

# **Wishbone Canine Rescue** **Creative Brief**

**Campaign Director:**  
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## **Creative Brief**

### **[Client Background/ Target Audience]**

Wish Bone is a nonprofit canine rescue shelter located on 2020 Bunn St. in Bloomington, Illinois. The rescue shelter routinely takes on special cases such as dogs and provides them with the medical care, training and rehabilitation they need. They advocate for a no kill policy. The situation is that not many people are aware of this company and its services especially the students of Illinois State University. They are struggling with developing partnerships with the community of ISU, assisting Pre-Veterinary, Biology, and Agriculture students with work study internships.

The key demographic for the target market is around 22,000 ISU students ranging from ages 18-25 in the Bloomington-Normal area. This target market is categorized as upper to middle class with pet-friendly apartments or houses. Within that category of students, Wish Bone has an opportunity to target certain registered student organizations on campus such as Greek Life. This target audience The ISU students are categorized at the bottom of the Integrated Marketing Communications pyramid; therefore, Wish Bone Canine Rescue needs to build awareness. A social media audit analysis was performed to see which social media outlet got the company the most reach, and Facebook came in first place with Wish Bone having 16,430 likes. Instagram came in second with a total of 1,187 followers, and Twitter with 441.

### **[S.W.O.T Analysis]**

“S.W.O.T Analysis includes analyzing the strengths, weaknesses, opportunities, and threats of an organization” (Arens and Weigold 2017). Some strengths of Wish Bone Canine Rescue are that they give dog another chance and life and a loving home. Leadership by a board of directors implementing a no kill philosophy, mission and vision to better Bloomington/ Normal's pets, shelters and community is another one of the company's key strengths. The shelter has opportunities such as the community programs such as annual pet vaccination clinic serving low income residents. Another opportunity is the open pet food pantry, providing food and supplies to those in need, thus keeping pets out of shelters and safely in their homes. Many dogs suffer from medical or behavioral issues and without their services, dogs will have to be put down which are threats and weaknesses the company faces.

### **[Campaign Objective]**

Our main goal is to raise awareness of Wish Bone throughout ISU campus and students before the end of spring semester. We chose to use this as our objective because it follows the SMART guidelines and includes our client and target market. The SMART guidelines are defined as being specific, measurable, achievable, realistic, and time based (Arens and Weigold 2017). Our objective can be measured by tracking Wishbone's increase in followers on social media, increase of volunteers, and increase of adoptions from now till the end of our timeline we are trying to complete this by the end of spring semester.

### **[Tone/Brand Voice]**

The tone of voice for this campaign is informative with a touch of feel good (Arens and Weigold 2017). The reason that the tone is informative is because the content has current information regarding upcoming events such as fundraisers, adoptions, orientations, etc.

### **[Single-Minded Proposition]**

We want to raise awareness and get students from ISU to become more involved in the community and if not adopt a dog to at least visit the shelter and volunteer at least once. We're hoping that if Wish Bone becomes more known around campus the chances of giving these dogs a home will be greater and give students the best friend they never knew they had. Our single-minded proposition is: "Only at Wish Bone you'll find the best friend you never knew you had." This phrase is short and simple. This is a very catchy phrase that can easily be remembered by our target market (Arens and Weigold 2017). Wish Bone is a dog shelter that allows for anyone to adopt, donate, volunteer, or foster dogs. They say a dog is a man's best friend and that's the point we are trying to make here. We want to raise awareness of this animal shelter and help give these dogs and puppies a better life. Who doesn't love a cute little puppy?

### **[Consumer Insight]**

Wish Bone Canine Rescue does many great things for the canine population in Bloomington-Normal, but they can't do it all alone. They need many different things from people like donations, volunteers, fosters, and people to adopt their dogs. As students at Illinois State University we can give back to the Bloomington-Normal community and to Wish Bone by volunteering, donating items they need, fostering a dog, or even adopting. Just think about the difference you could be making by just going to the shelter for an hour. Not only would you be helping Wish Bone continue to remain open, but you might even find the best friend that you never knew you had.

### **[Message Appeal]**

The appeal that we are going to use is informative. We choose to go with an informative appeal because we want to make ISU students more aware of all the great things that Wish Bone does, and all the great things they are trying to accomplish (Arens and Weigold 2017). The informative appeal fits well with our SMP because we are trying to make ISU students more aware of Wish Bone, and we are also encouraging them to take action. The actions that we are trying to encourage ISU students to take are: volunteering, donating, fostering, etc. These actions can potentially lead them to find the best friend that they never knew they had. This appeal fits well with the target market, because as of right now there is not a lot of awareness about Wish Bone from ISU Students. This appeal fits well with the tone of the campaign because we are trying to first and foremost inform ISU student. We want ISU Students to be aware of all the things they can do to help Wish Bone and their community.

## **Creatives**

### **[3 Content Images & Billboard]**

The three content images below represent flyers that could be handed out to ISU students on campus, shared digitally via social media outlets, or even expanded into junior posters. The content images are similar in theme, colors, and graphics to maintain a consistent informative and sleek appeal to the target market. The billboard is a larger representation of the content images that could be utilized in an outdoor setting to attract a larger reach of eyeballs from passing students walking on the quad of ISU or around the town.

