

Campaign Plan: *The Underdog Project*

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Challenge & Context

Situational Analysis

██████████ serves the entire ██████████ area, catering to roughly ██████████ citizens. Its primary responsibility is rescuing animals that can no longer be housed, and preventing abandonment on the streets. Currently, ██████████ is operating at maximum capacity, housing up to ██████████ animals, including dogs, cats, rabbits, and other species. The organization needs to work on caring for this large number of animals, leading to difficulties in retaining staff members. The situation has escalated to a critical point, with the organization in crisis mode. Dogs, in particular, require urgent adoption due to their space requirements and the higher challenge of finding homes compared to cats or smaller animals.

The objective of this campaign is to address the crisis at ██████████ by raising awareness, enhancing adoption rates, and rallying community support to tackle the overcapacity of animals and the strain on staff resources.

Goals and Objectives

The main goal of this communications plan is to increase awareness and positive brand perception of the ██████████ and the animals that are available for adoption. We are also aiming to increase foot traffic to the ██████████, as well as traffic to their social channels.

Objectives:

- 1) Launch The UnderDog campaign by February 1st and monitor its success based on the ██████████ website and foot traffic with a hopeful increase of 15% by the end of the campaign
- 2) Increase the number of dogs being consistently adopted from ██████████ by 20% by the end of the campaign
- 3) Increase ██████████'s social media following and engagement by 15% by the end of the campaign

Insight & Strategic Big Idea

Diagnosis: The problem that ██████████ is facing is the need for more funding, resources, and staffing to efficiently find dog adoptees.

██████████ Guiding Policy: Our mission is ██████████

Action: To address this matter, we'll craft and distribute positive and informative content via print ads, digital advertisements, and [REDACTED] social media platforms. These channels will serve to educate the public about the organization's services and animals. Additionally, we'll utilize these platforms to showcase the dogs positively.

Communications and Media Strategy

Communications Goals & Objectives:

- Increase adoptions at [REDACTED]
 - Monitoring the progress and tracking the adoption status of shelter dogs throughout the campaign duration.
- Promote dog inclusivity by representing the underrepresented
 - Incorporating the participation of underrepresented or harder-to-adopt dogs in promotional fundraising and adoption events.
- Increase community engagement with the shelter through dog adoption events and drives
 - Advertising adoption events via local news outlets and public mediums like billboards and social media.

Tactics

[REDACTED] will initiate a campaign to amplify awareness about their organization and their objective to increase dog adoptions. Crafting an extensive yet cost-effective campaign, divisible into smaller initiatives, will enable [REDACTED] to maximize its outreach, enhance the brand's reputation, and facilitate more community members in finding beloved dogs for forever homes.

Key Messages

“Take a chance on the underdog!”

“Every dog deserves a forever home, don’t let biases and untrue stigma reflect how you adopt.”

“Adopt, don't shop!”

Communications Strategy

Strategy: [REDACTED] will initiate a campaign aiming to raise awareness about discrimination against shelter dogs and increase their adoption rates. Developing a cost-effective, extensive campaign that can be broken down into smaller ideas will maximize [REDACTED] outreach. This approach aims to promote dog inclusivity, enhance the brand's reputation and values, and connect numerous community members with dogs they can cherish in forever homes.

Tactics: To spread our message, we'll use [REDACTED]’ social media platforms to share details about the *Underdog* campaign and related shelter information. Additionally, [REDACTED] will collaborate with local news stations to air brief commercials across different channels promoting

their campaign. Promotional baseball cards, both printed and digital, showcasing the Underdog campaign and individual dogs, will be distributed and shared on social media.

Communications Assets

In this campaign, we'll utilize diverse communication tools like commercials/videos, billboards, and social media posts.

Commercials/videos

- [REDACTED] can engage local news sources to promote the new campaign to reach local audiences. This could involve featuring a weekly highlight of adoptable underrepresented dogs or creating a commercial presented as a news story.
 - Producing a video can easily capture the viewer's attention, providing authentic footage of the shelter dogs and emphasizing transparency.
 - *video*

'Missing Furever Home' Billboard

- Designing a promotional billboard can draw the attention of local residents, encouraging adoption while also raising awareness.
 - The billboard plays on the *Underdog* theme and shows a dog with a baseball bat, with the words "Take a chance on the underdog."

Social Media Posts

- We plan to utilize social media posts in our campaign to spotlight the overlooked dogs at the shelter.
 - Sharing on widely used platforms like Facebook can showcase dogs that might typically face discrimination based on their breed or age.
- Utilizing social media posts is another way to boost awareness about shelter activities, including their holiday events.

Communications Timeline

Link: [REDACTED]