

Advertising Case Study - Part 1:

Ideas in advertising: The Kentucky Humane Society's
new SNIP Clinic



Creative Alliance Advertising
Kentucky Humane Society Capital Campaign
Creative Brief 11-15-2007

Key Insights

There are thousands of pets and other stray animals euthanized each year at tax payers expense in Louisville. This is due to out-of-control breeding by unaltered pets and strays which has led to the over-population problem.

KHS is opening a regional spay and neuter clinic in February 2007 that will serve as the foundation in fulfilling KHS's pet population control mission.

Assignment Explanation

Develop a series of posters, bus shelters, billboards and a radio spot (:30 or :60).

Targeted Audiences

Low income pet owners that have not spayed/neutered their pet(s).

Advertising Objectives

To introduce the S.N.I.P. Clinic as a cost-effective and well respected place to get your pet spayed/neutered.

Advertising Case Study:
Creative Brief

Single Sentence (single minded proposition, desired consumer reaction - in the voice of the target)

“Because I know there’s an overpopulation problem where I live,
I should call the S.N.I.P. Clinic to get my pet spayed (or neutered.)”

Copy Points

The Kentucky Humane Society’s new S.N.I.P. Clinic

Low-cost spay/neuter

Make your appointment today. 636-FIX1

Have your pet spayed or neutered at our new S.N.I.P. Clinic

Budget

Not much!

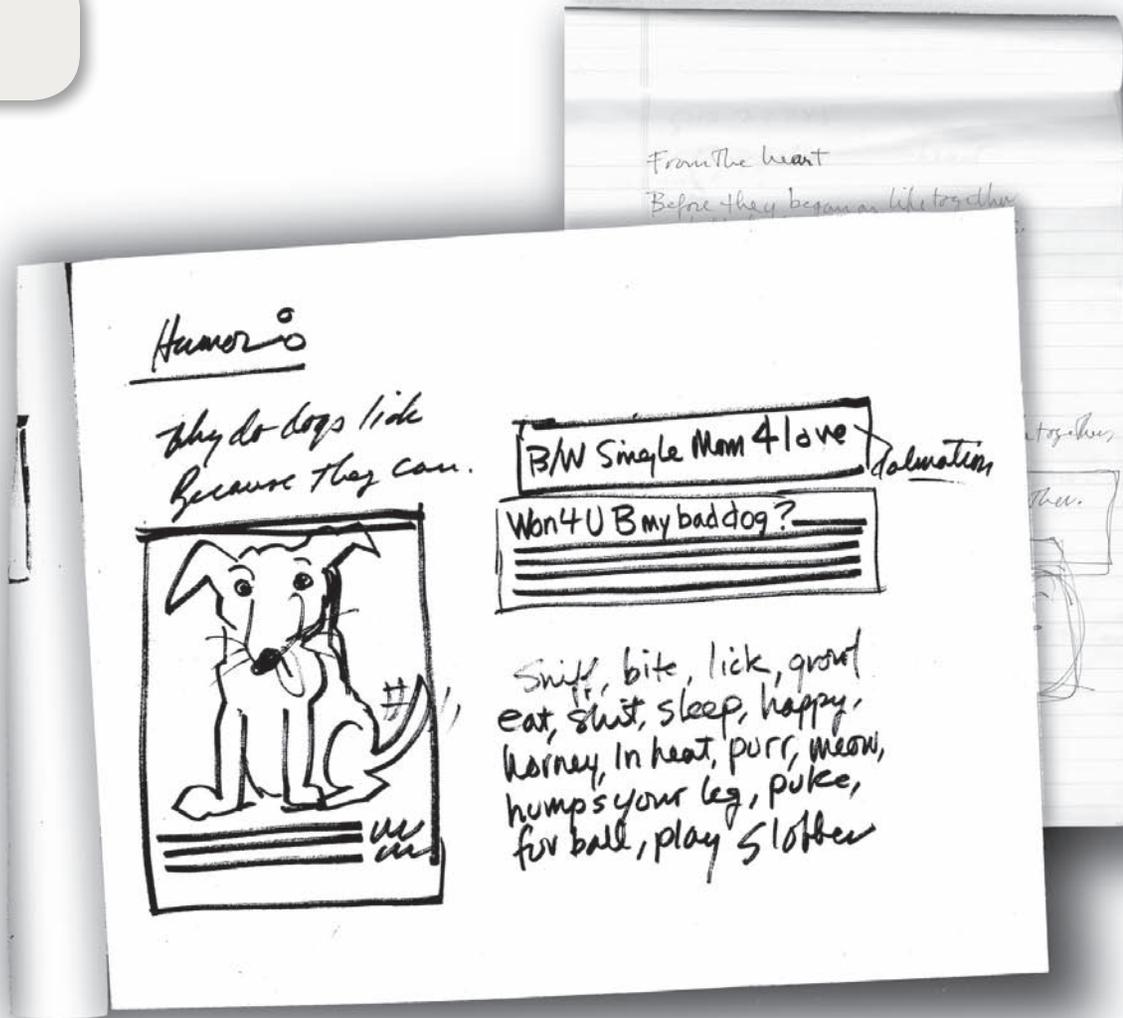
2 Hours for AD/CW concepting, 4 hours production

