

# RAISING THE LEVEL OF PET CULTURE, BRINGING PET CITY INTO THE HEARTS OF PET OWNERS!

Marketing communications campaign for the launch of Pet City, the biggest pet centre in the Nordic region

Agency: META Advisory Group, communication agency

Category: PR

Project team from the Agency's side: Evelin Ojamets & Ann Hiiemaa

## OBJECTIVES/CHALLENGE

- Inform pet owners and the general public about the opening of Nordic's largest pet centre Pet City and bring the concept of the company ("everything a pet owner needs all from one place") to the main target groups
- Promotive communication of the services and products offered in Pet City
- Communication to support the opening of Rannamõisa Pet City Centre

BUDGET 10 214 EUR

## STRATEGY

- Integrated marketing communication campaign was chosen to reach the goals of the campaign, of which the main elements were content marketing, media relations, social media support and expert communication
- The strategy was built around highly influential and strong expert communication from veterinary doctor Heli Säre
- VIPs were involved to spread the message in different target groups through biggest media channels and lifestyle media. The VIPs were also invited to the event along with their pets
- Additionally, a strategical and highly substantial role was on delivering the CSR-message of the company. Therefore, two CSR-events were held and communicated both through traditional and social media. We used both social media and traditional media to support their CSR initiatives.

## IMPLEMENTATION

- In September the first CSR-event in MTÜ Kasside Turvakodu was held and communicated both in social media and traditional media. In November, a follow-up CSR-event was held in MTÜ Kasside Turvakodu and a highly entertaining video was produced.
- In October the first press-release was sent out which was covered by all main news portals. This was also the starting time of Facebook content creation whereby the focus was put on the opening of Nordic's biggest pet centre and useful/entertaining content.
- Media coverages were reached from October to December 24. In the centre of it was expert communication which focused on veterinary doctor Heli Säre and the unique services offered in Pet City. The awareness campaign to bring important issues through different articles to pet owners was no less important. Estonian biggest news portals, newspapers and lifestyle media were covered. Another strong focus was put on social media whereby we spoke about important topics in a simple manner, we offered expert tips and attracted pet owners through entertaining and interactive content (funny pet videos, picture contests, questions, etc.)
- Many VIP pet owners were invited to the opening of the centre thanks to whom the event became attractive for the lifestyle-media as well.



