

Young Lions Written Explanation

Our proposal is the “Part-Time Pets” project. Research conducted by OnePoll revealed that 74% of kids ask their parents for a pet, at an average of 11 times per month. However, many parents are unable to get a pet due to housing restrictions, the responsibility, hassle, and cost. The NZ Companion Animal Council estimates the average cost of a dog to be around \$1,700 per year. “Part-Time Pets” allow kids to have a pet, that they can name and consider the own, as well as visit throughout the year.

Our primary target audience consists of parents of children in the Auckland area (approx. ____ people). We are limited with our audience pool as people must be within drivable distance to Sheepworld. Thus, our strategy will focus on driving increased frequency of visits as well as an increase in overall audience penetration. This was the main driver behind our hero campaign idea: “Part-Time Pets” as it encourages more frequent visits than the traditional annual visit. Our multi-faceted approach will include channels that cover reach, frequency, and association to effectively promote our campaign and increase visitation to Sheepworld.

To support our campaign, we have allocated budget towards an electric bus ‘Sheep-e’, who acts a mobile billboard and transport to Sheepworld. In addition, we have opted for TV as a high-reach driver, targeting after-school timings when parents and children watch TV together. Our pop-up petting zoo not only drives awareness but also provides city-dwellers with the opportunity to pick their pet out. To increase frequency of visits, we have introduced our multi-visit passes, but will also take advantage of occasions such as National Hug a Sheep Day/Love Your Pet Day. We anticipate Spring Lambs will be a peak time for visitation and ‘Part-Time Pet’ adoptions.

Our campaign will run from May, before the school holidays, and will continue throughout the year with association opportunities to refresh the campaign. We will leverage NZ Fashion Week, using wool as a catwalk theme with all ticket profits going to Sheepworld/Springboard. In addition, we will utilize ZM's Ultimate Summer Roadie to maintain high visitation rates during the summer holidays and establish Sheepworld as a go-to destination. Our association layer not only maintains our campaign presence but also helps expand our audience pool.

This campaign and its supporting features will mean that parents are able to fulfil their kids wants, and more importantly, help kids in need.

<https://www.moneyhub.co.nz/costs-of-owning-a-dog.html>

<https://people.com/pets/average-child-asks-for-a-pet-1584-times-before-turning-18-study-finds/>

<https://www.traveller.com.au/the-question-kids-ask-their-parents-1584-times-before-they-turn-18-h1rrlw>

The Challenge:

People don't know about Sheepworld.

...and those that do know about Sheepworld aren't aware that it is run by Springboard – a charitable organisation dedicated to helping young Kiwis at risk.

Our Goal:

Build awareness of Sheepworld and the association to Springboard to Kiwis. With the overarching aim to increase visitation.

We want to increase Sheepworlds visitation for Winter Holidays by 30% and their H2 visitation by 15%.



74%

Of children ask for a pet, on average 11 times per month.

With only 1 in 6 parents saying yes to a pet, where does this leave the rest?

HEART AT
ESTABLISHED
Springboard
2002
WORK

Our INSIGHT

There are kids who want a pet...and there are kids who are in need.

The Real Challenge:

How can one group help the other, and drive traffic into Sheepworld?



A young girl with long, wavy brown hair is smiling and holding a small, white, fluffy lamb. She is wearing a dark jacket with pink trim. The lamb is looking towards the left. The background is a blurred outdoor setting.

THE IDEA: PART-TIME PETS

THE IDEA - PART-TIME PETS



Introducing Sheepworld's Part-Time Pets.

Sheepworld is giving kids a pet that's unlike any regular dog or cat... think Sheep, Alpaca and Goats!

Adopting a pet will be FREE, with the expectation that adopters will be visiting their pet at least once a quarter.

Sheepworld will offer multi-trip value passes, encouraging frequent visitation and making it more affordable for parents to bring their kids back time and time again to visit their Part-Time Pet.

Why this works: Part-Time Pets have made it more accessible to have a pet by eliminating the hassles. This is a dream come true for kids and parents.



Campaign Support

Our Part-Time Pets campaign will be amplified and supported by other initiatives. The following are key to driving awareness and reach across our target audience of Parents with Kids.

Sheep-e (APRIL -)

Meet Sheep-e! An electric bus that is designed to look like the residents of Sheepworld. This bus will travel back and forth from Auckland to Sheepworld, with the capacity to carry 50 patrons.

TV (APRIL -)

Children require a lower frequency for an ad to cement in their memory structures, we will use after-school viewing to capture parents and children, making them aware of Sheepworlds Part-Time Pets offering.

Pop-Up Petting Zoo (JUNE)

We will convert the Britomart square into a mini-Sheepworld! This space will make the Auckland Community aware of Sheepworld. It will have information to educate patrons about Springboards link to the event. There will be lots of organic content shared on social media and this activation has potential for media coverage from NZH and Stuff.