no money for photography or illustration

Timetable

First draft for client approval due: 11/18

Advertising Case Study:
Concept/IDEAS

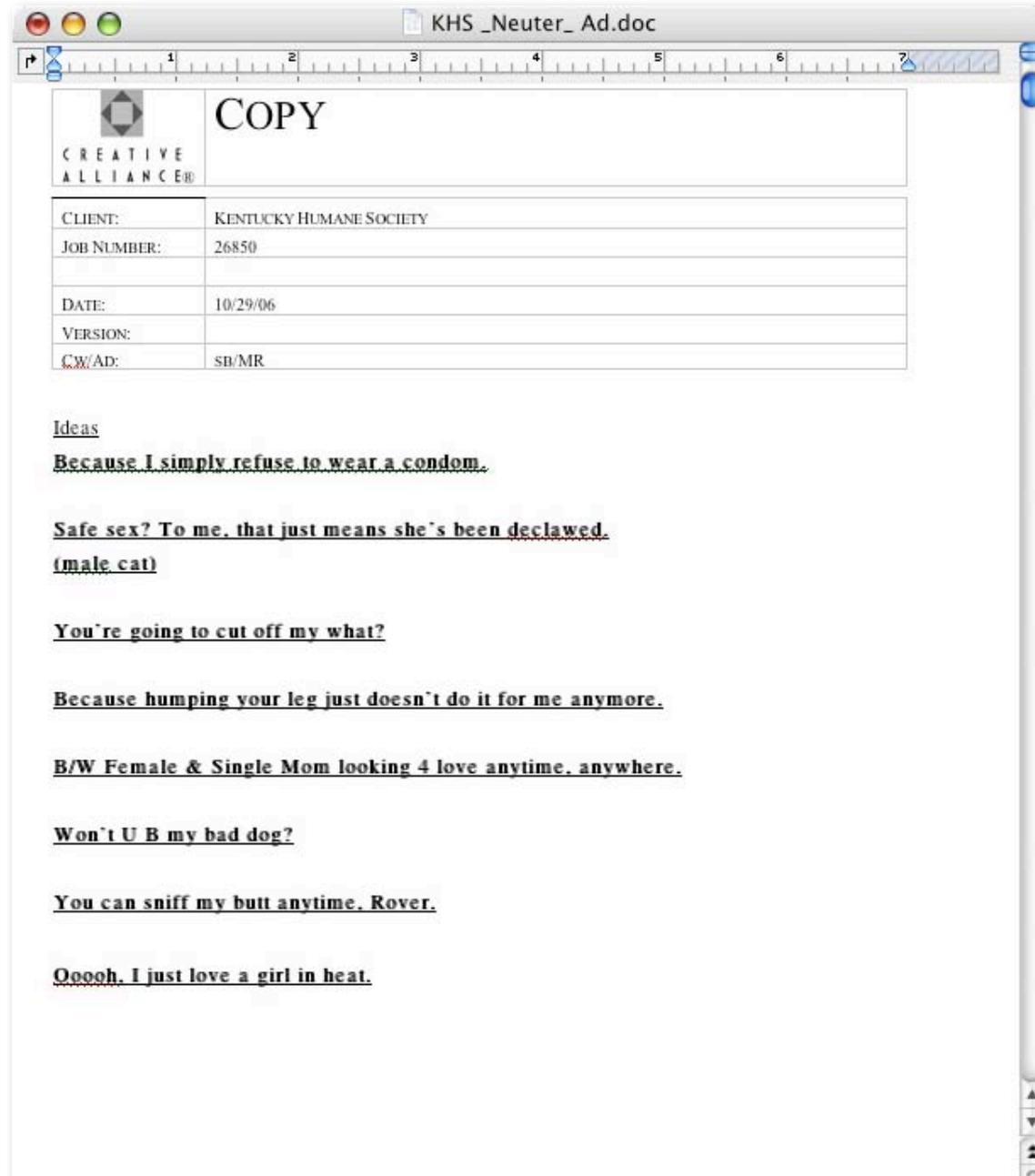


WE DO OUR THINKING ON PAPER - NOT THE COMPUTER

Humor, journalistic, serious, heart wrenching, statistical, intimate, personal, cheesy, stupid, jokes, euphemisms, colloquialisms, metaphors, etc.
Get it all out on paper, then build on the good stuff.

Advertising Case Study:
Formalized ideas

Edit your ideas down to
the ones that work best
and make sure they are
campaignable (more than
2 ads ideas in a series)



Advertising Case Study: the visual problem

Remember, there's no money!
What are the options? Shoot
or illustrate your own, obtain
royalty-free stock photography,
beg and borrow.

