



# **Animal Cancer Foundation**

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# Situation Analysis

**There is lack of awareness of the ACF and understanding of the comparative oncology field**

ACF promotes comparative oncology in pet research

ACF has partnered with Nationwide to expand its presence

ACF has established data of current and potential donors with an email list

# Organizational Analysis

## Strengths

Noble cause

Helps both pets and humans

**Passionate base of current followers**

Preexisting relationships with corporations (Nationwide)

Current donor database of 8,000 people through direct mail

## Opportunities

Own the space given the passion of potential donor base  
(people who are passionate about cancer and pets)

Unique cancer-related cause

Expand the public knowledge of comparative oncology

**Use the puppies**

## Weaknesses

Non-compelling social media and website

Not consumer-friendly research

**Lack of knowledge regarding comparative oncology**

Lack of willingness to donate

Unconvincing mission statement

Lack of a human voice in media

Extreme lack of case studies that are readily available

## Threats

Other animal cancer research foundations that do not  
benefit comparative oncology (also an opportunity)

Lack of awareness

People confuse comparative oncology with animal testing

**Many different cancer categories**

# Research Activities

1

**Online Survey  
Results**

2

**Consumer Interviews**  
1 Primary Interview  
1 Secondary Research  
Interviews

3

**Proprietary  
Research Platforms**  
Infegy and MRI

# Online Survey Results



## **Opportunity to create a group of loyal donors passionate about the ACF**

Of our survey respondents, the majority stated that they annually donate to more than one cause

According to our survey, the majority of people donate \$1-50, but when we isolated people over 25 years old, the donation quantity skyrocketed to \$250+

# Key Research Finding



**People want to  
donate to  
charitable  
causes**



**People are  
passionate about  
charitable  
causes**

# Meet Cam!



“Treating my Cam for cancer was not even a second thought... I am now an advocate for pet cancer since going through this process. It is heartbreaking, time consuming, costly, but I would not change it to spend 2 more minutes with my dog”

**-Beth**  
Pet Cancer Parent

# Target Audience



## Primary

People above 25,  
because they are more  
likely to donate a larger  
amount of money



## Secondary

Women more likely to  
be affected emotionally  
by a cause supporting  
animal cancer



## Behavioral

Include qualifiers such as  
passionate about cancer,  
animal cancer, and/or  
animals

# Who is our Target?



**38% Male**  
**62% Female**



7 Print Pubs. Per  
Month



22 Hours of TV per  
Week



15 Hours of Radio  
per Week



17 Hours of Internet  
per Week



**Average Age**  
**48**

★ THE CHANGING LANDSCAPE OF GIVING ★



ONE IN THREE  
VISITORS  
VIA MOBILE



**Bachelor's  
Degree**

86% are on social most of the  
time every month



YouTube

Top Performing Sites  
**fitness** **THRILLIST**

BuzzFeed

WebMD™



USA TODAY

Health



# Campaign Objectives

## **Awareness**

Increase awareness of not only the ACF, but the field of comparative oncology by 15% by December 2017.

## **Acceptance**

Increase engagement with ACF channels by 50% by December 2017.

## **Action**

Increase amount of large-scale ACF donors by 10% by December 2017.

## Key Insights



**Everybody hates  
cancer -- they just  
hate it in different  
ways**



Big Idea



# Tactical Execution



Partner



People



Pets



# Best Channels for Bringing Awareness to the ACF



TV/Audio- High Reach, but too expensive and cannot track actions, cannot target unique or specific audience segments



Display- Billboards, opportunity to produce unique content- Content is Key, strategic and behavioral targeting



Paid Social- Cost Efficient, Reaches high audience, gain new audience followers, strategic and behavioral targeting



Search- Establish a footprint, over time specific terms will be associated with certain brands, as people are looking up pet cancer or related terms

# Recommended Channels and Measurements

MEDIA VEHICLE	PURPOSE OF MEDIA CHANNEL	HOW IT WILL BE MEASURED	CHANNEL
<b>Social</b>	<ol style="list-style-type: none"><li>1. Awareness for the Race in order to get registrations</li><li>2. Promote the use of the #</li><li>3. Post Campaign details</li></ol>	<b>Registrations and CTR</b>	
<b>Search</b>	Use unique key words surround the race and runs to measure registrations	<b>Registrations and CTR</b>	
<b>Display</b>	Use these to get additional awareness. Only have these be included in the local markets for race registration	<b>Lift in Consideration</b>	<b>VIAANT.</b>
<b>Media Pitch</b>	Pitch media a two different times during the campaign Pre and Post. Pre will bring awareness to the race, and post will highlight the event	<b>At Least 3 major news articles w/ National coverage</b>	

# Budget

<b>TACTIC</b>	<b>Estimated Cost</b>
Social	\$100,000
Search	\$60,000
Display	\$300,000
Media Outreach	\$50,000
<b>Budget</b>	<b>\$510,000</b>

\*Event costs covered by Nation Wide

# Media Flowchart

## ACF 2017 Campaign Calendar

Implementation	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	January	February
5K Race									
Social Media Promotion	Pre Campaign Race Promotion					Race Month	Post Campaign Promotion		
Search Media	Always on								
Display Banners									
Pitch Media			Pre-Race Pitch			Post Race			
#RunYourPaws									

Thank you!  
Questions?

