



# MEMORANDUM

Date: November 16, 2023

To: The Honorable Chair and Members  
Pima County Board of Supervisors

From: Jan Leshner   
County Administrator

Re: **Pima Animal Care Center (PACC) Targeted Marketing Partnership with Friends of Pima Animal Care Center**

Friends of Pima Animal Care Center has offered a \$120,000 grant to the Communications Office in partnership with Pima Animal Care Center (PACC) to fund a pilot targeted-marketing and outreach campaign in specific ZIP codes to increase public awareness about PACC services and resources in primarily Spanish language households. The targeted areas, 85706 and 85713, have high percentages of Spanish-speaking households and an imbalance in the number of animals taken in by PACC from those areas versus the number of animals adopted or fostered.

The campaign will use culturally relevant language and imagery and in-the-community partners such as churches, businesses, schools, and organizations to raise awareness about PACC's services and programs. Among the many messages conveyed will be an emphasis on improving rates of returning lost or stray animals to owners in those ZIP codes. The campaign will include persistent outreach and education about how the use of collars, tags, licensing, and microchipping are a great aid to returning lost pets to their families.

The attached slide presentation has more information about the campaign. Key parts of the program will be the use of PACC's mobile services vehicles to bring PACC to the targeted communities through hosted events staffed by PACC and Communications; and working with community partners to capitalize on the partners' reputational equity to establish trust and event participation.

While the program will be conducted in English and Spanish, the Spanish messaging and marketing will be developed to resonate with native Spanish speakers by using common language and idioms rather than straight translations of English to Spanish. For instance, foster is a difficult word to translate to convey the same meaning, so the campaign will use padrino – or godfather/godmother – instead.

Communications will use marketing data and in-person surveys to evaluate changes in awareness of PACC services in the targeted areas. PACC, Friends of PACC (FOP), and Communications will evaluate the program's progress every four months and adjust messaging and outreach as necessary.

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The Honorable Chair and Members, Pima County Board of Supervisors

Re: **Pima Animal Care Center (PACC) Targeted Marketing Partnership with Friends of Pima Animal Care Center**

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The campaign is for one-year and if successful, the County and FOP will use its success to solicit further funding for a metropolitan campaign from national animal welfare donors. Communications also will be able to use lessons learned from the campaign to assist other County departments that want to target specific areas of the County about their services and programs.

JKL/je

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator  
Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer  
Steve Holmes, Deputy County Administrator  
Monica Dangler, Director, Pima Animal Care Center  
Laura O'Brien, Friends of Pima Animal Care Center, Board Chair  
Torre Chisholm, Friends of Pima Animal Care Center, Executive Director

