

Sydney Dogs & Cats Home

BACKGROUND

The Sydney Dogs Home had a problem with their name. As a charity organisation that shelters and rehomes many of Sydney's lost and abandoned pets, most people only associated them with dogs. They also rehouse cats and not many people were aware of this. As a result, hundreds of cats were being put down each year as they were not found homes. The home decided to change its name to The Sydney Dogs & Cats Home so people would associate them with both dogs and cats.

MARKETING OBJECTIVES

To communicate their new name and the fact that you can adopt a cat.

STRATEGY

The strategy was to give people a true experience and what better way to give people a true experience of The Sydney Dogs & Cats Home than by sending a soft, furry piece that would engage the senses?

CREATIVE SOLUTION

M&C Saatchi had a very limited budget, so they decided to target a selection of Sydney's key media personalities to encourage them to communicate the name change and also highlight the fact that you can adopt a cat there too. Keeping in mind that media personalities would receive an abundance of promotional material, they needed cut through with an interesting, yet memorable piece (that was also within budget).

Based on these insights, the agency created a simple postcard with a twist – it was made from fur (fake of course!). This piece drove home the fact that although it feels incredible to touch, it's nothing compared to the feeling of saving the life of a real cat. By sending a tangible piece that gave recipients a sensory experience, the agency was able to get cut through, highlight the name change and save the lives of countless cats.

RESULTS

The budget was tiny but the results for this pack were huge. With a cost of just over \$200, M&C Saatchi managed to generate over \$85,000 worth of free media coverage, making the ROI \$316 for every dollar spent. Mail's unique tangibility really made this pack a success.

Open Up To Mail gratefully acknowledges M&C Saatchi and ADMA for allowing us to publish the details of this campaign.

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