The Shelter Pet Project
What's in it for your shelter or rescue group?

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The Shelter Pet Project is a collaborative effort between the Ad Council and two of the nation’s leading animal welfare organizations, The Humane Society of the United States and Maddie’s Fund.
Today’s Speakers

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The Ad Council, as a national non-profit and leader in public service advertising, has a long history of addressing the most pressing social issues facing our country at any given time.

We’ve launched and maintained long-standing campaigns, like Smokey Bear’s wildfire prevention effort, but also continue to address today’s most urgent social issues.

Whether it’s preventing food waste, raising awareness of autism, fostering diversity and inclusion, or encouraging pet adoption, our campaigns spur action and behavior change.
We partner with the country’s leading non-profit organizations and government agencies to address a wide range of issues.

We rely on the pro bono resources of the nation’s leading advertising agencies and media companies to deliver our campaigns.

All of our campaigns consist of advertising that airs or runs in donated space across a broad spectrum of media types.
The Ad Council develops fully integrated campaigns on behalf the issues we support with messages that span virtually any media type or platform.
About
The Shelter Pet Project Campaign
The goal of The Shelter Pet Project is to make shelters and rescue groups the first choice and preferred way for everyone to acquire a pet.

We do this by:
• Talking directly to those interested in getting a pet, but remain undecided on where to get their pet from
• Encouraging positive word-of-mouth of those who have already adopted themselves

We want these audiences to realize that shelter pets make amazing pets and to encourage them to adopt and start their story today.
All of the campaign PSAs direct to our campaign website, TheShelterPetProject.org.

The site allows visitors to easily search for a pet near them using a zip code locator.

Adopt-a-Pet is the database that fuels our search results.

All you have to do to get your pets featured on The Shelter Pet Project’s website is post them on Adopt-a-Pet.
We also have two sections of the site that allow for real pets to be featured:
- Real Adoption Stories
- Start A Story Social Wall Gallery

We encourage you to share these resources with adopters at your shelter or rescue group as a way that they can celebrate the beginning of their adoption story.
Since the campaign’s launch in 2009, we have seen great success.

The Shelter Pet Project received over 337 million dollars in donated advertising placements, driving approximately 8 million visits to the campaign website, resulting in over 800 thousand searches for pets or adoption groups.
The Shelter Pet Project has had many several different creative advertising campaign approaches since our launch in 2009, many of which you all may be familiar.

This past year, leading advertising agency JWT worked with the Shelter Pet Project on its latest campaign. Featuring famous adopted internet pets and their owners, the PSAs share their stories and encourage others to start their own by adopting.

#StartAStoryAdopt
The Shelter Pet Project just launched its newest campaign, Social Paws, a social media-centric campaign.

With Social Paws, pets from shelters and rescue groups are creating their own social media posts to try to get their friends adopted. The campaign encourages shelter pet adoption by giving adopted pets a voice on social media; these dogs and cats deploy creative memes, videos, GIFs and social media posts to share their message.

As part of the campaign, these dogs and cats play with toys in a custom-built studio. Every toy they interact with builds social graphics by writing the headlines, setting the backgrounds and selecting the emojis and hashtags in a playful fashion.
Campaign Partnerships featuring real adopted pets
The campaign produced television PSAs and social media content in partnership with Garfield in June 2015.

In this advertising, Garfield shares the stories of pets featured on TheShelterPetProject.org, showing people the “real faces” of shelter pets.

This was the first time the Shelter Pet Project used adoptable pets in its advertising.
In fall of 2015, the Shelter Pet Project launched a Facebook advertising campaign. The campaign featured over 250 adoptable pets from 33 shelters across the United States and was supported by $300K in donated Facebook advertising.

The creative spotlights shelter pets, designated as record-breaking “Local Legends” in their communities, and encourages viewers to go to shelters or rescue groups to adopt their own local legend.
Also in 2015, the Shelter Pet Project partnered with MTV2 on the development of a television, digital, and social media PSA campaign, #Down2Adopt. This campaign, targeting millennials, underscored the idea that there is nothing wrong with shelter pets and that, in fact, many pets end up in shelters and rescue groups due to people problems, not pet problems.

The campaign launched at the 2015 MTV Video Music Awards with a “puppy pen” on the red carpet; the ten puppies featured in the pen were from Secondhand Animals in Los Angeles and were all available for adoption. In fact, as a direct result of the campaign, four of these puppies were adopted!

We followed that launch with a year-long Instagram campaign, during which MTV2
spotlighted one adoptable pet from a different shelter or rescue group each month.
Opportunities for shelters & rescue groups
The Shelter Pet Project has a presence on a variety of social channels. These are the platforms we are the most active on and have the greatest following.
Follow these key tips to help get your pets featured on the Shelter Pet Project social media channels:

1. Share **happy** adoption stories
2. Share **compelling** stories
3. Focus on **hard-to-adopt** pets
4. Send **high-quality photos**
Email
contact@shelterpetproject.org

Tag
#StartAStoryAdopt
#ShelterPetLove
#CelebrateShelterPets

Tag the Shelter Pet Project in your posts and/or use one of our campaign hashtags:

#ShelterPetLove
#StartAStoryAdopt
#CelebrateShelterPets

The Shelter Pet Project can be found on the following platforms:

• Facebook - @ShelterPetProject
• Instagram - @ShelterPetProject
• Twitter – @shelterpets
• Tumblr – @ShelterPetProject
• Pinterest - @shelterpets