

Heavenly Paws Campaign

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The organization that this campaign is for is a feline-only shelter named Heavenly Paws Animal Rescue. The effect that is to be created is that the story narrative gets people to produce an emotional response, one of compassion and empathy. The nature of this choice is due to the target audience. The target audience is twenty- to twenty-five-year-old women who have moved out on their own for the first time. They either live alone or with roommates and make between 35k and 45k yearly and spend around 175 weekly on groceries. They live in or around York County, PA, where Heavenly Paws is located. They are animal lovers and are warmhearted and come from a family of four or five.

Environment

Animal shelters all over the country have been facing issues of overpopulation for the past few years. According to Shelter Animals Count, it is estimated that in 2023 the population in animal shelters grew to almost two hundred and fifty thousand animals (Hill, 2023). The issue with Heavenly Paws Animal Shelter is that they do not have an actual physical shelter. In 2004, Angeline Behrendt, a trained Vet-Tech, founded Heavenly Paws and since then has taken care of cats in her own home (Our story, 2019). Heavenly Paws does not have an actual shelter space, they rely on networks of foster homes that take cats in until permanent homes can be found. Heavenly Paws is also volunteer based and relies on both private and corporate donations. The reputation of Heavenly Paws is a good one, they are well known in the area and are partnered with many pet stores that take in cats that are ready for adoption. This campaign is attempting to attract a different audience than what the organization usually goes for. The characteristics and “hot” buttons that will be worked with in attempting to communicate and persuade the audience are emotional, loving, hopeful, and thought-provoking. The elements that the target must overcome to be persuaded is that they need to be able to overcome the thought that they are worthy of having an animal at home that loves them, and that they can take care of an animal until it becomes time for said animal to become adopted.

Story-Summary

When writing a creative message, it is important to have a set of objectives, methods, or tactics that are applicable to the message built by the company to reach customers and potential customers (Semenik, O'Guinn, & Scheinbaum, 2022). By putting yourself in the target audience's shoes, you can build a creative message that brings the best outcome to you. For Heavenly Paws Animal Shelter, this is an especially important step in the campaign. The story that is the foundation of the creative message for Heavenly Paws is that a twenty-three-year-old woman wanders into a pet store and sees that they have cats for adoption. There is a plaque that states the cats were rescued from Heavenly Paws Animal Shelter. She sees how lonely and tired the cats are, and speaks to the cashier, asking about Heavenly Paws. She's given a card with their phone number, thanks the cashier and walks out to her car. She gets her phone out of her purse and decides to make the phone call. After all, she has recently moved out for the first time and would love to have a little someone at home to greet her when she gets home from work and to comfort her when she's sad. Heavenly Paws answers the phone, and she says "Hi, my name is Amanda, and I was interested in volunteering and fostering!".

I want the story to touch the target in an emotional way. I'd like it to get them thinking "Hey, I recently moved out for the first time too, could I do that as well?". I believe that an emotional effect would be best for Heavenly Paws, as many of the cats have been rescued and may share similar stories to the target audience. The elements of the story that I created are a good exposition, it catches the audience's eye by being something that the target audience might do. It has a rising act, that being the woman seeing the lonely cats waiting to be adopted. The climax is that she goes to the cashier to speak to them about Heavenly Paws, then goes into the falling action. She's given a card with a phone number, thanks the cashier, and walks out. Finally, the denouncement. She walks out, sits down in her car, and gets her phone out to make the call and states her business.

Video

According to Shootingreels.com, “Promotional videos aren’t pushy like a bad sales pitch. You want the audience to choose your company/product on their own because they like what they see. There are many different types of films a brand can create, meaning there’s something to suit all business styles and brands (The importance of promotional video content for businesses, n.d.)”. The promotional video created for Heavenly Paws, it is made to be exactly that. It is meant to catch the eye of the audience, and for them to decide if they like what they see or not. The video begins with nice intro music and the Heavenly Paws Animal Shelter logo on a cream background. There is a voice over saying “At Heavenly Paws, we do everything we can to rescue cats. Today, we’re going to see how some of our younger rescues are doing.”. The story line in the middle shows three different cats. The first one is named Posey, who is being fostered by a 20 year old who recently moved out for the first time (this was perfect as it was someone who is the same as the target audience for this campaign). The second cat was named Laken. She’s a cuddly crazy cat. The last cat is named Josie. Josie was fostered by a 23 year old. The video ends abruptly as to not be too long. By having cats in the video that were fostered by people who are the same as the target audience, the video promises the audience the benefit of being able to be just like those in the video. Putting myself in the shoes of the target, I believe that it does work. The reason I believe this is because of the aforementioned fact that the target audience for the campaign is shown in the video. By having the same demographic as the target audience, it makes it more likely that they will like what they see. The goal is for them to think that they can do the same thing as them in the promotional video.

Conclusion

The take away from this assignment for me is that having your environment, story-telling, and any videos or advertisements ready is very helpful when writing about an IMC campaign. They are all things that are needed as they are vital parts of the campaign. What I learned that I can use for my

career or life is that story-telling is incredibly important in marketing and in life. We see examples of excellent story-telling all the time in commercials, such as Budweiser commercials and Geico commercials. Budweiser is known for having excellent story-telling in their commercials, and they usually get an emotional response from the audience.

References

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