Solution: client realizes they
have animal and pet royalty-
free stock CDs purchased by
their former agency.

The screenshot shows the Gettyimages Creative website interface. At the top, it says "gettyimages® Creative" and "Welcome back, Mark Sign out". There are navigation links for "images", "film", "services", "my account", and "international". Below that, there are links for "rights-managed", "rights-ready", "royalty-free", "collections", "advanced search", "CDs", "subscriptions", "catalogs", "spotlight", and "my lightboxes". The main content area is titled "CD contents" and includes a link "Back to CD search results". There is a pagination control showing "Page 1 of 1" and a "Go to page:" field with a "Go" button. The main content area is titled "photodisc" and includes a link "Add this CD 'Dog Portraits' to your shopping cart". Below this is a grid of 10 small images of various dogs. To the right of the grid is a larger image of a golden retriever, titled "GP047 Dog Portraits Photodisc". Below this image is the text "10 images" and a description: "A dog lover's delight -- an array of canines showing off their irresistible natures complete with lolling tongues and attentive gazes. Max file size for some images is 28MB RGB. File size of 48MB RGB available whenever possible." Below the description is a section titled "CD delivery options" with the text "Virtual CD - \$ 499.00 USD" and links for "information" and "Add to cart".

Advertising Case Study:
tons of ideas, 9 Layouts



As art director, I was given 2 hours to come up with ideas and lay them out.

Being committed to excellence often times means sacrificing personal time. These layouts took 3 hours to concept and 8 hours for image research and layout.

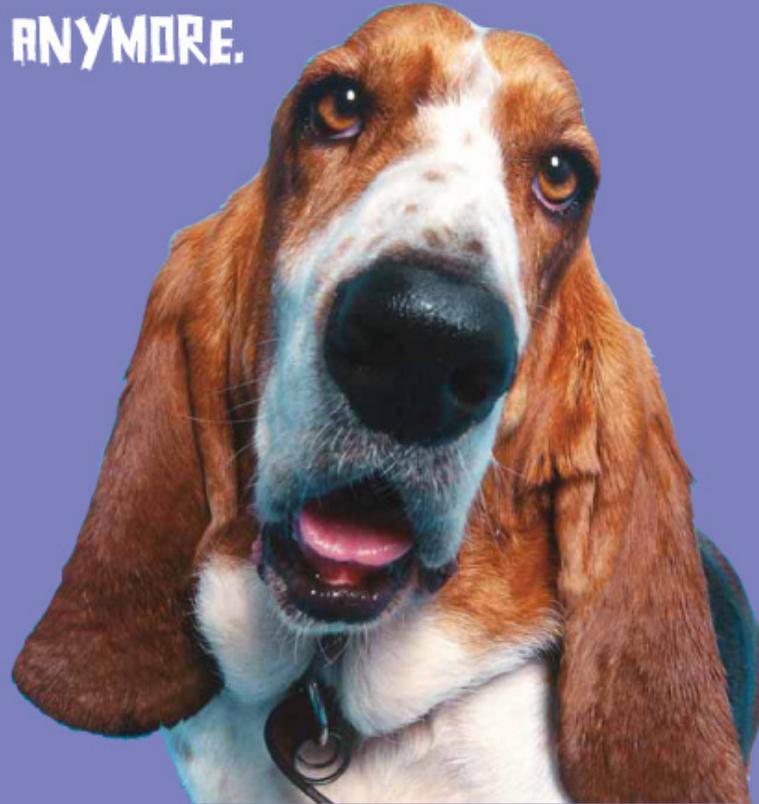
**YOU'RE GOING
TO CUT OFF MY
WHAT?**



**HAVE YOUR PET SPRAYED OR NEUTERED AT OUR NEW S.N.I.P. CLINIC.
BECAUSE HONESTLY, THEY'RE JUST NOT GOING TO DO IT THEMSELVES.**

