

Campaign Plan: Bullies vs Bullies

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1 Challenge & Context

1.1 Situational Analysis

██████████ is a nonprofit animal rescue with a mission to help as many bully breeds as possible. Like most rescues and shelters in the nation, ██████████ is experiencing a high volume of animals due to factors such as covid, the economy, breeders, and overpopulation. They also operate fully through volunteers and have limited resources, which means it's important that adoptions increase so that ██████████s can continue to help as many dogs as possible. A big challenge for ██████████ is the stigma surrounding bully breeds and breed discrimination. People often avoid adopting bully dogs because they hear more negative stories than positive ones. This is because bully breeds are associated with myths that generalize them to be aggressive, dangerous, etc. Our client asked for new minds to look at the organization's problems and find ways to increase adoptions. Feasibility is important considering the lack of time, money, and overall resources that ██████████ has.

The target audience of our campaign are people who need to be educated about bully breeds. We will target people who have been exposed to stereotypes about bully dogs, which is typically older people between the ages of 35–50. We will also target elementary aged children in order to combine messages of being kind to others and not judging bully breeds. This will be a good audience to target because they are currently learning to understand their actions and the impact they have on other beings.

- Elder folks (typically between the ages of 35–50) that stereotype the Bully breeds.
- 8–12 elementary children who are learning to understand their actions and the impact they have on others.

2 Goals and Objectives

2.1 Overarching Goals & Objectives

The goal of this communications plan is to increase adoptions. We want to have a 10% increase in adoptions over the duration of this campaign. Also, we want to increase perceptions of bully breeds in the process of getting more of them adopted. By simultaneously spreading bully breed love and education to 8–12 year olds we are improving

adoption odds because we are teaching people that empathy and respect is important because bullying based on appearance or stereotypes is not acceptable.

3 Insight & Strategic Big Idea

The problem that [REDACTED] is facing is that people need to hear more engaging stories that show bully breeds in a positive light. When people don't have these stories, they substitute them for negative ones. It's important that people have positive stories about bully dogs so that they can humanize them and feel more connected to them. Without the ability to humanize these dogs, it's easier for people to maintain a stigma against them and avoid adopting them.

[REDACTED] is uniquely positioned to tell positive stories that change people's perspective about bully dogs. This is because they are a non-profit filled with people who are passionate about getting their dogs adopted. They understand these dogs on a more case-by-case basis and they have knowledge and experience that debunks the stigma against bully breeds.

To solve their problem, [REDACTED] can create engaging content that makes it easier for people to feel connected to the dogs. This content will showcase the bully dogs' personalities, highlight unique traits, and humanize them through positive stories from people with first-hand experience. By doing this, [REDACTED] will replace negative stories with positive ones and make it easier for people to adopt a bully.

4 Communications and Media Strategy

4.1 Communications Goals & Objectives

Humanize and attract people to bully breeds by creating a connection and we get this to the public through an integrated campaign.

Goal 1: Tell the story of how bully breed dogs are not the bullies.

Objective 1: Give 3 bully presentations in schools with the ambassador program.

Goal 2: Debunk common thought myths of bully breeds to stop the stereotypes and replace those thoughts with facts.

Objective 1: Every week of the campaign post new facts in a carousel post.

Goal 3: Create an emotional connection with the dogs currently in foster care and dogs that have been adopted.

Objective: Collaborate with the local schools photography clubs to get new photo content of dogs to post on social media.

4.2 Key Messages

The key message is that stereotyping dogs (or people) based on looks is wrong and by doing so shows a lack of empathy and respect. If you wouldn't bully a person you wouldn't bully a dog.

4.3 Communications Strategy

This is an integrated campaign with social media aspects

1. Educational Posts – Debunked
These will be educational posts which would be the bully breed myths debunked series.
2. Photography Push
There will be collaborations with local school photography clubs to get photo content of ██████'s dogs that are currently in foster care, and dogs that have been adopted and are with their lifelong family.
3. Bully vs. Bullie Childhood Education
Lastly, we will be working with bully programs in schools for the bully vs. bullie campaign.

4.4 Communications Assets

To execute a comprehensive communications strategy aimed at dispelling myths about Bully dogs and boosting adoption rates, a variety of communication assets will be developed. **Educational workshops** will feature visually engaging presentation slides, printed materials like pamphlets, and recorded video content for online dissemination. The **online awareness campaign** will employ diverse social media posts, including daily myth-debunking posts presenting facts about Bully dogs and success stories of adopted dogs. Additionally, infographics and interactive content, such as quizzes and polls, will be created to engage the audience effectively.

The ambassador program will showcase profiles of ambassadors, detailing their experiences with Bully dogs, along with social media takeovers and testimonials to highlight the positive impact of adopting these dogs. **Collaboration with anti-bullying organizations** will involve joint webinars, press releases, and co-branded content emphasizing the shared goals of promoting kindness and understanding towards people and dogs. A carefully planned content calendar will ensure consistency across various platforms, tailoring content to different audience preferences and utilizing hashtags and challenges to encourage audience participation.

4.5 Communications Timeline

Throughout a 9-week campaign, our strategy is in four key phases. In the initial three weeks, we meticulously plan the campaign, defining goals, targeting audiences, and preparing educational workshop materials. Simultaneously, ambassadors are recruited and undergo training, setting the groundwork for their integral role. The following two weeks mark the launch phase, where the online awareness campaign is initiated with myth-debunking posts and educational workshops kick-off. Weeks 4-5 shift the focus to ambassadors, who take the spotlight by sharing their profiles and personal stories, fostering a connection through social media takeovers. Weeks 6-7 signify the mid-campaign assessment and adjustment phase, allowing for a thorough evaluation of performance and strategic fine-tuning. Finally, in Week 8 and 9, the campaign concludes with a collaborative effort, involving partnerships with anti-bullying organizations, and a final push to showcase successes and evaluate the overall impact. This condensed four-phase approach ensures a systematic and impactful execution within the 9-week timeframe.