CAMPAIGN PRESENTATION

# PACC EN ESPAÑOL

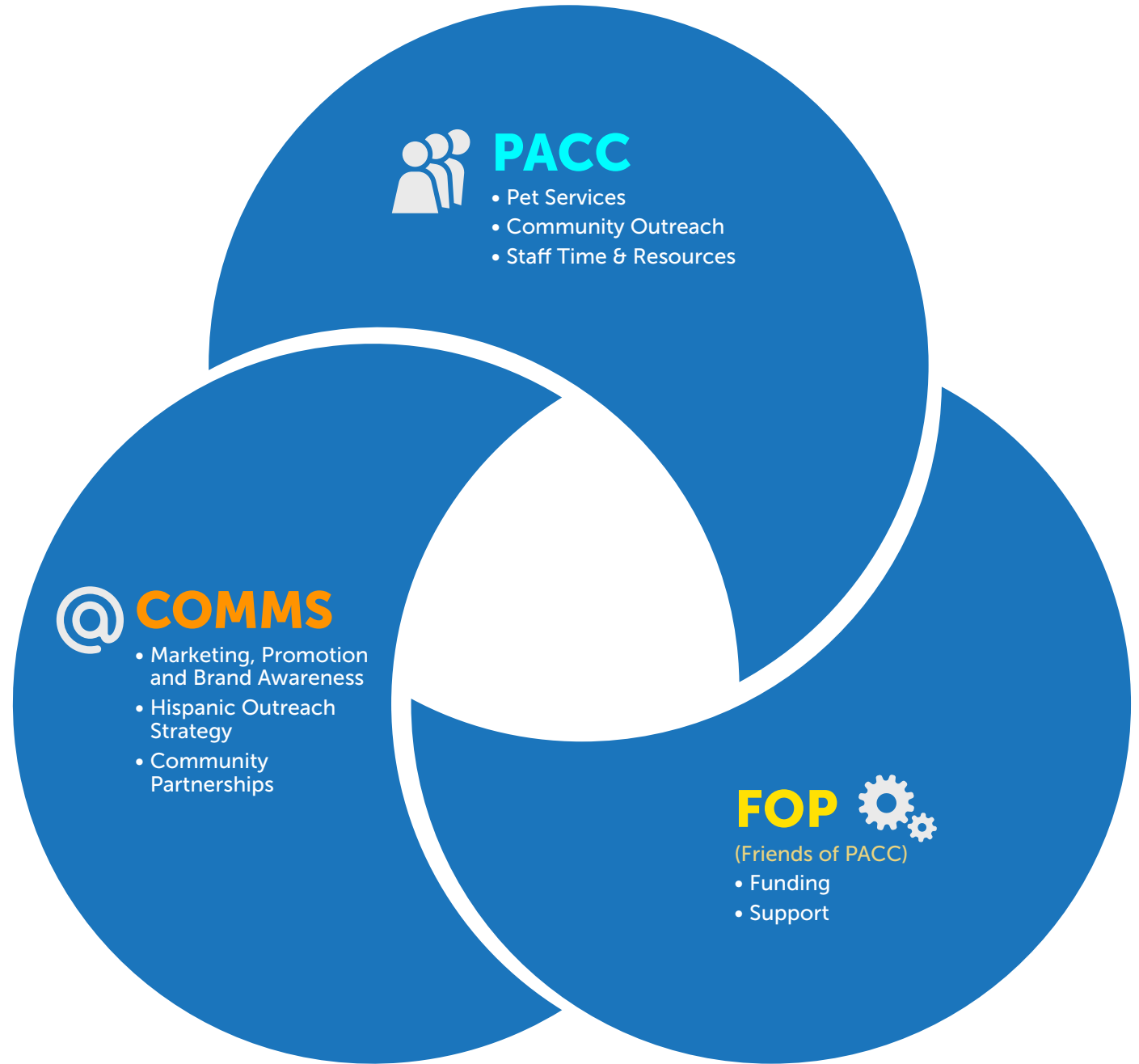


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COMMUNICATIONS





# A JOINT EFFORT



PACC EN ESPAÑOL

# THE STATUS QUO



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COMMUNICATIONS





# CHALLENGES



## BASELINE DATA

ZIP	In	Out	Difference
85756	927	436	-491
85705	2061	1491	-570
85746	1065	493	-572
85713	1734	774	-960
85706	1855	474	-1381





## GOALS & OBJECTIVES

- Establish brand awareness
- Build trust and loyalty
- Educate and change minds
- Develop a replicable working model





# TARGET AREAS

- Disproportionate number of intakes come from predominantly Hispanic neighborhoods

- **Contributing Factors:**

- PACC's lack of brand loyalty
- General mistrust (the pound effect)
- PACC's location vs. ZIP's

## 85705

Population	Hispanic	Spa speaking	Median income
56,711	48.06%	32.4%	\$32,150

## 85706

Population	Hispanic	Spa speaking	Median income
54,853	84.52%	64.2%	\$42,081

## 85713

Population	Hispanic	Spa speaking	Median income
46,810	69.24%	47.10%	\$43,794

## 85746

Population	Hispanic	Spa speaking	Median income
43,278	77.13%	51%	\$59,097

## 85756

Population	Hispanic	Spa speaking	Median income
35,345	61.14%	41.10%	\$58,885







# TARGET AUDIENCE

## INCOME & HOUSEHOLD

- Blue collar working class
- Low income
- Multigenerational families
- Renters and home owners

## PET OWNERSHIP TRAITS

- Pets live outdoors
- Pure-bred = Status
- Vet care not a priority
- Minimal to no pet training

## CULTURAL BELIEFS

- Adoption, foster are “new” concepts
- The Pound – no animal care facility
- Feral dogs and cats common

## MEDIA CONSUMPTION

- More likely to share social media content than non-Hispanics
- Hispanic Spanish-speaking adults prefer to consume content in their native language
- Majority use mobile devices to access social media

