

PET ADOPTION “THE SHELTER PET PROJECT”

Campaign Sponsor: The Humane Society of the United States
Maddie’s Fund

Volunteer Advertising Agency: Draftfcb, Chicago

BACKGROUND:

Pet adoption has increased since 2009, despite adverse economic conditions. The percentage of dogs and cats in homes who were adopted from shelters and rescue groups has risen from 27% to 29% in the last two years, while the number of healthy and treatable pets losing their lives for lack of a home has dropped from 3 million to 2.7 million.

Bringing that number all the way to zero is the goal of “The Shelter Pet Project,” a national advertising campaign which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals. The television, radio, print, outdoor and Web public service ads direct audiences to visit www.theshelterpetproject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption.

CAMPAIGN OBJECTIVES:

- To show the bond that exists between a person and their shelter pet and encourage potential adopters to adopt from shelters by explaining that, “A person is the best thing to happen to a shelter pet. Be that person. Adopt.”
- To make shelters the first choice and desired way for acquiring a companion animal, ultimately increasing the rate of animals adopted from shelters.
- To encourage all Americans to visit the campaign website, www.theshelterpetproject.org where they will be able to locate their local animal shelter or rescue group to adopt a pet.

TARGET AUDIENCE:

- Primary: The “Swing Voter.” These are the approximately 17 million individuals who will be acquiring a pet within the next year, but remain undecided on where they will acquire their pet from.
- Secondary: Pro-adoption advocates.

DID YOU KNOW?

- Shelter pet adoptions are on the rise, despite the ongoing recession and high rates of unemployment.
- Each year approximately 4 million pets are adopted.
- The percentage of pets in homes adopted from animal shelters and rescue groups has risen from 27% to 29% in the last two years and encouraging statistics show that euthanasia of shelter pets is down 10% since 2009.
- However, 2.7 million healthy and treatable pets are still losing their lives in shelters each year.
- Seventeen million people will acquire a dog or cat within the next year.
- The Shelter Pet Project is the first animal welfare campaign that the Ad Council has taken on in its 60-year history.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

Kristie Stevanus
The Humane Society of the United States
2100 L Street, NW
Washington, DC 20037
kstevanus@humanesociety.org
Phone: (301) 548-7722
Fax: (301) 721-6475

OR

Lynn Spivak
Maddie’s Fund
2223 Santa Clara Avenue, Suite B
Alameda, CA 94501-4416
spivak@maddiesfund.org
Phone: (510) 337-8979
Fax: (510) 337-8988

OR

Becca Stahl
The Advertising Council, Inc.
1203 19th Street NW, 4th Floor
Washington, DC 20036
bstahl@adcouncil.org
Phone: (202) 558-7209
Fax: (202) 331-9790

TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

CI-Group
10 Salem Park
Whitehouse, NJ 08888
AdCouncil@ci-groupusa.com
Phone: 1(800)933-PSAS (7727)