Content Image 1



WBCR ADOPTION EVENT & FUNDRAISER

- SATURDAY, MAY 19TH -

*"Only at Wish Bone you'll find the best friend you  
never knew you had."*



#WishBoneCanineRescue



Content Image 2



ADOPTION EVENT AT COLLEGE PLACE APARTMENTS  
- SATURDAY, APRIL 28TH -

*"Only at Wish Bone you'll find the best friend you  
never knew you had."*



#WishBoneCanineRescue

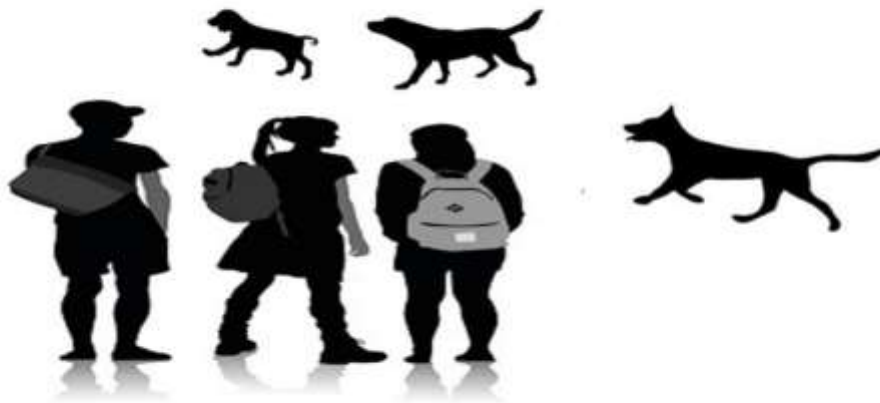


Content Image 3



**VOLUNTEER ORIENTATION**  
- SATURDAY, MAY 5TH -

*"Only at Wish Bone you'll find the best friend you  
never knew you had."*



#WishBoneCanineRescue



## Billboard



2020 BUNN ST., BLOOMINGTON, IL 61704

MONDAY 2PM - 4PM & WEDNESDAY 10AM - 2PM

WBCRSHELTER@GMAIL.COM

*"Only at Wish Bone you'll find the best friend you never knew you had."*



#WishBoneCanineRescue



### [Digital Sales Promotion]

Below are our three social media posts that we designed for our campaign and included in these posts is our sales promotion post. We chose to do a sweepstakes sales promotion. We chose to do a sweepstakes because we felt that it fit best with our target market. ISU students are always on social media, and love getting free t-shirts. This sweepstakes is also a very easy task to complete all our target market must do to enter the sweepstakes is "like" and "share" the post on Facebook. We are posting all our content on social media as Wish Bone has the largest presence on Facebook.

This sweepstake is to promote awareness of Wish Bone Canine Rescue to ISU students. To reach our target market there will be an event on ISU campus. To make as many students aware as possible our sweepstake involves liking the Wish Bone Facebook page and sharing the event over Facebook, so others will see. The incentive behind this sweepstake is a free Wish Bone t-shirt. This prize will hopefully make more people want to participate. The free t-shirt will also help raise awareness when being worn.

### Digital Promotion 1



“Hey ISU Students! Do you love dogs, and free t-shirts??? Just follow these three easy steps for a chance to win!

1. Like this post
2. Share this post using #WBK9
3. Tell your friends!”

### Digital Promotion2



“Hey ISU Students! Did you know that April is National Canine Fitness Month? At Wish Bone Canine Rescue, they need all the help that they can get, so take an hour out of your day to give back to the best friend you never knew you had.”



### Digital Promotion 3



“Hey ISU Students! Come out to the College Place Apartments in campus April 28<sup>th</sup> and check out all our dogs for adoption. At Wish Bone Canine Rescue, they need all the help that they can get, so take an hour out of your day to give back to the best friend you never knew you had.”

### Conclusion

The best way to summarize Wish Bone’s purpose and devotion is summarized best through their mission statement, “Wish Bone Canine Rescue’s mission is based on Nathan Winograd’s No Kill Philosophy, which states that all healthy and treatable homeless companion animals have the right to live. Only animals that are too sick, irremediably suffering or too injured to be rehabilitated, or animals that are too vicious with a poor prognosis for rehabilitation should be euthanized” (Wish Bone). Reaching out to Illinois State University students is the perfect match for dogs simply wanting attention, care, and a best friend. With college students enrolled in school for four plus years, that gives them the perfect chance to commit to a volunteering experience and maybe even adopt a canine that is longing to spend the last few years of their life in a home.

### **References**

- Arens, W., Weigold, M., & Arens, C. (2017). *Contemporary Advertising and Integrated Marketing Communications* (15e ed.) [15e]. Retrieved May 2, 2018, <<http://connect.mheducation.com/connect/hmEBook.do?setTab=sectionTabs>>
- W. (n.d.). Wish Bone Canine Rescue. Retrieved May 2, 2018, <<https://www.facebook.com/WishBoneCanineRescue>>
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