PACC EN ESPAÑOL

# EL BUDGET

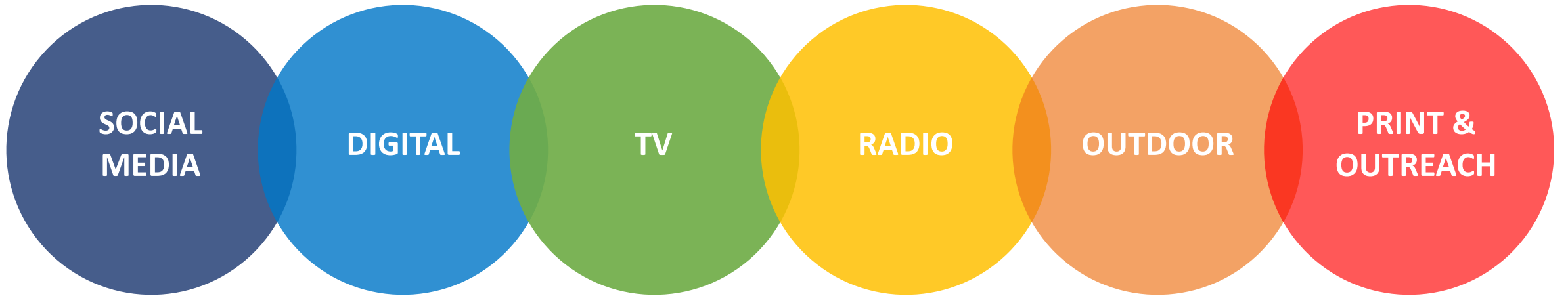


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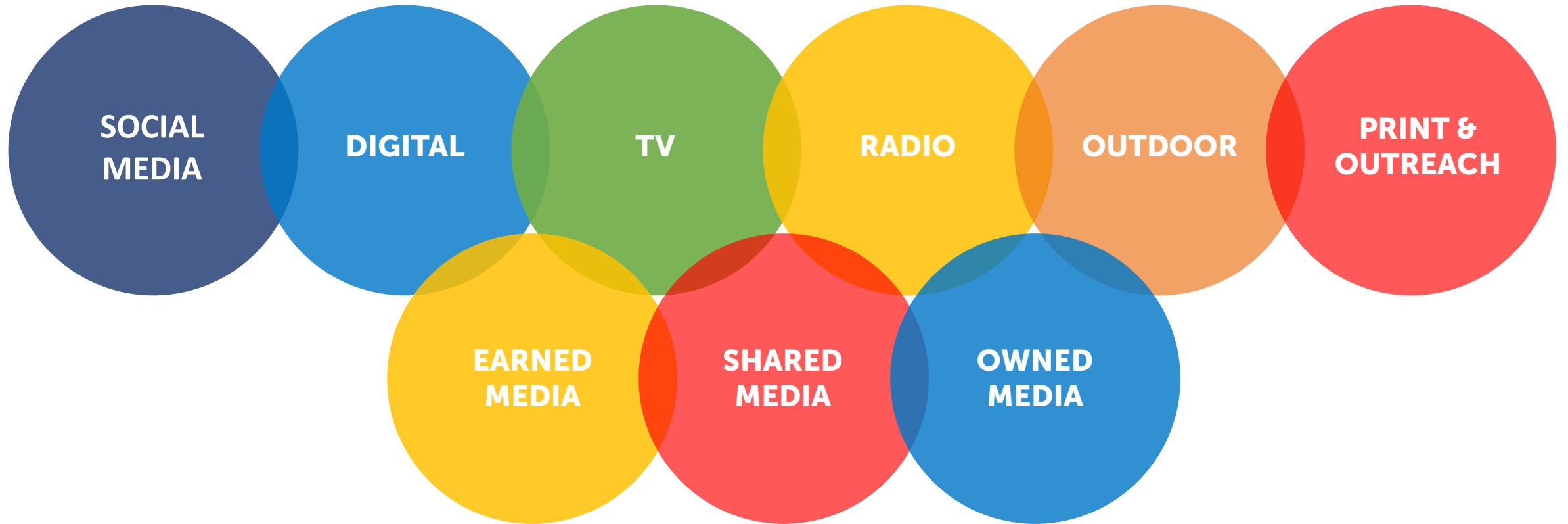




