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.



RESULTS

- Pet City was opened on 11th of December 2015 and on the first weekend over 3100 people visited the pet centre, which exceeded the initial prognosis and expectations
- Due to highly visible media campaign, the opening of the centre was covered in 17 media channels, incorporating television, radio, online media and newspapers. Pet City received 45 media coverages in three months' time.
- The number of Pet City Facebook fans was raised from 634 to 2478 solely due to creative games and campaigns. The budget of sponsored posts was 0 euros. We were also covered through Instagram and Facebook posts of VIPs.
- The veterinary doctor Heli Säre received a highly influential expert status, journalists started to contact her directly to get important information. The follow up media coverage has also been strong.

COST EFFECTIVENESS

The project was highly cost-effective since a very sufficient media campaign was launched with an optimal budget during a concentrated period of 3 months - television, Estonian biggest news-portals, newspapers, social media and radio was covered. Furthermore, number of the company's Facebook following increased 4 times. Last but not least, the most important target regarding the business goals was reaching the number of visitors during the centre's first weekend.

Koerad tegid lendavate taldrikutega trikke





CREATIVITY

- Through the pre and post-communication, many VIPs were involved with the launch of Pet City who helped the company's key messages to be brought to the main target groups.
- The use of veterinary doctor Heli Säre as a spokesperson was highly sufficient since her expert-status was raised and thorough articles were published in main Estonian lifestyle magazines (Naisteleht, ajakiri Mari, Eesti naine, Linnaleht). These magazines were chosen based on the main target group stated by the client.
- In social media many creative and attractive campaigns were held to make the message of the opening of the centre reach its main target groups. Additionally, Facebook was also used highly sufficiently to promote the services and products sold in Pet City.





Mis on ühist lauljal HANNA-LIINA VÕSAL, moekunstnikul LIISI EESMAAL, kirjanikul ANDRUS KIVIRÄHKIL ja poliitikul MARIANNE MIKKOL? Õige vastus: kõiki neid ootab kodus üks vahva lemmikloom, kes aitab igasse päleva röömu ja

ui nimed Robin, Musi, Sireer ja Taco ei ütle avalikkusek midagi, siis Andrus Kivirähk, Marianne Mikko Liisi Eesmaa ja Hanna-Jima Võsa ei kujuta oma elu nende tege

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