

Animals find shelter with Press...

How newspapers delivered homes for SPCA animals

BRAND: SPCA
CATEGORY: Lifestyle/Pets
MEDIA: Bay of Plenty Times
TARGET AUDIENCE: Tauranga
CAMPAIGN DATES: 10 January 2009
MARKETING OBJECTIVE: To find homes for unwanted animals at Tauranga SPCA



ROLE OF NEWSPAPERS

Tauranga SPCA was being overrun by an influx of unwanted animals. The shelter had seen an increase of about 25 per cent in unwanted animals compared with the same time last year. Each year, the shelter deals with about 1200 cats and kittens and 700 dogs and puppies.

On the 10th January, the Bay of Plenty Times ran a full page colour advertisement showing photos of 24 animals needing new homes.

47,000 people read the Bay of Plenty Times on an average day. High readership combined with the high engagement people have with their local paper, enabled the SPCA to successfully connect with their audience.

RESULTS

From just one advertisement running in the Bay of Plenty Times, 22 of the 24 animals featured in the advertisement found new homes.

WHAT THE CLIENT SAID

"The power of newspaper advertising was reinforced when 24 of our precious homeless animals were shown on Saturday the 10th January's paper with sensational results.

By the following Monday afternoon, all but 2 had been re-homed with the remaining animals also finding homes shortly thereafter.

The continuous, generous support shown to the Tauranga SPCA by the BOP Times and their awesome staff is simply priceless".

Tauranga SPCA manager John Esdaile

A screenshot of a newspaper advertisement. At the top, it says "Bring home a new friend for life...". Below this is a photo of a dog and a kitten. A text box reads: "The SPCA is groaning under the weight of adorable kittens and puppies that need good homes. Please consider carefully as they are a lifetime commitment and need your care, love and respect. Call now to talk to someone about these potential finds." Below the text is a grid of 24 small photos of various cats and dogs, each with a name and a small bio underneath. At the bottom left of the grid is the SPCA logo and contact information: "43 Beach Street, Tauranga, Ph: 07 578 0245". At the bottom right is the Bay of Plenty Times logo.

HOW CAN YOU FIND OUT MORE?

Contact your Account Manager or download related reports at www.nabs.co.nz

Source: Nielsen Media Research "National Readership Survey" AP 15+. Q1 '08 - Q4 '08