



Shelter Pet Adoption: #AdoptPureLove Campaign

Campaign Sponsors: The Humane Society of the United States (HSUS), Maddie's Fund
Pro-bono Agency: JWT, New York

ISSUE BACKGROUND:

Right now, millions of cats and dogs in pet shelters and rescues are waiting to be adopted. While one in two Americans express interest in adopting from animal shelters and rescue groups, misperceptions about shelters and shelter pets continue.

Millions of Americans plan to get a new pet each year, and, at the same time, millions of healthy, loving cats and dogs enter shelters and rescue groups. However, only 44% of dogs and 47% of cats in American homes come from shelters and rescue groups.

CAMPAIGN DESCRIPTION:

While every shelter pet is unique, there's one thing they have in common: they're all pure love. Building off previous work, the 2019 #AdoptPureLove PSA campaign celebrates the unique traits of shelter pets and shows how these qualities add up to an incredible bond between every shelter pet and parent. Through sharing the stories of actresses Olivia Munn and Rachel Bloom, along with Tennessee Titans cornerback Logan Ryan and everyday people, the #AdoptPureLove campaign aims to encourage potential pet adopters to adopt from shelters and rescue groups.

The PSA campaign directs audiences to visit TheShelterPetProject.org, where they can search for cats and dogs available for adoption at local shelters or rescue groups and learn valuable information about pet adoption.

CAMPAIGN OBJECTIVES:

- To encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.
- The ultimate goal is to increase the rate of animals adopted from shelters and rescue groups.

TARGET AUDIENCE:

Primary: "Fence Sitters." These are the individuals who want to acquire a pet within the next year but remain undecided on where they will go.

Secondary: "Shelter Pet Parents." Those who have previously adopted shelter pets. They are one segment of the larger pro-adoption advocate group.

Target Age Segments: Adults 24-44 and/or 45+

CALL-TO-ACTION: Adopt pure love at TheShelterPetProject.org

