

# Campaign Plan: Reducing the Negative Stigma Toward Bully Breeds

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## 1 Challenge & Context

### 1.1 Situational Analysis

**Challenge and Context:** [REDACTED] is a bully rescue located in [REDACTED]. They currently have over 100 dogs in foster homes. [REDACTED] needs help with reducing the negative stigma toward bully breeds and increasing adoptions. Shelters and rescues are overpopulated with bully breeds and the negative stigma is stopping people from adopting these breeds. Many people don't take bully breeds seriously as potential pets. [REDACTED] needs help with becoming a more authoritative brand to the target market in order to increase a better reputation of their dogs. We believe we can help reduce the negative stigma toward bully breeds and increase adoptions by helping improve [REDACTED] overall visual professionalism.

**Competitive Environment Analysis:** There are 20+ animal shelters and rescues in [REDACTED]. These shelters have multiple different breeds of dogs and many are more well known than [REDACTED]. With the negative stigma around bully breeds many people are more likely to adopt different breeds from other rescues. Gaining more followers and shares on [REDACTED] social media pages could lead to more people being aware of [REDACTED]. Followers can get more information that could help break the stigma and also increase adoptions

**Target Audience:** A lot of their dogs suffer from trauma and take longer to get adopted. The target audience is younger people who have no kids or other pets that want to adopt a dog. Farm residents or people who have a good amount of land are also a target audience. Bully breed dogs tend to have a lot of energy and need to get exercise so a farm would be ideal for some of the dogs.

## 2 Goals and Objectives

### 2.1 Overarching Goals & Objectives

The overall goal of this campaign is to build [REDACTED] brand awareness through their social media accounts on Instagram, Tik Tok, and Facebook as well as their website. By the end of the first few months of this campaign we hope to see an increase in engagement and

followers on each social media account by about 6 to 8% followers. By looking to improve the company's brand awareness and visual appeal our goal is to increase [REDACTED]'s audience and reach. With a larger platform we can then begin to make improvements by educating people and helping to reduce the negative stigma towards bully breeds. In turn, with a more educated audience on the subject, our end goal is to increase adoptions and fosters of bully breeds associated with [REDACTED].

### **3 Insight & Strategic Big Idea**

#### **Insight:**

With Bully Breeds negative reputations perceived by the public, many potential dog adopters stray away from adopting these type of breeds. Many believe that these dogs are bred for dog fights and are dangerous and aggressive..They most likely believe this because it is a well known stereotype within this breed.

[REDACTED] with an already developed social media following and by having plenty of experience with these type of breeds, they are positioned to educate and explain to these people that not all dogs are as vicious as they thought.

#### **Strategic Big Idea:**

This campaign will GET Potential dog adopters in the market along with the general public WHO have breed bias against bully breeds TO change their views and consider adopting BY educating and showing them that every dog, regardless of breed, has unique qualities and the potential to be adopted with engaging social media posts and information  
Insight:

### **4 Communications and Media Strategy**

#### **4.1 Communications Goals & Objectives**

**Goal #1:** To Create a Better and more consistent user interface.

- **Objective #1a:** Linktree – providing all resources in one place such as pet finder, amazon and chewy wishlists.
- **Objective #2a:** Increase the number of Linktree clicks by 15% within the next 4 months, showing the increase in the accessibility to websites like, amazon, chewy, and Petfinder.

**Goal #2:** Photographs with foster dogs and showing them as family friendly dogs with the "Sunday Success Story" post.

- **Objective #1b:** Start the “Sunday Success Stories” campaign and receive a 20% increase in engagement on social media within the next two months.

**Goal #3:** Improve [REDACTED] Website to drive website traffic.

- **Objective #1c:** Launch the new website design that has a clear color scheme and update graphics, measure a 20% increase in website traffic within the next 4 months.

**Goal #4:** Improve the quality of photographs put on the website and social media.

- **Objective #1d:** Implement the new photos across all social media platforms and the website and receive a 15% increase in engagement across all platforms within 3 months.

## 4.2 Key Messages

The overarching key message of this campaign is to improve the visual professionalism of [REDACTED] online. With a more professional platform, people will be more likely to listen to what we have to say. This will be done with the use of quality in photographs and consistency in color scheme with each post. Our recommendation and prototypes recommend using the colors orange and gray given the current color scheme of the website. Much of the posts on the company’s social media accounts will relate to the education on the negative stigma towards bully breeds, not believing everything you see online, showing bully breeds as kid friendly animals, and success stories of dogs once associated with [REDACTED] foster and adoption system.

## 4.3 Communications Strategy

Improving better visual presence and professionalism will help [REDACTED] seem more reputable to the public.

Photo Partners- Work with local schools and offer volunteer opportunities to students with photography experience to go out and take photos of pitbulls that were adopted from [REDACTED] with their families.

Success Stories- Post success stories with good quality photos of the dogs with their families.

Website- Use good quality photos to keep people engaged on the website and show that the website is trusted and stays updated.

Linktree- Provides resources all in one place to make it easier for potential adopters to get information.

## 4.4 Communications Assets

We will be redesigning the website to make it easier to navigate and look more professional. We will also be creating a linktree that will direct people to the amazon and chewy wishlist for the dogs. This will help them become more organized and put all resources in one place.

We will be making more posts showing off each dog's personality. We would like to create Sunday Success Stories where every Sunday a dog or two will be posted with their adopters to share the dog's success story.

#### **4.5 Communications Timeline**

##### **Phase Approach**

##### **Phase 1: Initial Setup**

- Collect all valuable links to social media's, website, and Donation page etc. into one single Linktree that is accessible.
- Update links and bios in all socials along with setting the same profile image to every social platform. Create consistency across social media.
- Make sure that each social media has the necessary information in bios

##### **Phase 2: Content Collecting.**

- Collecting photographs and videos of dogs with their adopters and fosters to use for success stories, along with video content.
- Record content for socials such as tiktok.
- Get in contact with photographers and schedule photoshoots with photography students and/or volunteers.

##### **Phase 3: Website and Content Creation.**

- Re-designing the website and updating the website with photos.
- Create and design some social media visual content with updated photographs to use for the first month.

##### **Phase 4: Website Re-Launch**

- The updated website and promote the updated website by uploading social media stories to drive traffic.

##### **Phase 5: Consistent Content Posting.**

- Start uploading new social media content