



The Shelter Pet Project

The Problem

- 6-8 million dogs and cats enter shelters and rescue groups each year
- Approximately 2.7 million healthy and treatable dogs and cats are euthanized in shelters each year
- Only 29% of dogs and 33% of cats in American homes were adopted from shelters and rescue groups





- This is their first animal welfare campaign ever
- Ad Council campaigns have made a measurable difference in society
- From the executive level down, the Ad Council is enthusiastic about this cause

Historic Ad Council Campaigns:

- “Loose Lips Sink Ships”
- “Only You Can Prevent Forest Fires” (Smokey Bear)
- “A Mind is a Terrible Thing To Waste”
- “We Can Do It!” (Rosie the Riveter)



DRAFTFCB

- One of the world's largest marketing communication agencies with more than 9,500 employees worldwide
- Portfolio includes clients such as KFC, Oreo, and Toyota
- **Provides their services on this campaign pro bono – upwards of \$2 million**

Draftfcb staff love working on this campaign. They all love their pets, many of whom are adopted.

They have even implemented pets in the workplace since the inception of this campaign.

The Methodology/Background

To fully understand the problem and to strategize wisely on the solution, the Ad Council and Draftfcb continually :

- conduct in-depth research
- run surveys and focus groups
- and visit and support local shelters



Why Aren't People Adopting?



Fear and Uncertainty

Many people mistakenly fear that shelter pets are “damaged goods” who did something wrong to wind up in the shelter

Others are uncertain of what to expect when they visit a shelter

It is our job to attack fear and uncertainty at all levels; changing perceptions and knocking down the barriers