Social + OOH (APRIL -)

Launch an awareness campaign utilising social channels and billboards.



Campaign Support

It is important that we not only aim for Audience Penetration, but also increase frequency by getting families going to Sheepworld throughout the year. The following campaign supports are focused on driving repeat visitation.



Sheepworld Multi-Passes

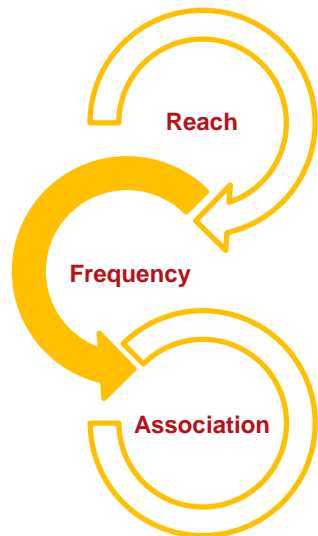
Offering Sheepworld Multi-Passes (required when adopting your Part-Time Pet) gets visitors and “pet owners” to commit to coming back to Sheepworld again. Our loyal Part-Time Pet owners will be coming back more frequently – thus being more cost effective to buy the Multi-Pass than individual tickets.

Spring-Time Lambs (SEPTEMBER)

Spring time will be a key time for bringing new Part-Time Pet owners.

Holidays e.g National Hug a Sheep Day (OCTOBER) & Love Your Pet Day (FEBRUARY)

Refreshing our campaign along the way by using holidays such as ‘National Hug a Sheep Day’ and Love Your Pet Day. This will drive visitors to Sheepworld for the occasion and maintain a fun, relevant brand presence.



Campaign Support

Part-Time Pets isn't just for kids and families. Couples living in apartments, animal lovers and friend group will want to join in the fun! We have curated associated campaign support to grow our audience and penetrate a new market following on from the success of Part-Time Pets.



NZ Fashion Week (JUNE)

NZ Fashion Week falls at the end of Winter. Springboard will run a show where local students at Fashion Tech and Whitecliff will participate, curating garments that hero Wool as the overarching theme. All ticket sales will go to Springboard. Goodie bags will include information packs and discounted tickets to Sheepworld. This will be the perfect way to remind our persuadable audiences of Sheepworld and Springboard encouraging them to visit in the upcoming Spring Season.

The 'Ultimate Summer Roadie' Radio Partnership (MAY)

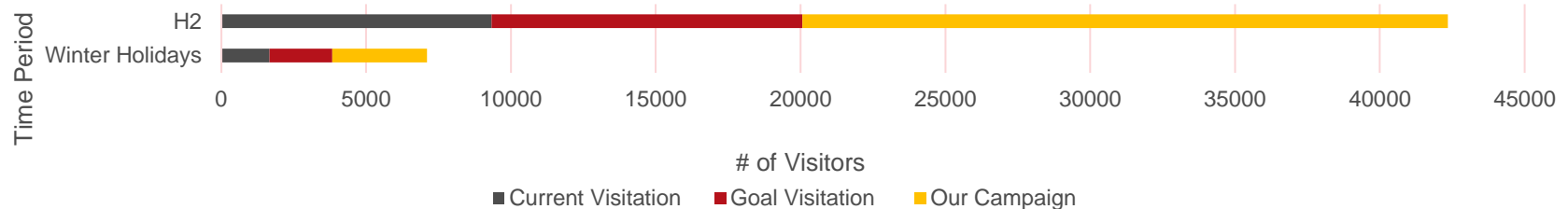
We've all heard the ultimate summer roadie being talked about. We will partner with ZM Radio station and ensure that Sheepworld is showcased as a must-see destination for Kiwi Roadies.

How does this fair up with our GOALS?

Sheepworld Visitation thanks to Part-Time Pets

There are over 300,000 Parents with kids under 16 in Auckland. Giving us a large pool of potential homes without pets.

Sheepworld Visitation thanks to Sheep-e



As you can see, Sheep-e is a ewe-nique new media channel for Springboard to exceed their goals!



Why is this the answer



Building awareness

Part-Time Pets and supporting campaigns will build awareness of Sheepworld and the Springboard charity across a range of audiences. We will extend the awareness and support across Auckland and surrounding communities with our amplification strategies.



Smashing our goal of increased visitation

Not only does our campaign mean increased numbers through the Winter School Holidays, this is an always on marketing campaign, not just a one-off stunt. It is sustainable and will continue to drive visitation.



Bringing Communities together

By increasing visitation to Sheepworld, we are helping raise money for Springboard to continue to help young Kiwis. We are bridging the gap and bringing the community together to overall help Springboard help more youth at risk.