Kentucky Humane Society™ 
SNIPClinic
636-FIX1
www.kyhumane.org

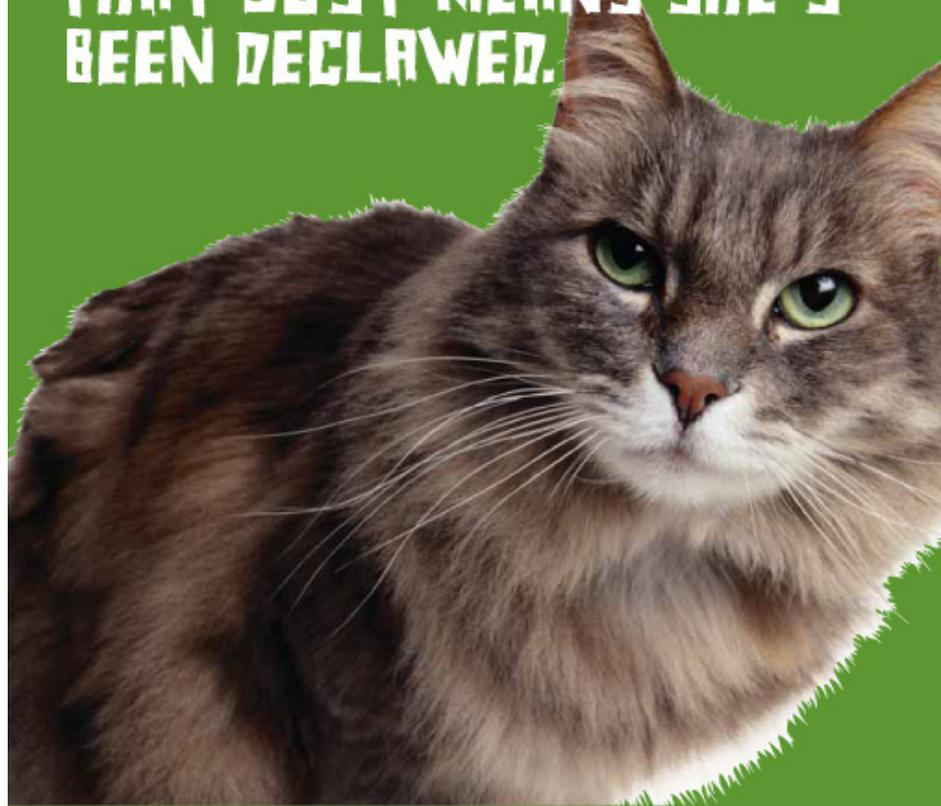
**'CAUSE HUMPING
YOUR LEG JUST DOESN'T DO IT FOR
ME ANYMORE.**



**HAVE YOUR PET SPAYED OR NEUTERED AT OUR NEW S.N.I.P. CLINIC.
BECAUSE HONESTLY, THEY'RE JUST NOT GOING TO DO IT THEMSELVES.**

Kentucky Humane Society™ 
SNI PClinic
636-FIX1
www.kyhumane.org

SAFE SEX?
THAT JUST MEANS SHE'S
BEEN DECLAWED.



HAVE YOUR PET SPAYED OR NEUTERED AT OUR NEW S.N.I.P. CLINIC.
BECAUSE HONESTLY, THEY'RE JUST NOT GOING TO DO IT THEMSELVES.

Kentucky Humane Society 
SNIPClinic
636-FIX1
www.kyhumane.org

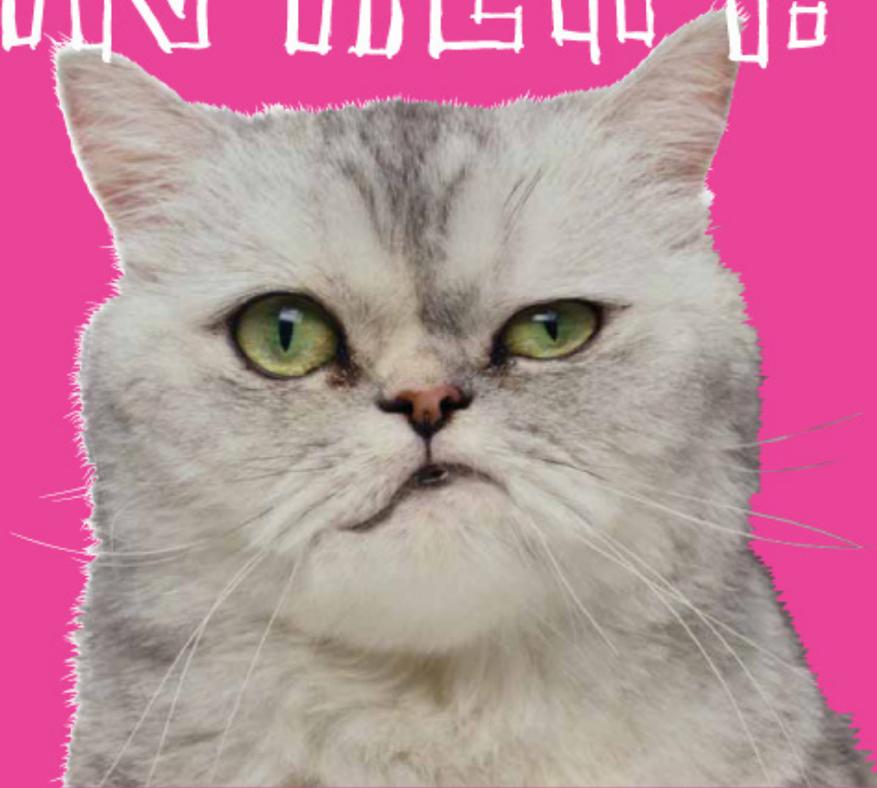
BECAUSE I SIMPLY
REFUSE TO WEAR A
CONDOM.



HAVE YOUR PET SPAYED OR NEUTERED AT OUR NEW S.N.I.P. CLINIC.
BECAUSE HONESTLY, THEY'RE JUST NOT GOING TO DO IT THEMSELVES.