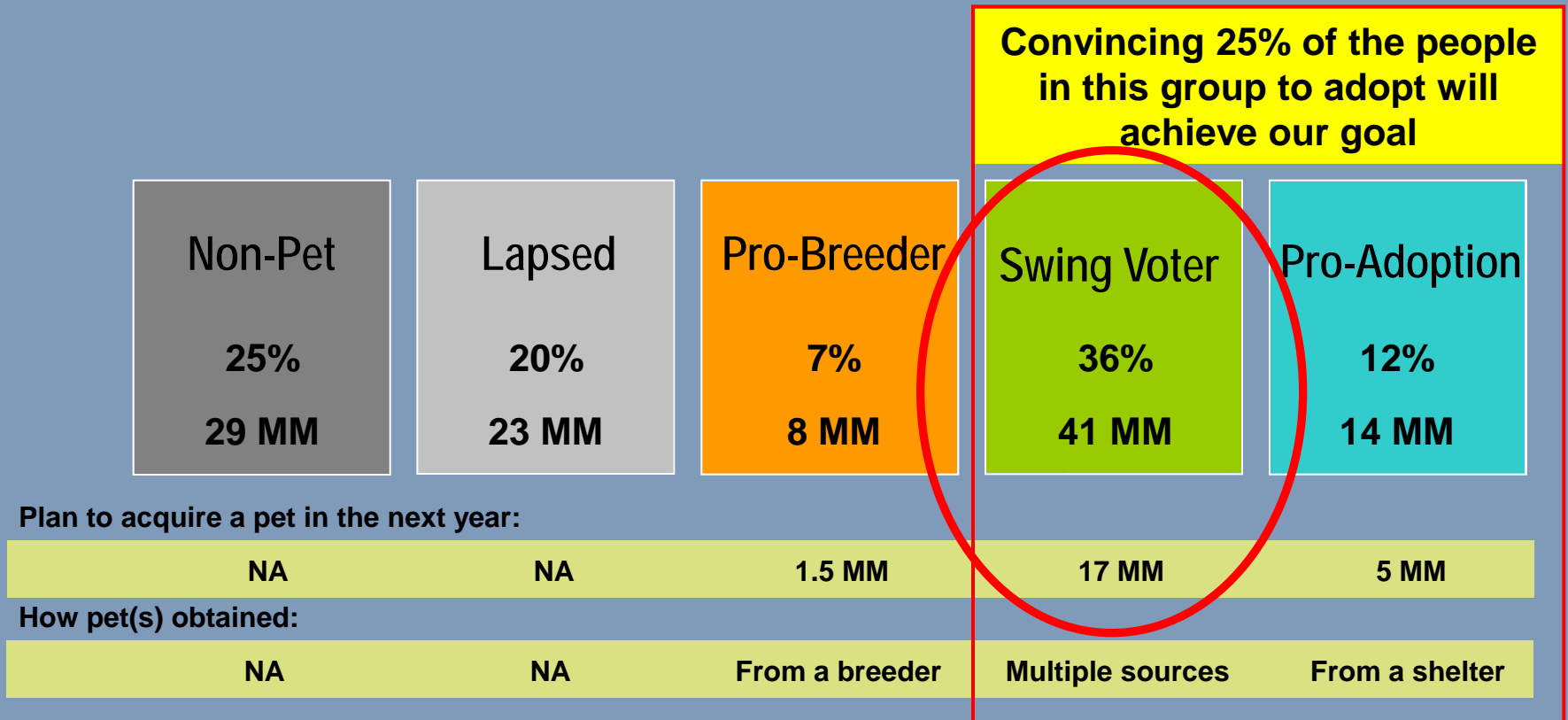


Campaign Objectives

- Eliminate the stereotype that there is something wrong with shelter pets
- Make shelters and rescue groups the first place people go when looking to acquire a companion animal
- Give shelter adoptions cachet and a brand



Who Will Help Us Get There?



