

Creative Brief

Date: 4/26/17

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Project Name/Description

Happy at Home Veterinary Care. In this campaign, we'll be focusing our effort on targeting hardworking women who are looking for convenient, reliable pet care in the comforts of their own home.

Product / Client Description and Overview

Happy at Home Veterinary Care specializes in individualized, low-stress, in-home veterinary care for cats and dogs living in the greater Milwaukee area. Services include: examinations, vaccinations, behavior consults, basic diagnostics and other similar needs and range in price from \$80 for a 30-minute examination to upwards of \$200 for specialized blood work.

Primary Target Audience

Demographic: Women
Age: 35-55
Income: \$65,000 +
Education: College graduate +

Psychographic: These women are animal loving pet parents who value quality of care. They want convenient, flexible veterinary care for their pets from a trustworthy doctor. They understand the importance of comfortable, low-stress appointments that are personalized to their needs.

Objectives

1. Boost awareness of the business and services available
2. Promote the benefits of in-home veterinary care

The Key Message/Unique Selling Proposition

Happy at Home Veterinary Care offers the same quality of care as a veterinary clinic in the most low-stress, comfortable environment for your pet: your home.

Tone: Friendly, comforting, inviting, familiar

Understanding

The customers will understand that their pets deserve specialized, comfortable care from a trustworthy mobile veterinary doctor.

Motivation

The customers will trust that at-home veterinary care from Happy at Home Veterinary Care is the right and best choice for their pets.

Mandatories

Happy at Home Veterinary Care
Dr. Rebecca Feiring
Email: info@happyathomevet.com
Phone: (414) 514-0145





Happy at Home
VETERINARY CARE

Happy at Home Veterinary Care SWOT Analysis

- Can perform all services of a standard veterinary clinic
- Well organized, detailed, informative website
- Available six days a week with extended appointment times
- Exams can be as long as the customer wants
- Can dispense a limited quantity of certain medications at appointments
- Specializes in older, disabled, anxious, shy and special needs pets
- Offers personalized, intimate appointments for each pet
- Discount for multiple pets in one session
- Affiliation with My Pet's Vet (full service veterinary clinic in Mequon)

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STRENGTHS

- Only operates in a small radius, travel outside radius is an extra fee
- Small pet specialist for only certain species (cat, dog, rabbit)
- Cannot provide large medical machinery services (X-rays, surgery, ultrasound, etc)

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WEAKNESSES

- Provide euthanasia services at home for weak, ailing or disabled pets
- Consider adding an exotic veterinarian to the team for less mobile pets (snakes, birds, lizards, etc)
- Advertise in pet stores, pet groomers and pet daycares

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OPPORTUNITIES

- Standard veterinary clinics have somewhat lower prices for in-office care

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THREATS



Happy at Home
VETERINARY CARE

Media Plan/Budget

\$10,000 total (**\$9,258 used**)

Section 1: Cost Breakdown

Print – Magazine & Newspaper (**\$6,135**)

- o Milwaukee Magazine (\$995 per ¼ page four-color ad)
 - ¼ page four-color ad (three months total): \$2,985
- o Shepherd Express (\$1,050 per ¼ page black and white ad)
 - ¼ page black and white ad (three non-consecutive weeks): \$3,150

Print – Direct Mail (**\$623**)

- o VistaPrint printing for 1,000 color postcards: \$113
- o UPS postcard rates at \$0.34 per postcard (1,000): \$510

Out-of-Home – Mall Backlit Diorama (**\$1,500**)

- o BlueLine Media
 - \$750 per diorama (two dioramas) for four weeks

Broadcast – Radio (**\$1,000**)

- o Milwaukee Public Radio
 - 2-30 sec spot
 - Public radio underwriting for six weeks

Section 2: Rationale

Print

Happy at Home Veterinary Care will be running print advertisements in Milwaukee Magazine and Shepherd Express newspaper. The total cost for all print magazine and newspaper advertisements will be **\$6,135**. Direct mail will be utilized in the greater Milwaukee area and postcards will be sent to about 1,000 households. The total cost for printing and sending the direct mail advertisements will be **\$623**.

- Milwaukee Magazine: Milwaukee Magazine is a trusted voice in the city of Milwaukee that gives readers a place to check the latest news, culture, politics, restaurants, bars, trends, sports and events in the greater Milwaukee area. This magazine reaches over 180,000 readers each month and has a monthly circulation of over 31,000. Milwaukee Magazine readers are 51 percent female, 49 percent male with an average age of 49. Most readers are between 25-64 years of age and are college educated. Full color, one-fourth page advertisements in Milwaukee Magazine will run for three months for a total of **\$2,985**.
- Shepherd Express: The Shepherd Express newspaper is Milwaukee's entertainment and news guide for the greater Milwaukee area. Readers can learn about news, dining,

trends, music and local events. This newspaper reaches over 239,000 readers with over 1,200 distribution locations around the southeast Wisconsin area. Shepherd Express readers are 57 percent male, 43 percent female and range in age from 18-65+. The majority of readers fall in the 35-65 year old age range. Black and white, one-fourth page advertisements in Shepherd Express will run for three weeks (weekly circulation), a total of **\$3,150**.