**\$120,000** FRIENDS OF PACC ANNUAL COMMITMENT  
**+ \$50,000** PACC POSSIBLE GRANT



# \$120,000 FRIENDS OF PACC ANNUAL COMMITMENT + \$50,000 PACC POSSIBLE GRANT



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# EL MESSAGE



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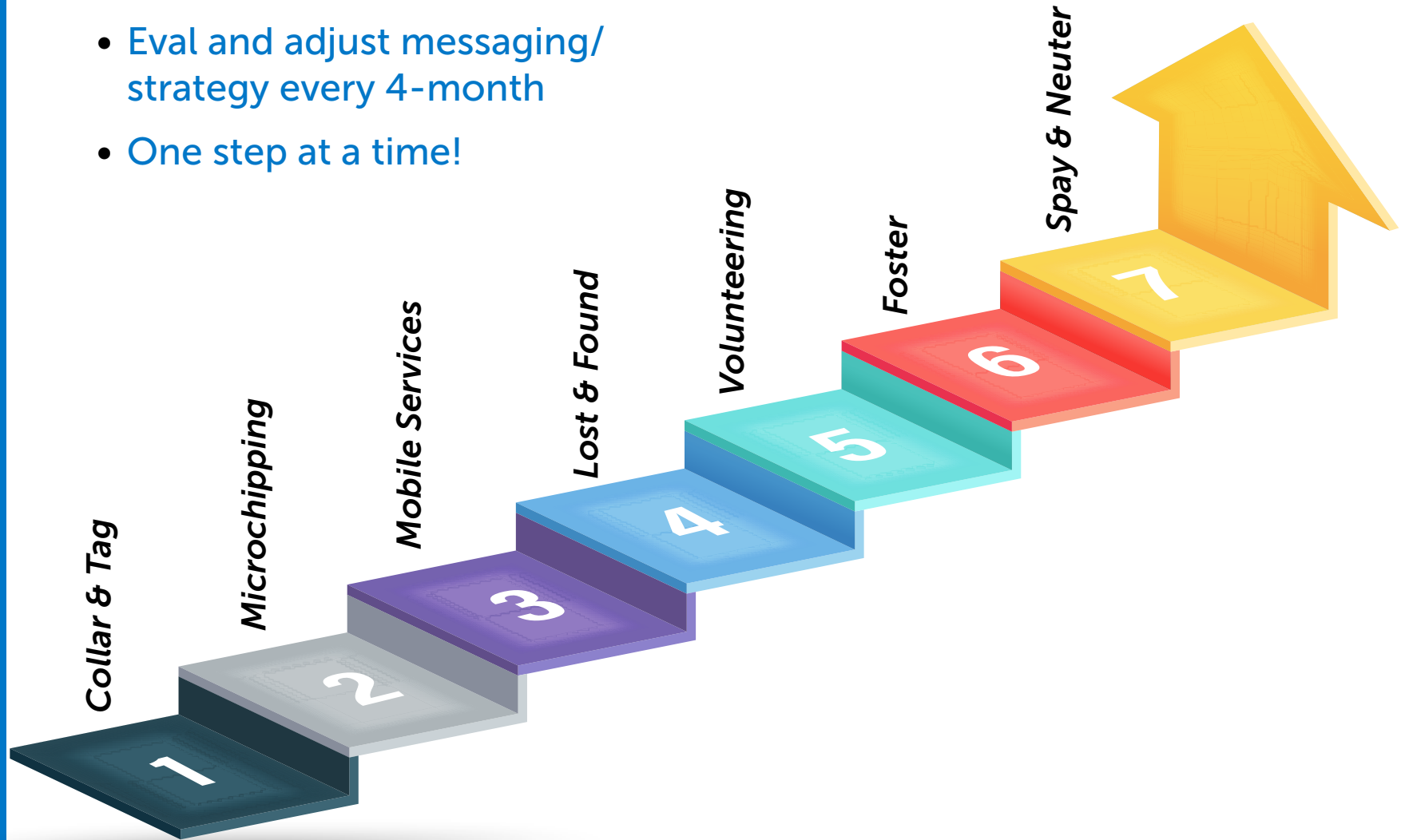




