

## MEMO

Date: October 27, 2008  
To: Rich Avanzino and Lynn Spivak, Maddie's Fund  
Re: Project Evaluation

From: Fenton Communications  
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### Project Evaluation

At the start of this project, we agreed that it would be important to evaluate how effectively the campaign has addressed your goals. This memo aims to measure, where possible, the impact of the campaign's marketing, which included the television spot, Web site, flyers and some select media outreach.

Please review this evaluation and let us know if you have any questions. We look forward to discussing it further. And thanks again for the wonderful opportunity to partner with you on such a unique campaign.

### Goals & Target Audiences

As a reminder, here are the audiences and goals we sought to reach with our campaign:

#### Goals

- Increase the number of pet guardians who see a veterinarian, either as an initial visit or through more regular check-ups
- Increase the awareness and use of private practice veterinarians by Nevada pet guardians
- Generally promote the role of veterinarians as essential family advisors
- Increase awareness of Maddie's Fund and the beloved dog which is its namesake

#### Audiences

- Female decision-makers and caregivers of companion animals:
  - Ages 25-64 (64 because that is a specific cut-off for determining media buys)
  - Living in Northern Nevada
  - Lower-middle income
  - Mostly white (in the sense that we did not intentionally target Latina women)

### Challenges

Early on, we identified the following as challenges for our efforts and our evaluation:

- The lack of a specific procedure or emotional issue in the spot makes it harder to drive a viewer to an immediate action. In other words, the nature of our spot and "ask" leads to longer-term changes in opinion and behavior that is difficult to measure in the short-term.
- For the sake of budget and evaluation purposes, we decided to primarily focus on television advertising, with only minimal additional support from offline/off-air marketing efforts.
- Target audiences were determined to likely be busy people who may know better but cannot afford or find the time to take their pet to a veterinarian.

## Summary of Activities

The following is not a complete list of all our campaign activities, but it does capture the main components and outputs of efforts. This list is provided mainly as context for the measurement section that follows.

### Television Commercial

The television spot was the centerpiece of our campaign, and we ultimately decided on a message that would encourage veterinary visits in general, instead of a specific procedure. We discuss more aspects of the advertising buy and its reach in the measurement section below.

### Flyers

We created a full-color front/back flyer promoting the campaign that was intended for “partners” to display and distribute. We printed 4,000 copies and have sent approximately 2,000 as of August 1 to stores (such as PETCO), veterinarians and shelters.

### Media

Although “earned media” was not a priority for this effort, we did want to reach out to some local outlets, trade publications and online sites that might find this story newsworthy. We were pleased with the resulting coverage (something uncommon for most “advertising campaigns”), which includes:

- *The Sparks Tribune*: [http://dailysparkstribune.com/pages/full\\_story?page\\_label=results\\_content&id=105419-Furry-friends-need-health-care--too&widget=push&article=Furry-friends-need-health-care--too%20=&open=&](http://dailysparkstribune.com/pages/full_story?page_label=results_content&id=105419-Furry-friends-need-health-care--too&widget=push&article=Furry-friends-need-health-care--too%20=&open=&)
- *Reno Gazette-Journal's* Web site: <http://blogs.rgj.com/mostlydogs/2008/06/maddies-fund-launches-tv-commercials-in.html>
- *DVM Newsmagazine*: <http://www.dvmnews.com/dvm/article/articleDetail.jsp?id=524481>
- *VeterinaryPracticeNews.com*: <http://www.veterinarypracticenews.com/vet-breaking-news/new-campaign-touts-vets-are-a-pets-best-friend.aspx>
- Two interviews with Dr. Dennis Wilson on “Daybreak,” the morning show for KOLO-TV (ABC)
- *DogChannel.com*: <http://dogchannel.com/dog-news/2008/06/23/vets-are-a-dogs-best-friend-in-nevada.aspx>
- *CatChannel.com*: <http://www.catchannel.com/News/2008/06/21/new-campaign-aims-to-improve-pet-care.aspx>
- *Dogtime.com*

### Web Site

We developed [www.PetsLoveVets.com](http://www.PetsLoveVets.com) as a hub for watching the spot, finding a local veterinarian (via zip code search), and learning more about proper/common care and the organizations involved in the campaign. The goal of the site is to convert curiosity from the TV spot or from Web surfing into more informed target audiences. More information about the site is included in the following section.

## Types of Measurement

The following are ways we sought to evaluate the impact of the campaign. We did not establish specific metrics beforehand, so we are not comparing these against expectations or benchmarks. Instead, we aim to evaluate how all these factors, in combination, comment on the campaign’s effectiveness.

### Advertising Reach

Our spot aired approximately 500-plus times during morning, daytime, early evening and primetime programming between June 16 and July 20. The commercials ran on ABC, CBS, Fox, NBC, Animal Planet, Bravo, E!, Food, HGTV, Lifetime, Oxygen, TLC and USA.

In terms of exposure, there are two categories to consider: “reach” (percentage of audience who saw the spot message) and “frequency” (how many times). The reach/frequency for this buy was 97/13.4, which means that nearly 100 percent of our target saw the spot 13 times over the course of the month.