Kentucky Humane Society™ 
S.N.I.P. Clinic
636-FIX1
www.kyhumane.org

I JUST LOVE A GIRL
IN HEAT.



HAVE YOUR PET SPAYED OR NEUTERED AT OUR NEW S.N.I.P. CLINIC.
BECAUSE HONESTLY, THEY'RE JUST NOT GOING TO DO IT THEMSELVES.

Kentucky Humane Society 
S.N.I.P. Clinic
636-FIX1
www.kyhumane.org

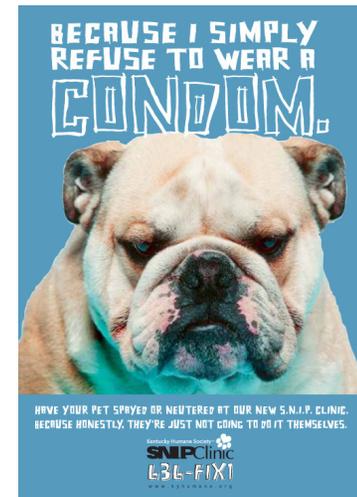
Advertising Case Study:
Research/client reaction

We asked people we knew and respected to critique our ideas:

Richard (respected friend): Love many of the lines! I was hoping one would show me a pampered overgroomed poodle who would say something very off-color. LOVE the bulldog!

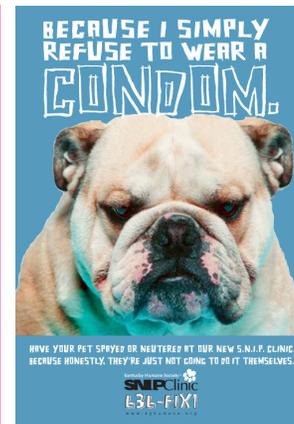
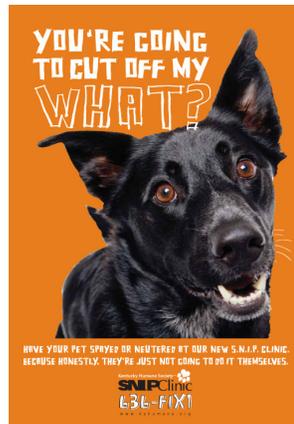
Jackie (Account manager/client contact): I have done some “mother-in-law” research to see if everyone fully understands the ads are for the Kentucky Humane Society and they are promoting spay/neutering your pet (at the S.N.I.P. Clinic). The feedback I got was great, however, there’s still a concern we need to address. Do you think we need to spell out Kentucky Humane Society and make it stand out more on the ads? Do you think we need to spell out spay/neuter clinic in the ad?

Please let me know your thoughts.

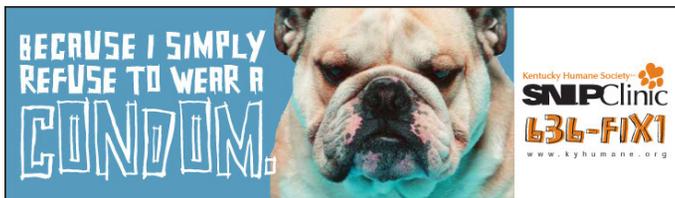


Advertising Case Study: Great account people

Posters and Bus Shelters



Billboards



60 second radio



Advertising Case Study - Part 2:
Ideas in advertising: The Results



Advertising Case Study:
Day 1 - Public reaction



Local news media, including Courier Journal NP, WHAS talk radio, and all TV affiliate station news broadcast stories about a new “controversial ad campaign” for the Kentucky Humane Society after viewing the work.

Advertising Case Study:
Day 2 - Public reaction

13) Market: Bakersfield. CA [BK] [126] HUT: 201,850 DMA%: 0.18
Date: 01/25/2007 Time: 11:00pm Aired On: KGET Affiliate: NBC Show: 17
Estimated Audience Number: 13,892 | Estimated Publicity Value: \$628.89

23:15:07.66 We'll check out y forecast, next. Plul others call it con. We'll tell you ho animal unwanted pets. Governor arnold ,sr is asking the fede government to deal buke other follows tt growers statewide than 8-hundred mils fr

23:28:40.55 At least that's what the **kentucky** human "there's s any given day or commercials on about about safe sex when it comes to **animals**." talking about safe sex to a bulldog refusing to wear

14) Market: Greenville-New Bern-Washingt
Date: 01/25/2007 Time: 11:00pm Aired O
Estimated Audience Number: 15,473 | Estimate

23:27:36.56 Neutered. Its a simple message, bu trying a bold new approach. But first a preview of v help celebrate the groundbreaking for the new ra place at the ray charles recording studios where (TRT=03:48)

23:30:35.73 The library will also house studio spa producers after they upgrade the facility. It appea **society** is about to launch a new campaign urging new "snip clinic" in louisville the organization is t comes to **cats** and **dogs** (nats barking) its time to **society** hopes for its new campaign. S/ krista rob day or commercials on condoms and birth control comes to **animals**." The new slogans are going u bulldog refusing to wear a condom. The campaign