# PROJECT TIMELINE

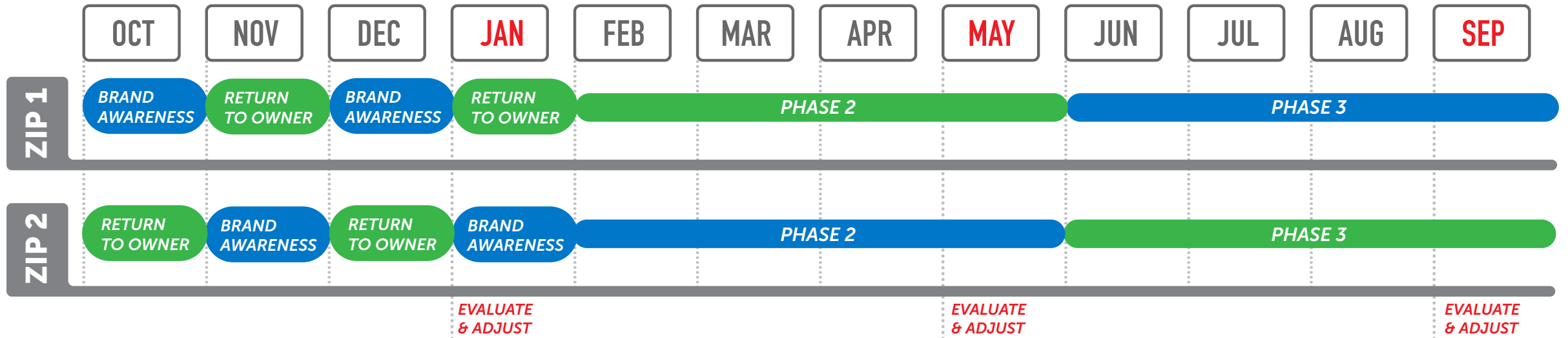
- Not an overnight solution
- Year-long campaign
- Focusing on 2 zip codes
- Eval and adjust messaging/strategy every 4-month
- One step at a time!

**ADOPT!**



# PROJECT TIMELINE

If successful, replicate in other zip codes in year two.

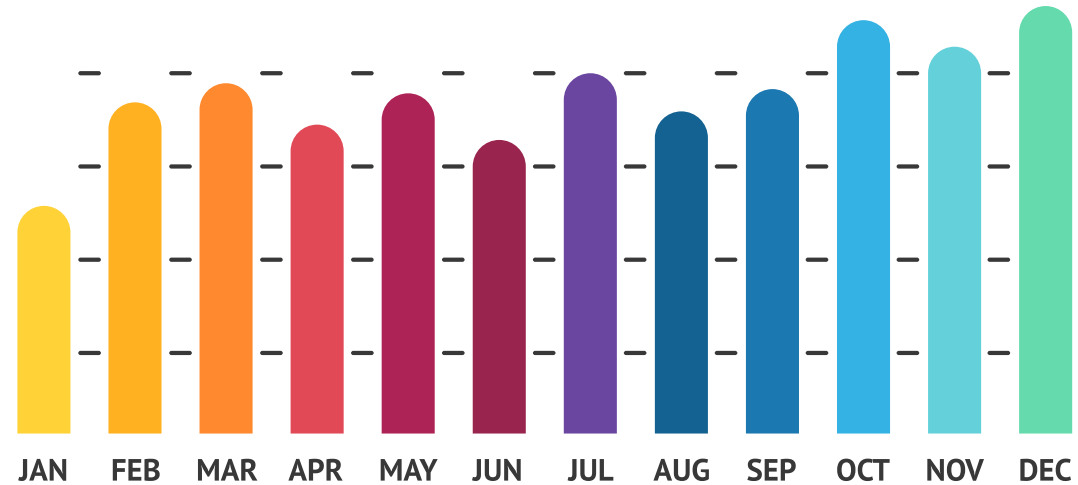




# KEY PERFORMANCE INDICATORS

## Measured through PACC's data by ZIP Code

- Increase Return to owner (RTO) outcomes
- Decrease overall stray intakes
- Increased brand awareness





PACC EN ESPAÑOL

# KEY CAMPAIGN ELEMENTS



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# MESSAGING

## LANGUAGE CENTRIC

- Original Spanish language content
- Bilingual when appropriate
- No English to Spanish translations

## CULTURALLY RELEVANT & AUTHENTIC

- Incorporate elements of Hispanic culture, such as food, music, and traditions
- Relatable to the region
- Capitalize on trending content, use humor, idioms, memes, GIF's and other trends to connect with target demo