## Web Traffic

We used Google Analytics to measure site traffic. This is a free service that shows you — by day, week, month and year — how many visitors come to the site, which pages they visit, how long they stay and where they came from. Here are some comments about those statistics:

### *Site Visitors – During the Campaign*

During the spot's run dates, 325 people visited the site. This is not a high number, since the Maddie's Fund site sees about three times that each day. But we also went into the campaign knowing that its main goal was to introduce or reinforce a perspective and message, not simply drive people to a Web site. In this day and age, it is always worth having a site to complement a campaign and capture traffic from advertising, but this spot was not designed for that specifically. If traffic is a future goal, we recommend a spot with more frequent and prominent URL references.

An interesting statistic to note is that more than one-third of the traffic came directly from someone typing in the URL, which is an indicator of the advertising and flyer being the source. These visitors stayed on the site slightly longer and had a higher average number of pages viewed than traffic from other sources.

Most sites have a much lower rate of direct traffic, with far more traffic coming from search engines. Approximately 46 percent of your traffic did originate from search engines. Now that the campaign is over, this number will likely rise since the site will continue to be up and will be "indexed" more and more by search engines like Google. (Search engines continually send out electronic "spiders" or "crawlers" throughout the Web to discover which sites are relevant for certain search times.)

The other origin of traffic is referring sites, which include media and partners linking to us.

### *Site Visitors – After the Campaign*

Since the campaign, an additional 666 people have visited the site (as of October 20). Approximately 88 percent of these visitors came from search engines, 12 percent found us through links on other sites and another 10 percent typed the URL in directly (likely from seeing the flyer or hearing about the campaign through word-of-mouth).

So while our numbers are small compared to larger-scale, national campaigns, 66 people typing in the URL themselves is a good sign. And those visitors spent more time on average on the site and viewed more pages than other traffic.

In addition to these visitors, there were also search engine queries that were essentially people looking for the campaign site specifically. Since the end of the campaign, the top keyword combination used on search engines to find the site was a variation on the campaign name. As with the direct traffic visitors, these particular online searchers spent more time on the site and viewed more pages.

### *Most Popular Pages*

During the campaign, your homepage was by far the most frequently viewed part of the site. Second, and comprising one-quarter of all viewed pages, was the section about finding a local veterinarian. We take this as a very good sign, since it means people immediately looked to this as a resource. The third and fourth most popular pages (representing 10 percent of page views each) were the "About the Campaign" pages and "When to Visit the Vet."

After the campaign, the top pages became "Find a Local Veterinarian" and "Spay/Neuter Discount Program." This is noteworthy for the usefulness Reno-area residents see in finding a vet, as well as how interested people are in the spay/neuter initiative, even though it was not part of this campaign.

We also posted the TV spot on YouTube, where it has received more than 130 views. This is not a high number at all for YouTube, but it is notable considering that we did no marketing of any kind to push people to this site/video. It all is a result of people somehow finding it on their own. We also did not include any keyword "tags" that typically are used to present a video as relevant after someone watches

another. The reason we avoided tags was because they can lead to other completely irrelevant or inappropriate videos being connected to ours (like inappropriate videos appearing after ours, for example).

### Veterinarian Reactions

According to John Boone's findings, most veterinarians saw and liked the television ad, but it is harder to gauge awareness among their customers. Key findings from the unscientific survey include:

- 63 percent of veterinarians saw the ad on TV
- 70 percent of those saw the ad between two and nine times
- All agreed with the message, and 80 really liked it
- Nearly 63 percent believe the spot effectively encourages visits
- All veterinarians would encourage Maddie's Fund to run the campaign again, but over half would suggest changes to the spot if you did so
- Data from patient visits and recollections of the campaign were too varied and inconsistent to draw real conclusions from, with some clinics reporting as many as 36 clients being aware of the spot and others having no clients aware of the spot or Web site\*

\*John says that it is unclear how many clinics followed his instructions about asking incoming calls and patients — or how consistently.

### Pet Guardians

There once was a discussion about surveying residents of Northern Nevada to see if they had seen the spot and if it affected their decision to contact or use a veterinarian. We always encourage clients to conduct pre- and post-testing for their advertising, since that can give some sense of how many people saw, remembered and liked an ad. But we also recognize that this is typically prohibitively expensive.

### **Closing Thoughts**

We are generally pleased with the results of the spot and marketing. The Web traffic numbers are not high in comparison with other advocacy campaigns, but the traffic and the number of partners who distributed flyers were also not below our expectations. The Reno-metro area is relatively small — the 110<sup>th</sup> largest DMA (Designated Marketing Area) in the U.S. — so the population and our target audiences represent relatively low numbers of people. Therefore, we hope that the Web traffic, especially those who directly typed in the URL, were exactly who we wanted to reach.

We were pleasantly surprised with the amount of media attention this received, since that too was an area we did not intend to invest many resources in.

But if you are considering expanding the campaign, you may decide that is an expensive one for the number of people reached or the results seen at the clinic level. While it is encouraging to hear from some veterinarians that they saw and liked the spot, and that some of their clients also were aware of the campaign, you should only invest more advertising dollars if you are comfortable with general, hard-to-measure "awareness" being the made end-result.

Certainly you created considerable goodwill with the veterinary community, which should not be understated. But we believe a campaign with a more specific ask or offer (i.e., spay/neuter — discounted or otherwise) would both please veterinarians and provide an easier way to measure results.

Please let us know if you have any questions about this memo. We are happy to discuss this via phone. Most of all, we greatly appreciated the chance to work with you.

## **THANK YOU**

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