the shelter pet project



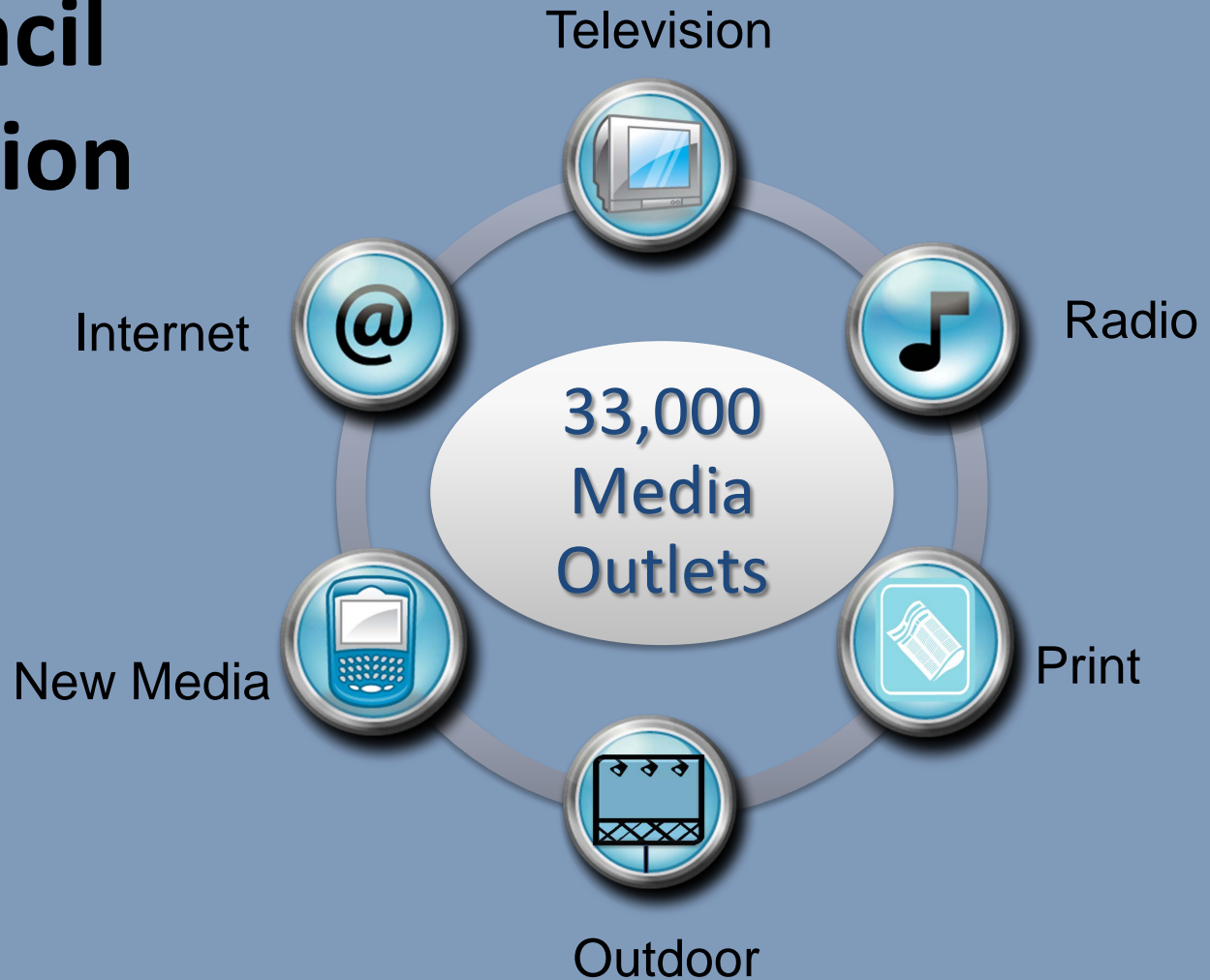
adopt

The Campaign

- Ads focus on the bond between shelter pet and owner, underscoring that the only way to find out how amazing shelter pets really are... is to meet one.
- The advertising has always been honest and humorous, but, most importantly, it also gives the pets a personality



Ad Council Distribution



Television



“Jules - Dog”

Outdoor Ads





“Meet Cat”




Web Banners



www.TheShelterPetProject.org







SEARCH
for
A PET

FIND
a
SHELTER

LEARN
about
PET ADOPTION

ABOUT US


FIND your PET


Looking to find your perfect pet?
Enter your information below to get started!

1

Enter Zipcode/Postal Code


2





☒ Dog ☐ Cat

SEARCH



KACEY
Adopted - 2005


2013

1.2 million visits

5.48 average pages per visit

3 min 8 sec average spent on site


ADOPTION STORIES



JACKSON

Jackson is so special because he came into our lives at just the right time. Two months prior, we had lost . . .


[SEE FULL STORY >](#)



ZEN

Zen was truly meant to be a part of our family: from the moment we met him (at which point he tripped . . .

[SEE FULL STORY >](#)



AUGGIE

Auggie is a special-needs pit bull with quite a following on Facebook. He was to be euthanized in a California . . .

[SEE FULL STORY >](#)

[SEE ALL ADOPTION STORIES >](#)

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Social Media



New “Meet” work viewed over 20,100 times in first 2 weeks



144,000 Facebook fans



28,100 Twitter followers



Influencer Outreach

(Blogs, etc.)

Recent blogger outreach around new “Meet” work reached over 75.5 million people



Natalie Morales, NBC *Today* show host, is promoting the Shelter Pet Project on social media

 **Natalie Morales** @NMoralesNBC · Mar 4
When I adopted my shelter pet, I met Zara, my son's favorite pillow. Who will you meet? Visit a shelter #ShelterPets pic.twitter.com/8JugI2FDQK



MEET YOUR *favorite pillow.*

-ZARA, adopted by NBC's Natalie Morales and family in 2012

the shelter pet project adopt

Ad Council

RETWEETS 54 FAVORITES 193

5:32 PM · 4 Mar 2014 · Details

[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

Reply to @NMoralesNBC

 **Natalie Morales** shared a link.
March 4

When I adopted my shelter pet, I met Zara, my son's favorite pillow. Visit your local shelter – you never know who you will meet! #ShelterPets
<https://www.youtube.com/watch?v=5z6pNxz0EHY>




I Know - featuring Natalie Morales of the Today Show

The Ad Council in collaboration with NBC and The Today Show created a weeklong series called "TODAY Takes Action," which featured the premiere of new televis...

Like · Comment · Share 2

359 people like this.

