

**Risky Biscuits-** Abby Hebert, Charlie Haskell, Teddy Crimmins, Mesha McDonald & Zuleima Melendez  
**Brand/Client :** SPCA of Texas

**Why are we advertising?**

- To increase adoptions by 5% by the end of December 2017
- To get more volunteers in the program
- To raise awareness for the program
- To increase donations

**Who else is getting our money?**

- Denton Humane Society
- Denton Animal Shelter
- Lewisville Animal Services
- Richardson Animal Shelter
- Irving City Animal Shelter

**Who are we talking to?**

- M35-55
- HHI- \$60,000- \$110,000
- Denton County Fathers

**What do we know about them?**

Paul Kemply own his plumbing service makes a comfortable \$70 grand a year give or take. He is 37. He and his wife, Michelle, 34, have two children, Doug, 14, and Sidney, 9. They own a small ranch style house in Argyle near Denton. On the first weekend of every month they hold a bar-b-q where they invite family and coworkers to their backyard. They visit the Denton Square for many of the town events held there. Though Paul spends most of his time working on his business and taking care of projects around the home, family is a strong value of his. Since Doug has began his freshman year, the Kemply's have not missed a single football game. Sidney spends most of her time writing, she especially enjoys writing about horses and their adventures. Michelle works a perfume kiosk at the local department store, however she considers being a mom a career path. She only works the counter while the children are in school.

**What do they currently think?**

"We have never had a pet before but we are thinking about getting one"

"Are we ready for the commitment of adopting a pet?"

**What would we like them to think?**

"If I go to the SPCA then I'll find a pet that fits in with my family."

"If I go to the SPCA, they will help us through the entire process of adoption and care for the pet."

"If I adopt an animal it will be a rewarding experience."

**Why should they believe it?**

- There are numerous animals that need adoption which comes with many different choices of animals to choose from.
- It is the leading, comprehensive animal welfare agency in North Texas.
- There is a search engine to find the perfect match for your family.

**What is the single most persuasive idea we can convey?**

The SPCA will help me find my perfect pet.

**Are there any creative guidelines?**

- Three magazine ads – portrait format
- Three outdoor boards – 14' x 48' (extensions allowed)
- One Guerilla / Ambient execution
- Social media campaign on three platforms of your choice (you will have to provide rationale for your choices)