

ASSIGNMENT 2- NON-PROFITS

SFSPCA

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What is the SFSPCA?



A BRIEF OVERVIEW

SFSPCA stands for the San Francisco Society for the Prevention of Cruelty to Animals. The SFSPCA was founded April 18th, 1868.

MEDICAL CARE
FOR ANIMALS IN
NEED

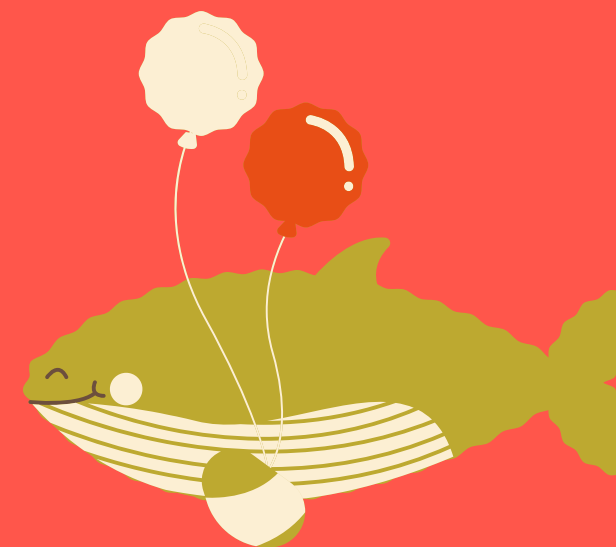
PROVIDE
PROTECTION FOR
STRAY ANIMALS

HELP FIND THEIR
NEW FOREVER
HOME <3

LEGAL POWER TO
BRING ABUSERS
TO JUSTICE

OUR IDEAS

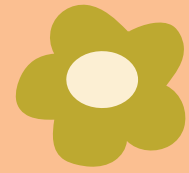
Our ad that will
inspire people to
donate to the
SFSPCA



