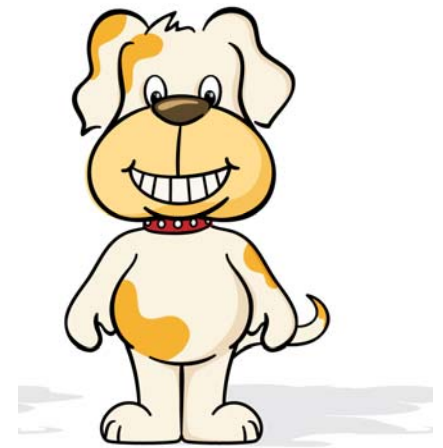


# GIVE A DOG A HOME ON YOUR PHONE



For all creatures great and small.

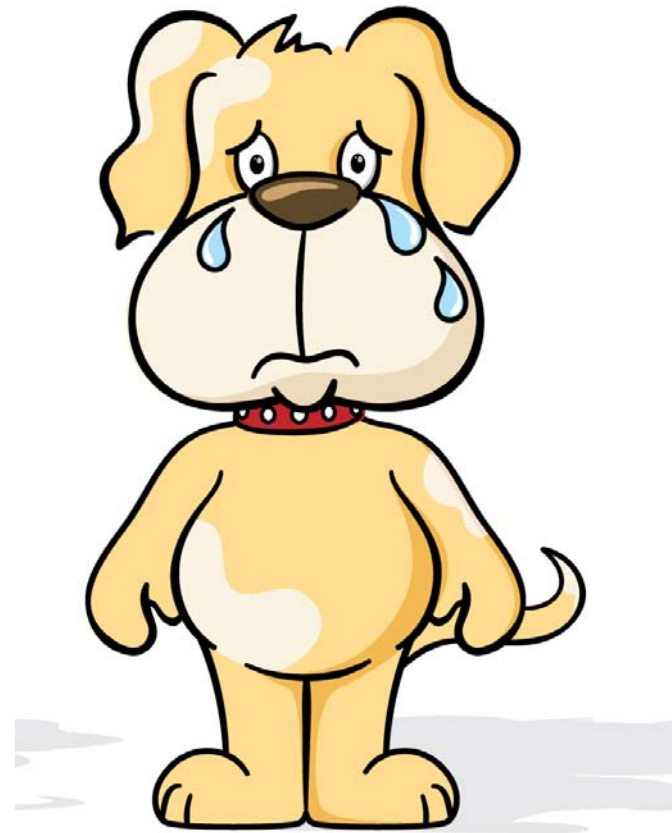
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# THE BRIEF

Every year unwanted animals are dumped on the doorsteps of the RSPCA Victoria. In 2007 it was expected that 13,000 animals would be abandoned at Christmas. These animals rely on donations from Victorians to provide shelter, comfort and care every festive season.

The campaign objectives were two-fold, encourage existing donors to continue to donate while acquiring new donors within a younger demographic.

This required two very different communication approaches.



# CHALLENGE

## Typical donors

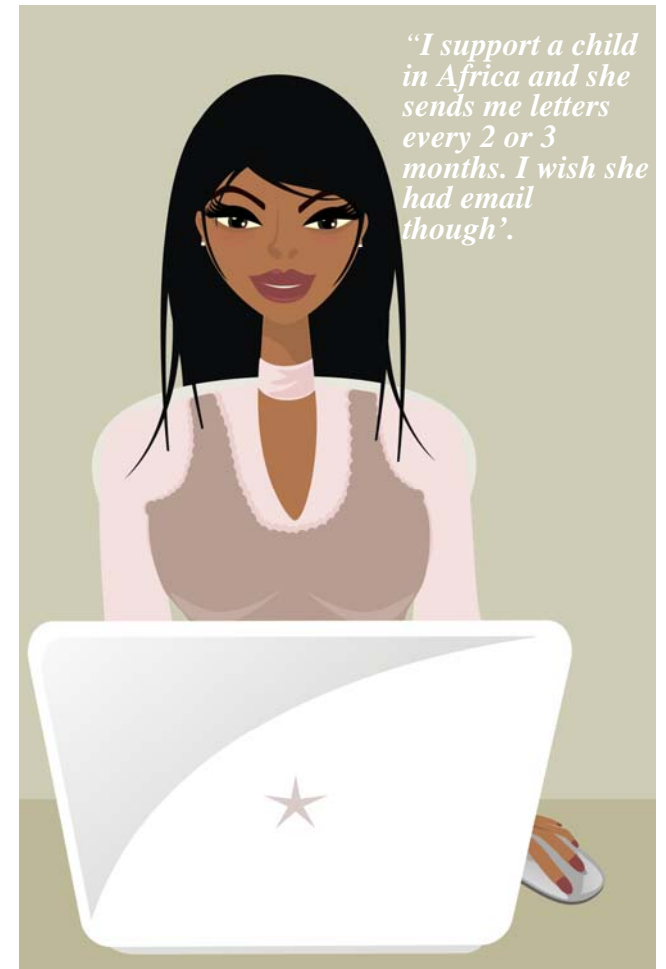
- They are 50+ female
- They consume more traditional communications channels including direct mail
- They are motivated by the simple 'good feeling' they get from donating
- They place value on receiving a personal donation request and a signed letter
- They react well to traditional animal imagery and like to feel positive about the difference they are making via their contribution
- They don't like 'technology' and they are nervous of payments via the internet
- They won't be around for ever