View 20 more comments

 **Rick Cleckler** ...pet collars are cruel...
March 5 at 8:15am · Like

 **Steven Hess** So Cute! Great PSA ❤️
March 5 at 9:14am · Like

 **Allen R Morgan** Big Fan of The Humane Society of the United States
Yesterday at 3:29pm · Like

 **Таня Пиль** Great!
7 hours ago · Like

Write a comment...

* Natalie has over 331,000 followers on Facebook and Twitter

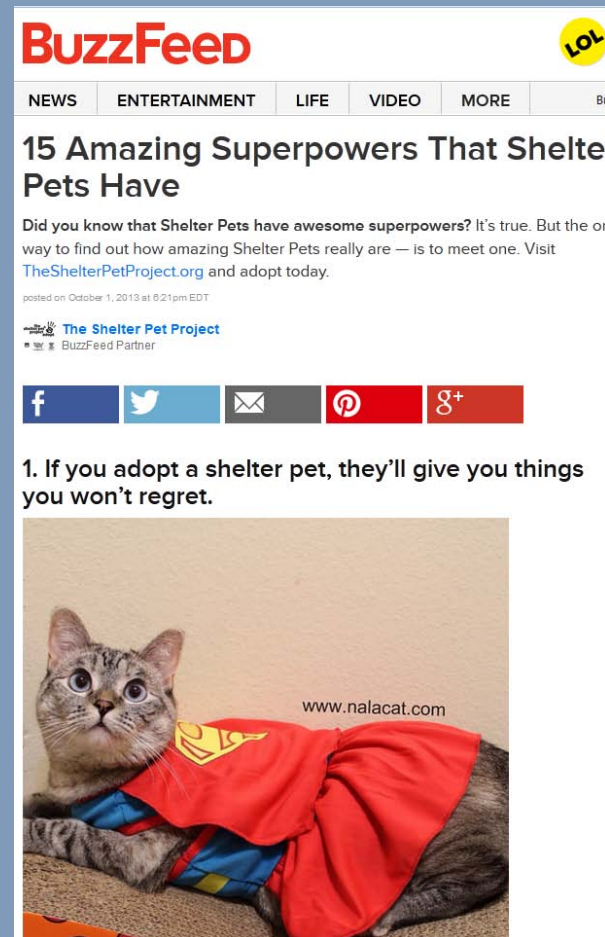
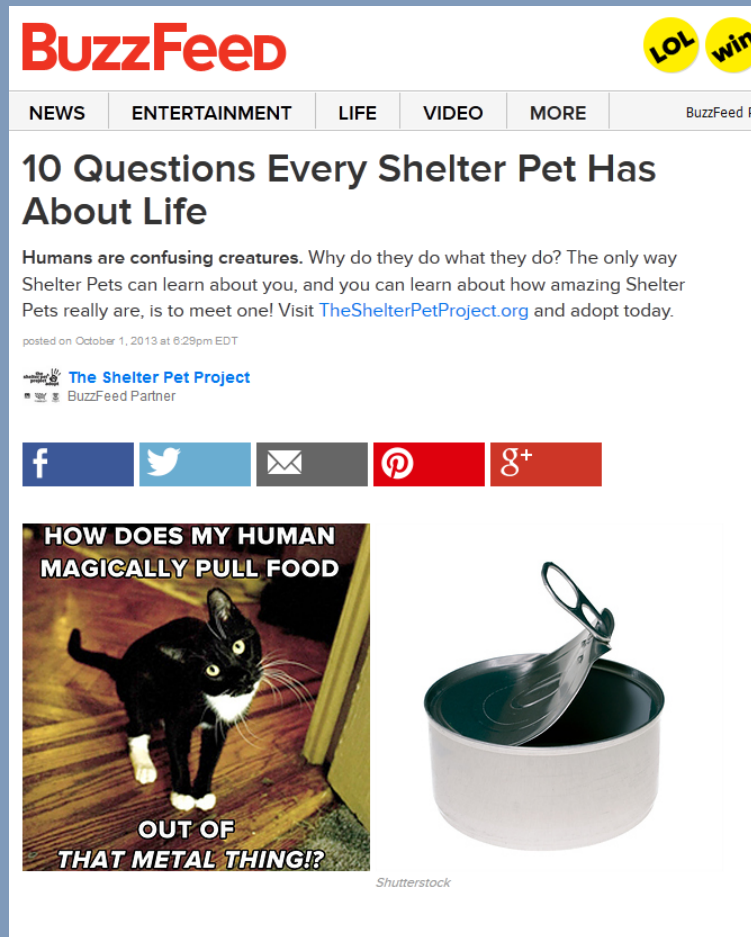
Corporate Partners