## AMPLIFIED MESSAGING

- Testimonials
- Influencers



## CALL TO ACTION + SLOGAN

### SLOGAN RTO (Return to Owner)

“ **Recupera a tu mejor amigo**  
*Ayúdale a regresar a casa*

**Bring back your best friend**  
*help them return home*

### SLOGAN ADOPT/FOSTER

“ **Apadrina/Adopta a una mascota**  
*Abre las puertas de tu casa y de tu corazón*

**Foster/Adopt a Pet**  
*Open your home and your heart*

### SLOGAN GENERAL BRANDING

“ **Las mascotas también son familia**  
*Trátalos como tal*

**Pets are family**  
*Treat them as such*



VISUALS

# ADOPTA A UNA MASCOTA

Abre las puertas de tu casa y de tu corazón.

Dolore nobistest rem fuga. Te pre nemporit esequi blaut  
poreper ferecab ist, qui tempore et volorem eum re, is

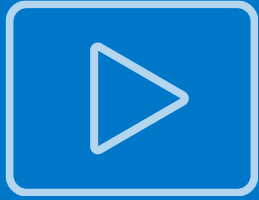


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## VIDEOS

### EDUCATIONAL VIDEOS

- PADRINO PROGRAM
- ADOPTA NO COMPRES
- LOST AND FOUND
- VOLUNTEERING AT PACC

**Outlet:** social media and broadcast television

**Frequency:** rotated bi-weekly

**Length:** ~1 min videos

### PROMOTIONAL VIDEOS

- PET OF THE WEEK
- EVENT DRIVEN

**Outlet:** social media and broadcast television

**Frequency:** Weekly and as needed

**Length:** ~1 min videos



# PACC EN ESPAÑOL

# MOBILE UNITS ROLE





## COMMUNITY VISIBILITY

# Establish a regular presence in the target community.

## MICRO EVENTS

**Purpose:** deploy services (a combination of)

- Collar & Tag
- Microchipping
- Pet resources (food, beds, etc)
- Medical (spay & neuter, vaccines, etc)
- Bring PACC pets back to their ZIP code

**Frequency:** monthly

**Length:** 3 consecutive days

## COMMUNITY EVENTS

**Purpose:** brand recognition & outreach

- Pet resources (food, beds, etc)
- No medical services
- No animals

**Frequency:** monthly or as needed

**Length:** 1 day as scheduled



# COMMUNITY PARTNERS

## INCENTIVE PARTNERS

- Existing business with brand recognition
- Operate in target ZIP codes
- High-traffic location
- Loyal audience

## EVENT PARTNERS

- County-owned facilities (parks, libraries, Kino Sports Complex, other)
- Other businesses within target ZIP codes
- Accessible with ample parking
- Secure location

## MESSAGING PARTNERS

- Neighboring schools (elementary & middle schools)
- Community centers
- Churches
- Community organizations



PACC EN ESPAÑOL

**UNIQUE**

**CONCURRENT STRATEGY**



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## RINSE & REPEAT



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# TWO CAMPAIGNS, TWO ZIP CODES

## BRAND AWARENESS

- ZIP code one
- Same underlying audience
- Consistent tone, style, design of messaging
- Promotes educational topics
- Employs traditional marketing strategies
- Uses mobile unit for brand awareness at **existing community events**

## RETURN TO OWNER (RTO)

- ZIP code two
- Same underlying audience
- Consistent tone, style, design of messaging
- Promotes resources to help owners keep their pets, prevent surrenders and minimize lost dog occurrences
- Capitalizes on community partnerships
- Unique marketing tactics
- Uses mobile unit to render services via **new events**

PACC EN ESPAÑOL

# BRAND AWARENESS



**PIMA COUNTY**  
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# **MONTH 1** **BRAND** **AWARENESS**

## **TARGET ZIP CODE: 85713**

### **GOALS & OBJECTIVE:**

- Improve PACC's brand visibility among its target audience
- Build trust
- Build loyalty

### **TOPICS OF EMPHASIS:**

- General PACC Info – what is it, what does it do, how it can help
- Pets are family
- PACC Pets