23:32:46.67 The signs and **billboards** will not be Home. The **humane society** is hoping this will get to take a look at tonights winning lottery numbe. N

15) Market: Louisville. KY [LU] [48] HUT: 64
Date: 01/25/2007 Time: 11:00pm Aired O
Estimated Audience Number: 47,897 | Estimate

4) Market: Cedar Rapids- Waterloo- Iowa City & Dubuque. IA [CW] [89] HUT: 331,480 DMA%: 0.30
Date: 01/26/2007 Time: 6:00am Aired On: KWWL Affiliate: NBC Show: Today in Iowa
Estimated Audience Number: 20,285 | Estimated Publicity Value: \$918.30

06:56:34.44 The campaign talks the birds and bees For **cats** and **dogs**. "Theres sex scenes on tv on any giv commercials on condoms and birth control we figured it was completely appropriate to talk about about safe se comes to **animals**." The **kentucky humane society** is passing around some risque **ads** featuring a **cat** talking safe bull **dog** refusing to wear a condom .To name a few. Its meant to raise awareness about spaying and neutering the The **humane society** says its aimed at getting peoples attention And it seems to have worked. Thanks for joini today show starts in just a few thanks for joining us, the today show starts in just a few minutes and well be back in : with more news and weather. Well see you right back here at noon (TRT=00:54)

5) Market: Columbia-Jefferson City. MO [CJ] [139] HUT: 167,860 DMA%: 0.15
Date: 01/26/2007 Time: 5:30am Aired On: KOMU Affiliate: NBC Show: KOMU News Today

24) Market: Grand Rapids- Kalamazoo- Battle Creek. MI [GR] [39] HUT: 731,630 DMA%: 0.66
Date: 01/25/2007 Time: 7:00pm Aired On: WXSP Affiliate: MNT Show: 24 Hour News
Estimated Audience Number: 0 | Estimated Publicity Value: \$0

19:13:22.27 While communities set their own limits on the number of pets you can own but an owner can have they want longs they are licensed. The thing to remember is, this there is hope available. If you know anyone situation, american society for the prevention of cruelty **animals** and **humane society** have programs. We have organizations and how you can help here and all her friends. Go to woodtv.Com. We may never know how a big f a wyoming apartment complex. Fire crews were looking for more hot spots (TRT=10:00)

25) Market: Palm Springs. CA [PS] [149] HUT: 142,730 DMA%: 0.13
Date: 01/25/2007 Time: 6:30pm Aired On: KMIR Affiliate: NBC Show: KMIR 6 News at 6:30
Estimated Audience Number: 4,885 | Estimated Publicity Value: \$221.14

18:46:08.79 In 2000 Just over 76 per cent of women ported getting a mammogram in the past two years in 2005 dropped to about 74 per cent. Experts say there are several factors that may have caused the decrease incl shortages and lack of access to healthcare. It appears sex- driven **ads** have gone to the **dogs** Literally. TI **humane society** is about to launch a new campaign urging people to get their pets spayed and neutered. attention to its new "snip clinic" in louisville the organization is using the age-old adage "Sex sells." Maureen story. When it comes to **cats** and **dogs** (nats barking) its time to talk about the birds and bees. At least th: **kentucky humane society** hopes for its new campaign. S/ krista roberts/**kentucky humane society** :11 "theres on tv on any given day or commercials on condoms and birth control we figured it was completely appropriate about safe sex when it comes to **animals**." The new slogans are going up on **billboards** and bus posters. From about safe sex to a bulldog refusing to wear a condom. The campaign is a little more risqu than whats been don (TRT=01:38)

26) Market: Denver. CO [DV] [18] HUT: 1,415,180 DMA%: 1.28
Date: 01/25/2007 Time: 6:00pm Aired On: KUSA Affiliate: NBC Show: 9News 6pm
Estimated Audience Number: 107,708 | Estimated Publicity Value: \$4,875.94

18:25:55.58 At least that is what the program is hoped to accomplish. New **billboards** are going up. The **hum** says they want to get attention. You could not say that fast enough, kim. Well be back later (TRT=00:45)

ts what one **kentucky** organization l courage people to get their pets sp e sex to a bulldog refusing to wear

Show: NBC Action News Today

th new bite. A **kentucky** spay and n stops have **cats** talking about the i sures. "Ha, basically thats a lot of gu

Show: WTWO Sunrise

TV affiliate stations across the country pick up and broadcast the story.

Advertising Case Study:
What does it all mean?