- Direct Mail Postcard: Direct mailing pieces Happy at Home Veterinary Care will be using VistaPrint to print 1,000 standard postcards (5.47" x 4.21") in full color gloss, front and back. The United States Postal Service will then be sending out the postcards for \$0.34 per postcard, totaling \$510. Mailing lists can be obtained through online marketing services for a small fee; targeted mailing lists can also be created for specific audiences. Cities in the greater Milwaukee area will be targeted including: Wauwatosa, Brown Deer, Shorewood, Glendale, Whitefish Bay and the affluent Milwaukee area. Sign up sheets for address and emails will be posted in local pet stores, pet groomers, pet daycares and other similar locations for an additional, targeted audience. This total cost will be **\$623**.

Out-of-Home Media – Mall Backlit Diorama

Mall advertisements allow for a broad range of viewers in a highly concentrated area, inside a shopping mall. Happy at Home Veterinary Care will be utilizing a large backlit mall diorama advertisement from BlueLine Media, a great medium to reach viewers of all demographics. One mall diorama will be placed in Mayfair Mall and one will be placed in Bayshore Mall, either in the rotunda indoor portion or around high traffic areas outdoors (Kohls, Barnes & Noble). Each location is predicted to receive between 7,000-12,000 impressions per day. The diorama advertisements will be running simultaneously for a four week period. The total cost for these advertisements from BlueLine Media will be **\$1,500**.

Broadcast - Radio

Happy at Home Veterinary Care radio advertisements will utilize public radio underwriting in Milwaukee Public Radio stations. Radio spots will ideally be run for six weeks for a discounted price of **\$1,000**. These radio spots will further emphasize the print, mall diorama and direct mail advertisements that are being exposed in the greater Milwaukee area. Both radio spots will rotate each week.



ROI Report

Happy at Home Veterinary Care

Olivia Gluck

okgluck@uwm.edu

Return on Investment

The Happy at Home Veterinary Care advertising campaign is targeted toward 35-55 year old, college educated, females. This audience will allow Happy at Home Veterinary Care to target a demographic that values convenient, reliable pet care in the comforts of their home.

Print Ads

- Happy at Home will be running one-fourth page advertisements in Milwaukee Magazine and Shepherd Express newspaper.
- Advertisements will run for three months in Milwaukee Magazine and for two months in Shepherd Express.
- Both publications reach readers in Happy at Home's target audience. Milwaukee Magazine's average reader age is 49 and Shepherd Express's majority of readers are 35-44 years of age.
- 69 percent of Milwaukee Magazine readers have college degrees or higher and 78 percent have occupations in business, professional or management positions.
- 73 percent of readers frequently purchase products and services from the Milwaukee Magazine advertisements.
- The average household income for Shepherd Express readers is \$100,000-\$150,000 and most readers have a college degree or higher (30.5 percent have an advanced degree).

Direct Mail Postcards

- Happy at Home will be using VistaPrint and USPS to print and send 1,000 standard, full color, glossy postcards to households in the greater Milwaukee area.
- The target range of this audience will include Wauwatosa, Brown Deer, Shorewood, Glendale, Whitefish Bay and more affluent areas of Milwaukee.
- This direct mail advertising will be highly targeted. Happy at Home will also use pet groomers, pet stores, pet daycares and similar establishments to obtain lists of interested pet owners to send postcards to.
- Direct mailing is also tangible as these homeowners will have physical advertising to post in their home for easy reference.

Mall Diorama Ads

- Happy at Home Veterinary Care will be advertising with BlueLine Media utilizing two large backlit mall dioramas at two different malls in Milwaukee, Bayshore Mall and Mayfair Mall.
- Each mall diorama receives approximately 7,000-12,000 impressions per day which can be upwards of 700,000 impressions over the four week period.
- Both dioramas will be running simultaneously for four weeks (one in each mall listed above).
- Dioramas in high traffic areas of malls (entrances, food courts, anchor stores and escalators) can reach maximum viewers and backlit dioramas can increase visibility and awareness.
- The diorama in Bayshore Mall will be placed in high traffic areas such as the rotunda entrance, Barnes & Noble or Kohls as it is an outdoor mall.
- The average mall shopper can visit the mall up to three times a month, spending on average 50-80 minutes per visit.
- Dioramas at eye level can capture viewers face-to-face for increased impact while they are in the buying mood.

Radio Ads

- Happy at Home Veterinary Care will run two unique radio advertisements on one the Milwaukee public radio stations utilizing Public Radio Underwriting for a more manageable fee.
- These 30 second spots will be run alternately for a six week period.
- The average listener of the public radio is 35-55 years of age and a homeowner with college education or higher.
- Radio advertisements on the public radio will be able to reach a large audience within Dr. Rebecca Feiring main service area.
- The size of the Milwaukee radio station and the price of morning drive time radio spots allow for more frequent run times for a longer period while still fitting comfortably into the \$10,000 budget.