Disney

Disney has recently promoted The Shelter Pet Project through DVD inserts, trailers and billboards for the movie, *Super Buddies*



We recently completed a partnership with BuzzFeed valued at \$50,000 in donated media. Our two posts received 71,144 impressions between Oct. 1 and 2, 2013.





How do we **measure** results?

- * Measuring adoptions through Petfinder.com data and Maddie's Fund statistical reporting
- * Conducting online surveys by Ad Council to measure
 - Overall awareness of messages relating to issue
 - Recognition of the advertising
 - Word of mouth about issues
 - Shifts in relevant attitudes and behaviors
- * Tracking the number of website visitors, Facebook friends, Twitter followers, etc.
- * Calculating donated media (how often PSAs are aired)

Goal Outcomes

- Save 3 million more shelter dogs and cats each year
- Achieve the No-Kill Nation Goal by 2015

3,500 U.S. Animal Shelters

3-4 million cats and dogs are adopted each year

To save 2.7 million pets euthanized every year
we need to save *an additional 2* pets per shelter
per day

By 2015, the goal is to achieve pet adoption rate:
5 pets per shelter per day

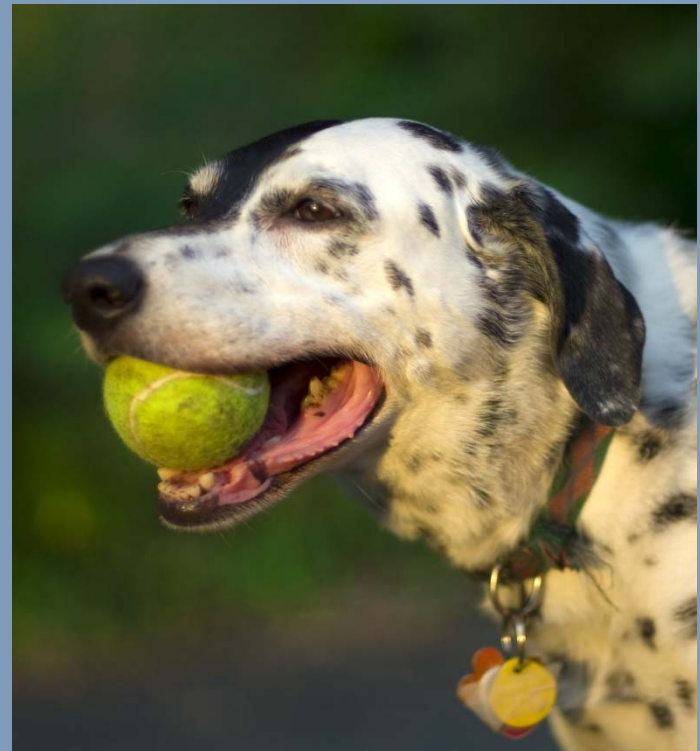
Ready?... Set?... GO!

Calling All Shelters and Rescues!

This is a once-in-a-lifetime opportunity for our movement and for millions of animals

We must make every effort to make the adoption experience as people-friendly as we can

Prepare your own shelter or your next-door neighbor shelter to ensure that adoption processes are friendly not frightening





How **YOU** Can Get Involved!

Visit www.TheShelterPetProject.org

Learn how to spread the word about our campaign and PSAs on the “About Us” page

Post your pets to Petfinder.com

Make sure you opt to share this data with third-party databases!

Ask local media outlets to donate time and space

See tips for PSA Director Outreach in the [Media Toolkit](#)

Promote the Shelter Pet Project in your shelter and newsletter, on your website and your Facebook and Twitter feeds

Campaign materials are available at [PSA Central](#)
(TV, Radio, Magazine, Newspaper, Outdoor, Web Banners)