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Show: NBC Action News Today

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Show: WTWO Sunrise



search

† Report Summary:

Total Hits:45

Total Audience

Total Publicity

Total Value



1) M

Date

Estim

07:2

hour:

contr

07:35

debut.

talking

surrou

people

animal

† Report Summary:

Total Hits:45

Total Audience Impressions:1,197,291

Total Publicity Value:\$54,201.18

2) Market: Louisville. KY [LU] [48] HUT: 643,290 DMA%: 0.58

Date: 01/26/2007 Time: 6:00am Aired On: WLKY Affiliate: CBS Show: NewsChannel 32 News at

Estimated Audience Number: 25,454 | Estimated Publicity Value: \$1,152.30

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/hats b

even
cats ;
louisvi
s need
funny

to help them do that (TRT=21:4

More affiliate stations across the country pick up the story. Value is assessed based on air time which went well over 2 minutes per view. In all, 45 markets picked up the story, a total value of \$54,201. Not bad for a client who had little to no budget.

Advertising Case Study:
It didn't stop there...

WBIR.COM
Straight from the Heart

County, Morgan County, Roane County, Scott County, Sevier County, Union County | Wind Adviso

SEARCH WBIR.COM

Delays / Cancellations >> Click here to see the latest closings & delay inf

NEWS

- Home
- News
- Local
- Regional
- National
- Most Popular
- Money
- Auto
- Health
- Heart of the Matter
- Movie Reviews

\$170,000 Mortgage as low as
CLICK ON LOAN AMOUNTS TO SEE

Kentucky humane society using "sexy" sl

By: Katie Allison Granju, Producer
Date created: 1/29/2007 9:06:46 AM

WCSH6
PORTLAND
WCSH6.com

19.7°F Wind Chill Advisory issued for: A

HOME
VIDEO
NEWS CENTER
STORM CENTER
WEATHER
SPORTS
FMI
COMMUNITY

SEARCH WCSH6

WATERCOOLER STORIES

Risqué Ads Raise Awareness About Pet Overpopulation

Web Editor: Matt Bush, Online Content Producer
Created: 1/26/2007 3:20:27 PM
Updated: 1/26/2007 4:39:21 PM

3 Eyewitness NEWS
Coverage You Can Count On

wrcbtv.com
Chattanooga

Tue., Feb. 6th
10:00 PM

WRCB TV - Channel 3 - Chattanooga, Tennessee

3 FEATURED VIDEOS
Animal Safe Sex

Coverage You Can Count On™

View Other Featured Videos

- AIDS Awareness
- Clumsy Burglar
- Stun Gunned Child
- Astronaut Arrest
- Traffic Narrowed on the Chickamauga Dam

Animal Safe Sex
The Kentucky Humane Society is about to

MSNBC.COM | TODAY SHOW | NBC NIGHTLY NEWS | DATELINE NBC | MEET THE PRESS | M

MSNBC powered by MSN Video **Beta**

INFO LINKS

MSNBC

Astronaut to be released on b

Feb. 6: A Florida judge agreed to rele
Lisa Nowak on bond after her court a
attempted first-degree murder of a w
considered a romantic rival. NBC's Kri
reports.

E-mail this

11 ALIVE
11Alive.com
Offbeat, Strange, and Just Plain Weird News!

BLACK HISTORY MONTH | NICHOLS TRIAL | OP. BASKETBALL

HOME NEWS WEATHER LIFE SPORTS MONEY TRAVEL FEATURES TECH SEEN ON 11ALIVE ABOUT US

6:10 pm, Tuesday, February 6, 2007

SEARCH 11ALIVE.COM Google Search

BREAKING NEWS >> 2-Alarm Apartment Fire in DeKalb Co.

BREAKING NEWS >> 1 Dead in School Bus Accident on 75/85

Ky. Humane Society Tries Sexy Ads

Web Editor: Josh Roseman
Last Modified: 1/26/2007 2:10:23 PM

Video Available!
Maureen Kyle

The Kentucky Humane Society is about to launch a new

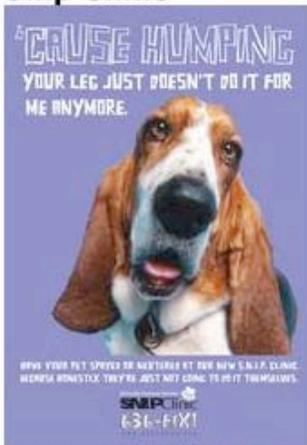
The internet press was ubiquitous and much talked about.
No measurement to date on how many people saw the work
and the news story.

www.cre8.com

Advertising Case Study:
Strike while the iron's hot



Snip Clinic



View My: [Pics](#) | [Videos](#)

"You're going to cut off my what?"

