportunities:

- Partnering with Target opens door to all things Disney
- Dog show event allows many sponsors to receive good publicity

Weaknesses:

- Emotional association from previous campaign

Threats:

- "Designer dog" trend
- Breeders
- Puppy mills and Petland-type stores

Budget

Online Advertisements:

Google	\$1550
Facebook	\$4400
Other	\$15,000
<i>Subtotal:</i>	<i>\$20,950</i>

Television Commercials:

Animal Planet	\$10,000
Disney Channel	\$100,000
The CW	\$65,000
FOX	\$80,000
<i>Subtotal:</i>	<i>\$255,000</i>

Magazine Advertisements:

People	\$255,000
TIME Magazine	\$250,000
<i>Subtotal:</i>	<i>\$505,000</i>

Direct Mail:

Cell Group (5000)	\$5000
10,000 pieces sent	\$10,000
<i>Subtotal:</i>	<i>\$15,000</i>

Event:

Prevention of Animal Cruelty Event	\$250,000
<i>Subtotal:</i>	<i>\$250,000</i>

Total: \$1,045,950