

PetSmart Charities of Canada

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Buy a Bag, Give a Meal

- All bags of dry dog or cat food that was bought at a PetSmart store, PetSmart Charities of Canada would donate a meal to a pet in need.
- The campaign ran from March 1st, 2017 to December 31, 2017

RACE Formula

- **Research**
 - PetSmarts unconventional ideas build a stronger and more loyal relationship with their customers
 - Customers care about their pets and the pets in need in their community
 - The top way for a Canadian company to build trust is to address an issue or crisis with a program that positively impacts their communities
 - 400,000 pets could be living in homes that are facing food insecurity

RACE Formula

- **Analysis**
 - PetSmart Charities has a strong relationship with animal welfare organizations across the country
 - PetSmart is the leading retailer with the ability to to build a large scale of new pet food donation programs

SWOT Analysis

- **Strengths**
 - Leading pet food retailer
 - Strong name and brand recognition in the public and in the media
 - Strong relationships with influencers and journalists who are animal welfare advocates

SWOT Analysis

- **Weaknesses**

- There was no pre-existing awareness due to it being a new program
- A one tiered communication strategy wouldn't be effective in letting people know where they can access food in their community

SWOT Analysis

- **Opportunities**

- Build loyalty and pride by bringing awareness to the program to customers
- Establish PetSmart as a pet retailer who helps pets in need
- Build relationships with food banks and social services

SWOT Analysis

- **Threats**
 - Public stigma that if people can't afford their pets they should have them
 - 66% of Canadians said losing their pet would be worse than losing their job
 - Public perception where PetSmart should donate a bag for every bag bought

Timeline

Phase #1

March 1st, 2017 was launch day

March to August was program awareness

- Goal: Introduce program to Canadians and build awareness
- Metric 1: Secure 10 national and 10 local stories
- Metric 2: Secure 95% brand mentions for PetSmart or PetSmart Charities of Canada
- Tactics: Press release, target media lists, build brand messaging, key messages, social media posts

Objective	Actual	+/-
10 national stories	22 national stories	+12 stories
10 local stories	10 stories in four provinces	Achieved goal
95% of coverage to mention PS or PCC	100% of coverage	+5%

Timeline Cont.

Phase #2 & Phase #3

September was donation round 1

November was donation round 2

- Goal 1: Let shoppers know where their food was being donated
- Goal 2: Let community members know which organizations would receive food
- Metric 1: Three stories in each donation market (21 total)



Timeline Cont.

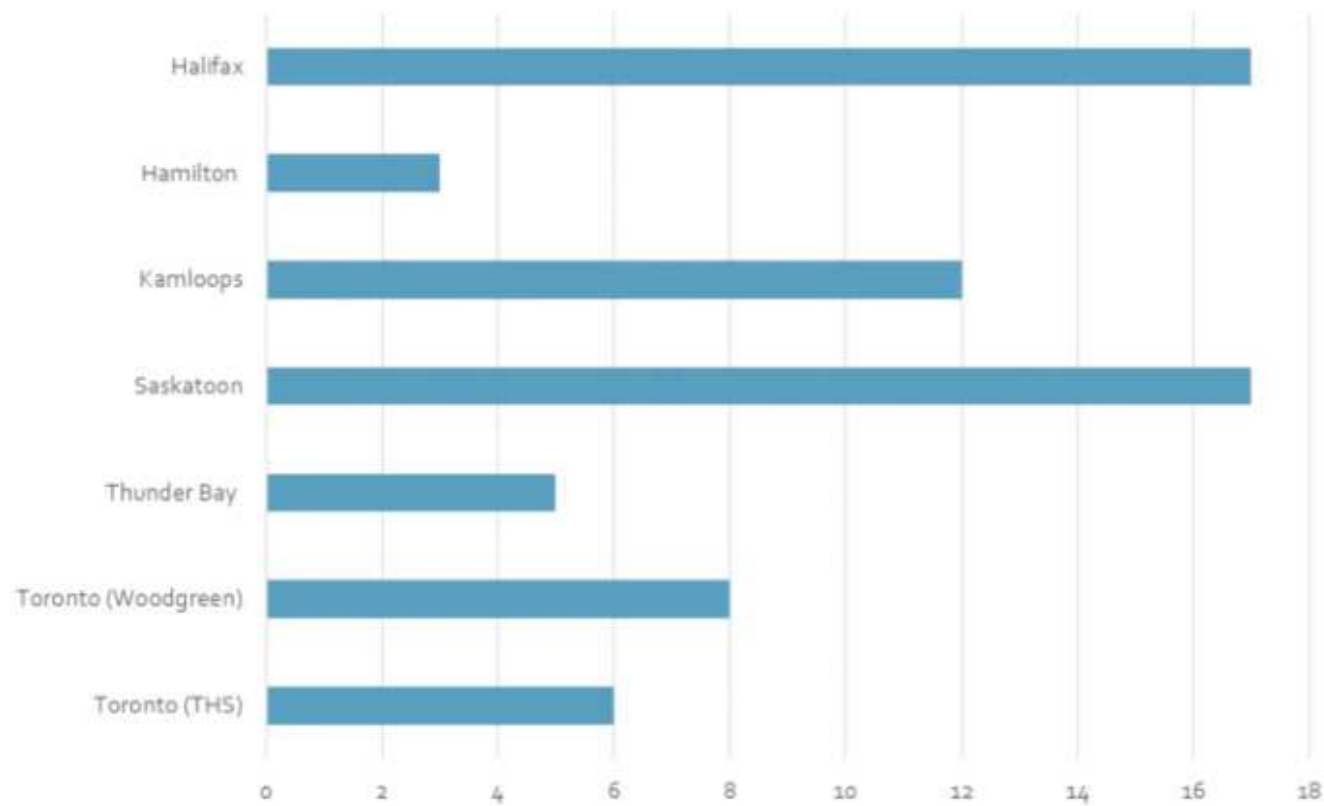
- Metric 2: 95% coverage or mention for PetSmart or PetSmart Charities of Canada
- Metric 3: 95% of coverage to mention receiving organizations
- Challenges: Arrival of pet food, branding, the role of PetSmart and PetSmart Charities of Canada
- Tactics: Press release, localized media alerts in both markets, events in Toronto and across Canada, Facebook Live

Objective	Actual	+/-
Three community stories in each market (21 total)	68 stories	+47 stories
95% of coverage to mention PS or PCC	100% of coverage	+5%
95% of coverage to mention recipient	100% of coverage	+5%

Evaluation

Phase 2 & 3 - Media Stories

Phase II + III Media Stories



Evaluation Cont.

Social Media Engagement and Facebook Live



 **Charlotte Chicorli McCready** Thank you so much for such a HUGE donation!!! Urgently needed and extremely appreciated ❤️❤️ .
Like · Reply · Message · 1 · September 13 at 8:21pm

 **Claudia Clipsham** Thank you, this is very much appreciated by the animals who are receiving care in shelters and rescue programs!
Like · Reply · Message · 3 · September 13 at 11:59pm

 **Laura Romita** This makes me so proud to be a Pet Smart customer...I donate every time I go there. Great job ❤️❤️
Like · Reply · Message · 3 · September 13 at 1:49pm



FACEBOOK LIVE

95k+ views

167K+ people reached

40K+ minutes viewed

Most popular Facebook Live to date



3.6 million
meals were
donated