Our Ads

Starting with our interactive AR ads

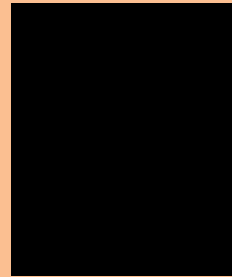




Our Ads



Audio Ad/Radio Ad



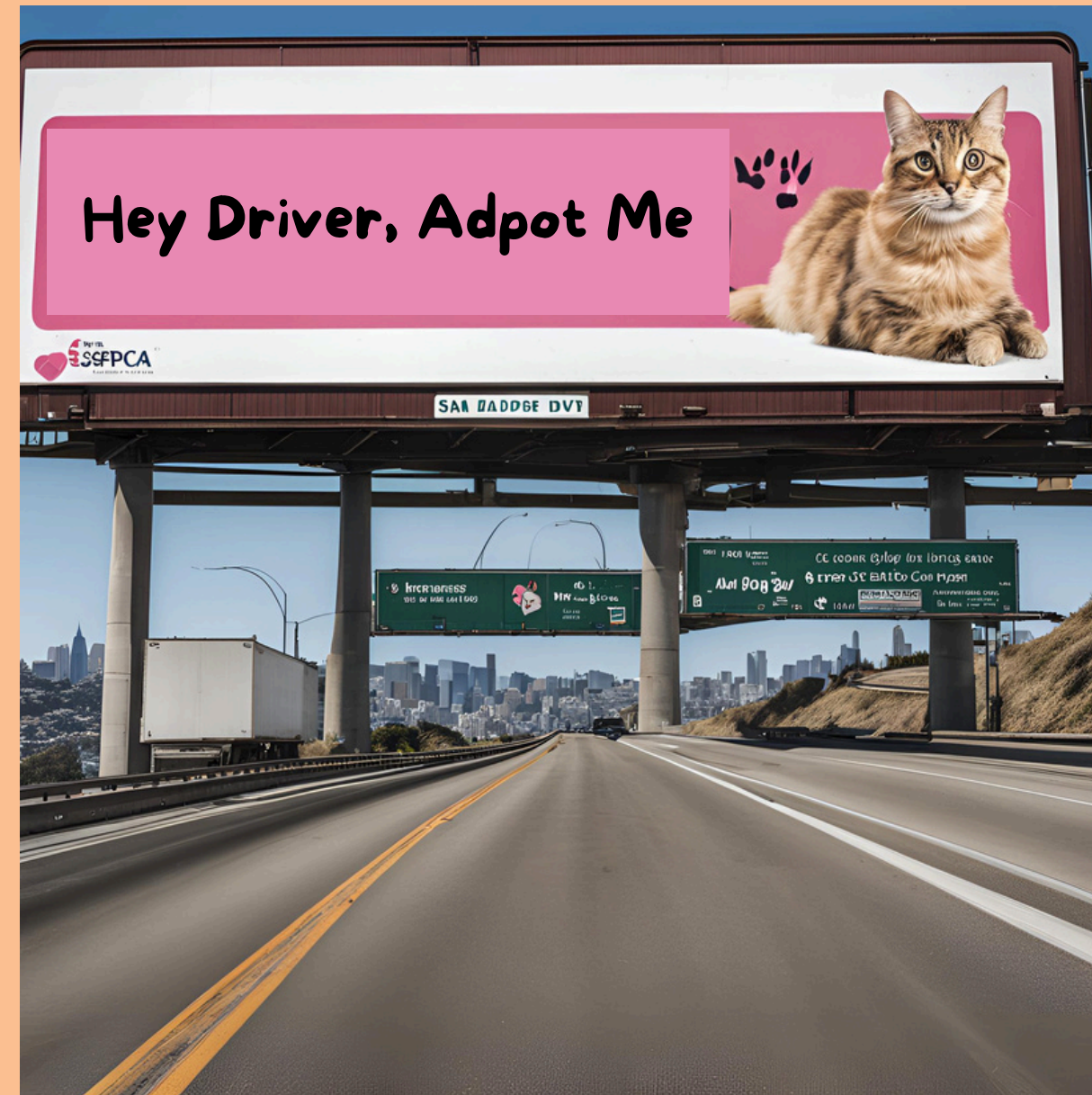
Our Ads

San Francisco Freeway Billboard



Our Ads

San Francisco Freeway Billboard



Problem We're Solving

A BRIEF OVERVIEW

INCREASE ADOPTION INTEREST
RATES

SFSPCA VISIBILITY IN SAN
FRANCISCO

INCREASE DONATIONS AND
SUPPORT FOR SFSPCA

HELP PETS FIND THEIR
FOREVER HOME <3



Why Are Our Ads Innovative?



AR Ads

- AR ads create personal, interactive experiences, helping potential donors feel emotionally connected to the SFSPCA's mission
- AR resonates with tech-savvy Gen Z and millennials, offering engaging content that's likely to be shared and interacted with

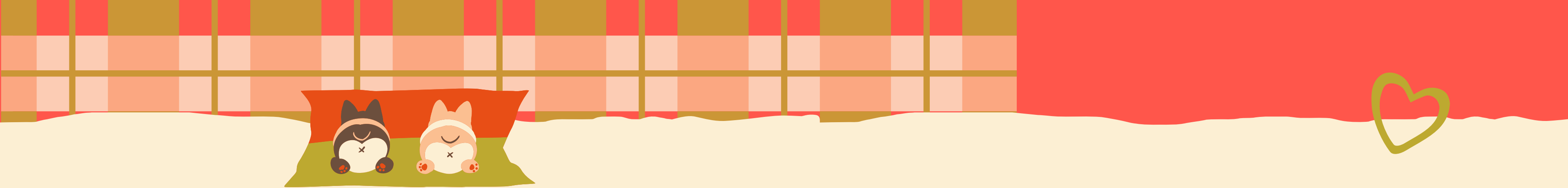
Radio Ads

- Radio targets diverse audiences, including those not active on social media, and fosters local involvement.
- Radio ads are affordable and can complement digital campaigns by driving listeners to online donation platforms

Billboard Ads

- Billboards capture attention in high-traffic areas, expanding SFSPCA's audience beyond digital platforms and increasing brand recognition.
- Combining traditional and digital advertising sets SFSPCA apart, allowing them to stand out and reach targeted demographics in key locations.





Budget Allocation

Augmented Reality Ad:	\$175,000
Radio Ad:	\$899
Bilboard Ad:	\$16,000
Total Campaign Cost:	\$191,889

Our Solutions



- 1. Attempt to empty out and help out SF shelter**
- 2. Pushes adoption rather than feeding into selective breeding, damaging for animals**
- 3. Allow an insight to find your bff**
- 4. Donate to a nonprofit shelter with adoption**

Thank
you!