# REAL CHALLENGE

## Acquiring New Donors

- They are female aged 25
- They are strongly influenced by their peers
- They are used to having access to what they want immediately
- They embrace new technology for both purchasing and social networking
- They have extremely high use of mobile phone
- They are cynical when it comes to charities
- They want tangible benefits – what's in it for me?
- They don't like to wait
- But they love animals too!



# STRATEGY

1. Focus on the objectives:
  - Generate donations from existing donors and;
  - acquire new donors..
2. Keep it simple: we know who they are, how they consume media and what motivates them.
3. Close the communications loop.

# IF IT AIN'T BROKE...

Existing donors respond consistently to targeted and creative direct mail.

RSPCA Victoria test and refine the data and mechanics to elicit the best response.

The traditional direct mail to existing donors for Christmas 2007 generated an 8% donation increase on Christmas 2006.



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# A NEW CREATIVE DIRECTION

Evolve traditional creative to fit a new mobile channel.

Update the look to engage a new, younger audience.

Retain the integrity of the RSPCA Victoria brand.

Gain effective cut-through.

Keep it simple - people need to understand what to do.

The campaign mechanic 'mobile' needs to be inherent.

Gain legal compliance.



For all creatures great and small.

**USE YOUR PHONE TO  
GIVE A DOG A HOME**

TEXT 'DOG' OR 'CAT' TO **1999 1811**  
AND FOR \$3\* SHOW YOUR SUPPORT  
FOR THE RSPCA CHRISTMAS APPEAL.

WE'LL SEND YOU AN RSPCA PHONE PET  
PLUS ACCESS TO OUR ONLINE KENNEL.

**RSPCAXMAS.COM**



\*New SMS cost is £3 charged to your mobile phone bill or pre-paid account. Average donation amount to the RSPCA is \$1.50 per SMS, depending on your mobile network provider. Visit [rspcaxmas.com](http://rspcaxmas.com) for full details.

**RSPCA**   
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# PUSH TO SMS



The campaign was supported by minimal above-the-line including outdoor Ad shells, press ads and ads on local radio.

# HOW DOES IT WORK?



SMS 'dog' or 'cat' to 1999 1811



Receive phone pet and direct to campaign website



rspcaxmas.com & register



Additional chance to donate



Facebook and MySpace

Viral email prompting sms donation



By texting 'dog' or 'cat' to 1999 1811 people automatically give \$3 to support the RSPCA Christmas Appeal (the amount is charged on their next mobile phone bill). In return we sent them a cute phone pet and a link to the campaign website [www.rspcaxmas.com](http://www.rspcaxmas.com).

After registering on the website (acquisition data for us!) they were able to donate more, send eCards to their friends and even join the RSPCA Appeal Facebook Group! Opportunity to download Facebook badge or a badge for MySpace too. All driving further acquisition.



For all creatures great and small.



# THE FUTURE

## Starts here.

The campaign was a success. New donors were acquired at a competitive cost per acquisition. The campaign resonated with a younger audience, they participated and they are at the beginning of, what we hope, will be a lasting relationship with the RSPCA Victoria.

## BUT

This is not a one-off. Our commitment as marketers to our customers is not to provide one-off campaigns but to create meaningful dialogue that continually compels them to donate, purchase or use.



For all creatures great and small.

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# SO...

5 points to remember:

1. Understand the audience. Not just who they are but the language they use, the images that resonate, the channels they consume, messages they'd like to receive.
2. Keep it simple. Don't over complicate the idea or the campaign.
3. Close the loop. Make sure you've created a solid contact strategy with no holes. You cannot afford to lose anyone!
4. Once you have them, can you commit to them for the long-term? Do you have the resources, back-end, third party support?
  - Continued mobile or email communications requires a business-wide commitment.
5. Go for it.

