



Project 5: NFP
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Best Friends Animal Society

- Started in 1984 by a group of friends who wanted to change the future for pets in animal shelters
- Creates a voice for living beings who cannot speak or act on their own behalf
- Worked to increase the national save rate from 64% in 2015 to 83% in 2021
- On average, 1.5 million shelter animals are euthanized every year in the United States
- Goal: “Save Them All” and make every shelter and community no-kill by the year 2025

Demographic

- Our target audience is 25-34 year old financially stable professionals working hybrid 9-5 jobs and living near a big city.

Insights into Demographic

- “70% of millennial dog caretakers and 55% of millennial cat caretakers say their pet **‘is like a child.’**”
- “The pet-ownership rate is even **higher among those with a college education and a stable income**—the same people who are most likely to delay marriage, parenthood, and homeownership beyond the timelines set by previous generations.”
- “Our large-scale study of 12,167 respondents has proof: **Pet owners are significantly happier than those who are petless.**”

Strategy

Theme: “**Saving their lives, can save yours**”

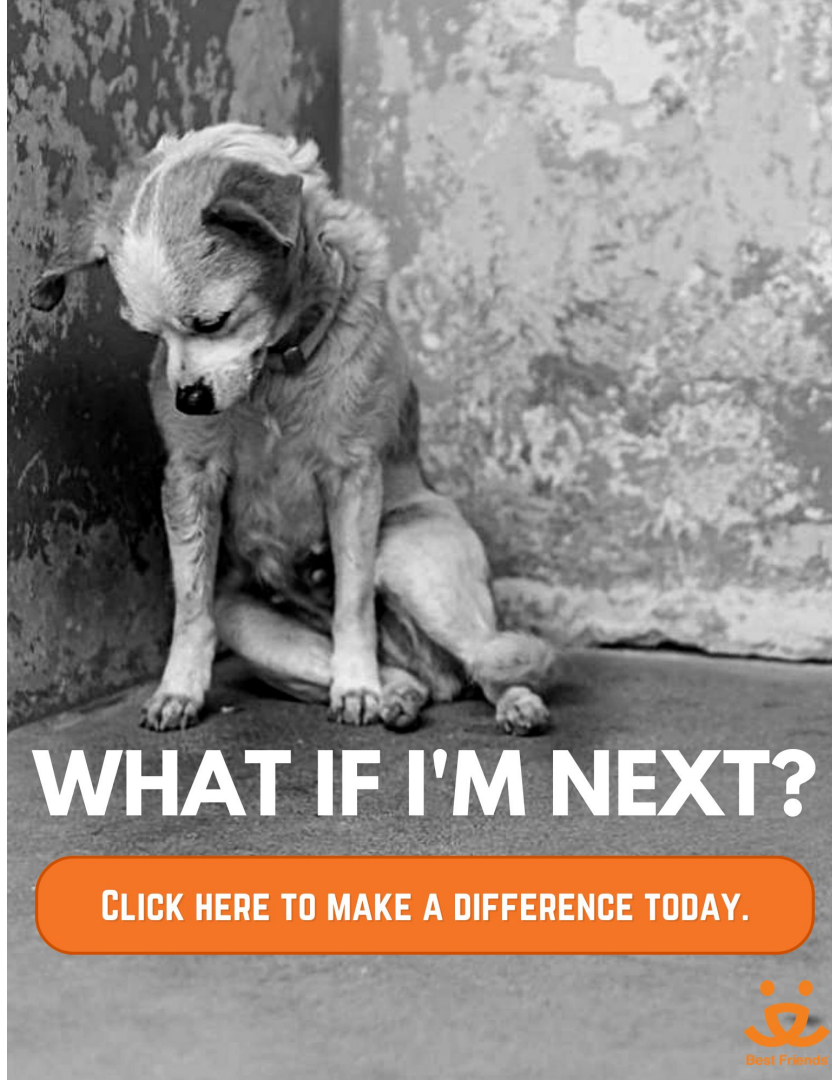
- Target the idea that many of these dogs die in shelters (about 355,000 a year) and to make our demographic aware of the problem and take action by adopting to save their life which can increase happiness of our demographic at a time where work is overwhelming, they’re alone, or might not want kids but want something more in their life

COULD YOU BE THE ONE TO SAVE ME?

Saving their lives can save yours.
Don't let them be a statistic. Adopt today.

#MyFureverFriendSavedMe





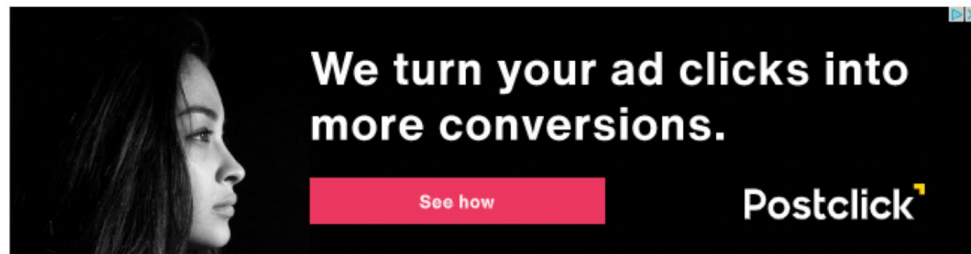
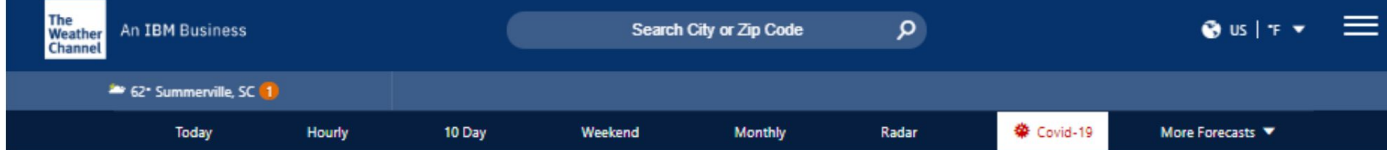
WHAT IF I'M NEXT?