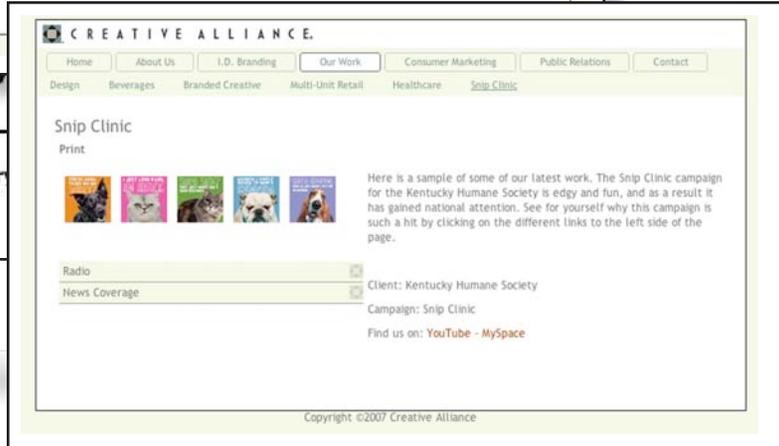
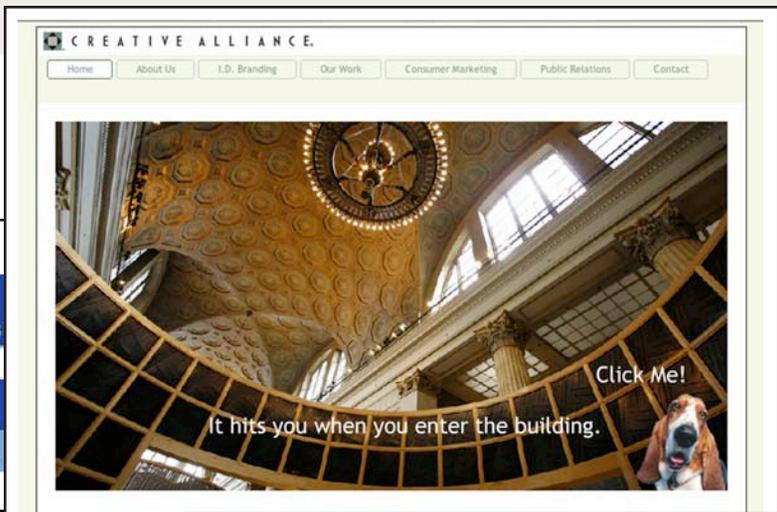
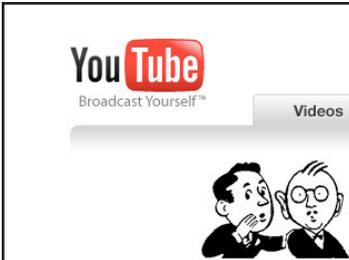
Female
19 years old
LOUISVILLE,
Kentucky
United States

Last Login:
1/31/2007



Snip Clinic's Latest Blog Entries

[\[View All Blog Entries\]](#)



The client was getting all of this wonderful press - as they should. They took the risk. But we felt the agency had an opportunity to get the word out about our commitment to ideas that work for our clients. And spread the word about our mantra; out-thinking a client's competition is profoundly more effective than out-spending them.

Advertising Case Study:
A viral outbreak ensued

Advertising Club of Fort Worth



2007 Addys Awards
Feb. 10 - McDavid Studio at Bass Hall

NEWSLETTER

Sex and the Single Pet

January 29th, 2007 · No Comments



Giving the term "doggy-style" a whole new meaning, the Kentucky Humane Society is using the "sex sells" dictum for a new campaign promoting their spaying and neutering clinic. Read about it [here](#).

Tags: General

→ No Comments

Because it's all about the ads.

February 5th, 2007 · 1 Comment

Just in case your thumb gave out from fast forwarding football last night, you can check out every last one courtesy of AdCritic.com. Post a comment to tell which ones fumbled. (Sorry. Couldn't resist.)

Subject starts with Search

S.N.I.P.

todd budnikas <toddb@missiondata.com>

To: markr@cre8.com

You replied to this message on 1/25/07.

I saw the lead last night on the news to the S.N.I.P. story. Congrats! I think it's silly that it's controversial, but I suppose that leads to exposure :)

:: todd

Subject starts with Search

Humane Society

Frank McAllister <FrankM@CRE8.COM>

To: Toni Clem, Mark Rosenthal, Scott Boswell, Jacky Doyle

Cc: Margaret Horlander <MargaretH@CRE8.COM>

Thought you might want to see this. I also saw the posters on TV this morning. Great Job on this!!!
Frank.

Humane Society's risque ads for 'snip clinic' raising eyebrows

```
var wn_last_ed_date = getLEDDate("Jan24,2007,6:54 PM EST"); document.write(wn_last_ed_date); Jan 24, 2007 06:54 PM EST
```

By Maureen Kyle

(LOUISVILLE) -- It appears sex-driven ads have gone to the dogs -- literally. The Kentucky Humane Society is about to launch a new campaign, urging people to get their pets spayed and neutered. To draw attention to its new "snip clinic," the organization is using the age-old adage: "sex sells." WAVE 3's Maureen Kyle <<mailto:mkyle@wave3tv.com>> investigates.

Advertising Case Study:
merchandising/fundraising



Lastly, T-Shirts of the advertising ideas have been developed for fundraising and awareness. They are currently under consideration as a national promotion.

Advertising Case Study:
The Results

Over 500 calls/appointments the first week campaign broke
and more calls are made daily. That adds up to 25 operations a day.



There's only one way to top this, we come up with even better ideas next time.