[CLICK HERE TO MAKE A DIFFERENCE TODAY.](#)



Boat Friends

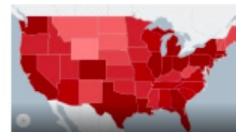
Digital Ad Mockup



Why Easter Weekend Forecast Has Us Worried

A potentially dangerous severe outbreak is possible

[SEE MORE →](#)





bestfriendsanimalsociety



Meet Lux!



10,328 likes

bestfriendsanimalsociety Save Lux's life today! He is an Australian Shepherd and Hound mix who is very intelligent and energetic. We would love to see who you saved. Share a picture of you and your furever friend with us! [#MyFureverFriendSavedMe](#)

[View all 328 comments](#)

5 DAYS AGO



**Adopt
Holy Moly
Today!**

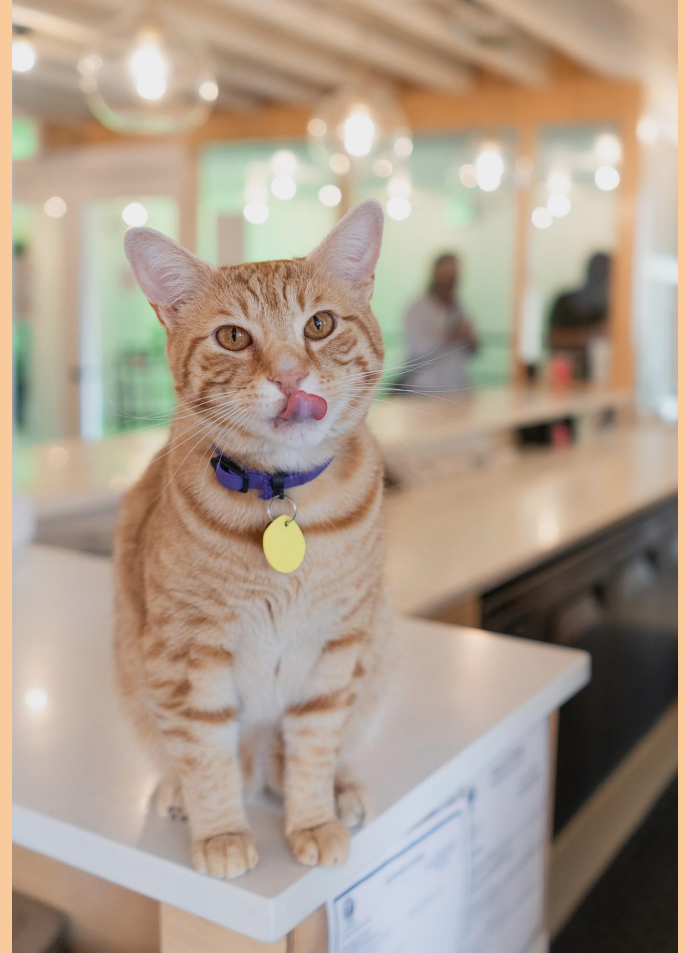
**Will you save
my life so I can
save yours?**



Best
Friends
Animal
Society



Experiential: Cat/Dog Cafes



Awareness



Experiential:
Cat/Dog Cafes

Action



THIS COUPON IS VALID FOR ONE

WAIVED ADOPTION FEE

PRESENTED BY
BEST FRIENDS ANIMAL SOCIETY


Best Friends®

Radio Ad



Saving their lives saves yours

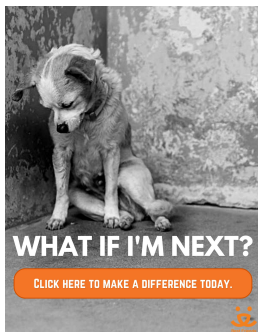
Goal: Awareness & Action (Adopt)

Print Ad



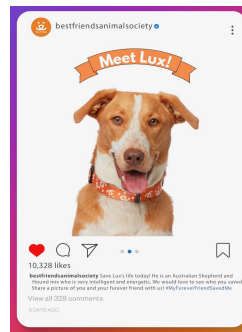
- Awareness
- Emphasis on saving their lives
- Tugs on emotion
- Save so they don't become a statistic

Digital Ad



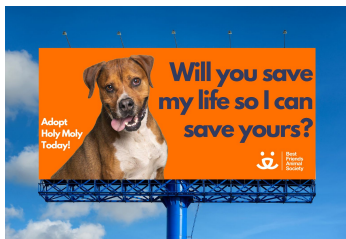
- Action
- Emphasis on their life is on the line
- B&W
- Button to click to go to website to adopt animals and get more information

Social Media Post



- Increases awareness of animals that can be adopted (leads into action)
- Emphasize saving the animals' life
- Starts conversation about who the audience saved

Billboard



- Awareness
- Puts a name to a dog; personal touch

Radio



- Awareness with statistic and to show dog's can improve quality of life with example
- Action: Gives number to text for more information
- Emphasis on what a world would sound like if all dogs got saved

Experiential



- Action: waived adoption fee & supplies
- Awareness: coffee cup sleeves with statistics and menu creating a more personalized relationship
- Chance to interact and experience feeling saved through hanging out with animals
- Based in major cities, specifically in states with high kill rates



9 OUT OF 10 shelter dogs don't find permanent homes.