### **COMMUNITY OUTREACH (MOBILE UNIT):**

- Sheriff's Department Trunk or Treat
- Tabling only
  - No animals
  - No medical services
- Provide resources
- Engage with community



# BRAND AWARENESS ADVERTISING

## **SOCIAL MEDIA:**

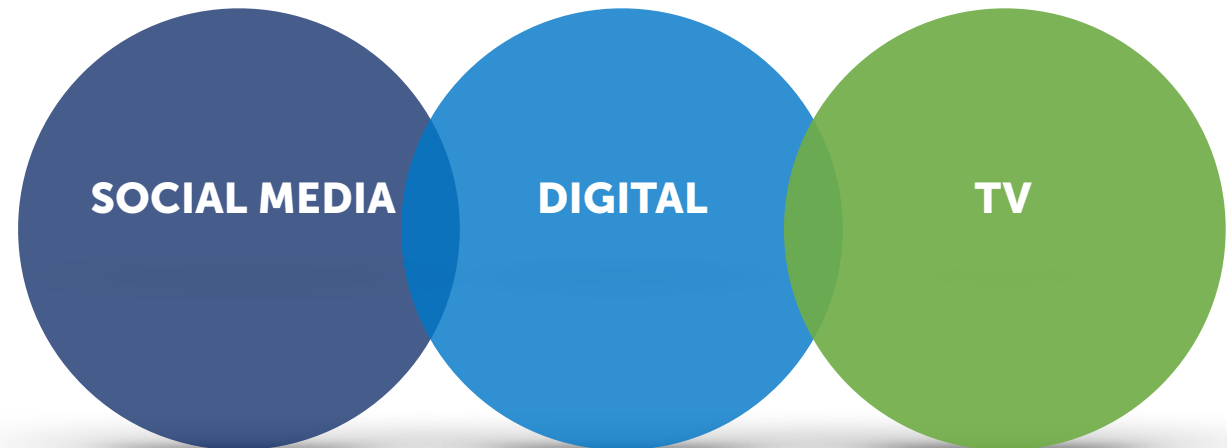
- Facebook, Instagram and TikTok
- Contests & Giveaways

## **DIGITAL:**

- Hyper-specific mobile targeting
- Geofencing, addressing
- Keyword search

## **TV:**

- Pet of the Week Highlights
- Other coverage, as needed





**SLOGAN +  
VISUALS**



# RECUPERA A TU MEJOR AMIGO

Ayúdale a regresar a tu lado.

Dolore nobistest rem fuga. Te pre nemporit esequi blaut  
poreper ferecab ist, qui tempore et volorem eum re, is



# LAS MASCOTAS TAMBIÉN SON FAMILIA

Trátalos como tal.

Dolore nobistest rem fuga. Te pre nemporit esequi blaut  
poreper ferecab ist, qui tempore et volorem eum re, is



PACC EN ESPAÑOL

# RETURN TO OWNER (RTO)



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# **MONTH 1** **RETURN TO** **OWNER**

## **TARGET ZIP CODE: 85706**

### **GOALS & OBJECTIVE:**

- Provide services to reduce lost pets
  - Tags, collars and microchips
- Educate on lost pet prevention
- Reunite stray pets with owners

### **TOPICS OF EMPHASIS:**

- Responsible pet ownership
- Keeping families together
- Pet Services

### **COMMUNITY PARTNERS**

- Incentive Partner: Güero Canelo
- Event Partner: Valencia Library
- Messaging Partners:
  - Sunnyside Elementary & Middle Schools
  - Santa Monica Church

### **EVENT-DRIVEN OUTREACH (MOBILE UNIT):**

- Two-to-three-day vehicle stay
  - Days 1 and 2: render services
  - Day 3: bring PACC strays back to ZIP code





# HOW IT WORKS





# ADVERTISING STRATEGY



## PIDE TU PAQUETE

# DOGOS X DOGOS

y llévate un  
cupón para  
ponerle  
microchip a tu  
mascota  
**¡GRATIS!**



Este jueves, viernes  
y sábado en  
cualquier ubicación  
de **Güero Canelo**.

**VALE**  
por un microchip.  
Escanea el QR code  
para hacer cita





# RTO ADVERTISING

## **SOCIAL MEDIA:**

- Incentive Partner
- Saturday event

## **DIGITAL:**

- Saturday event

## **PRINT:**

- Incentive Partner

## **RADIO:**

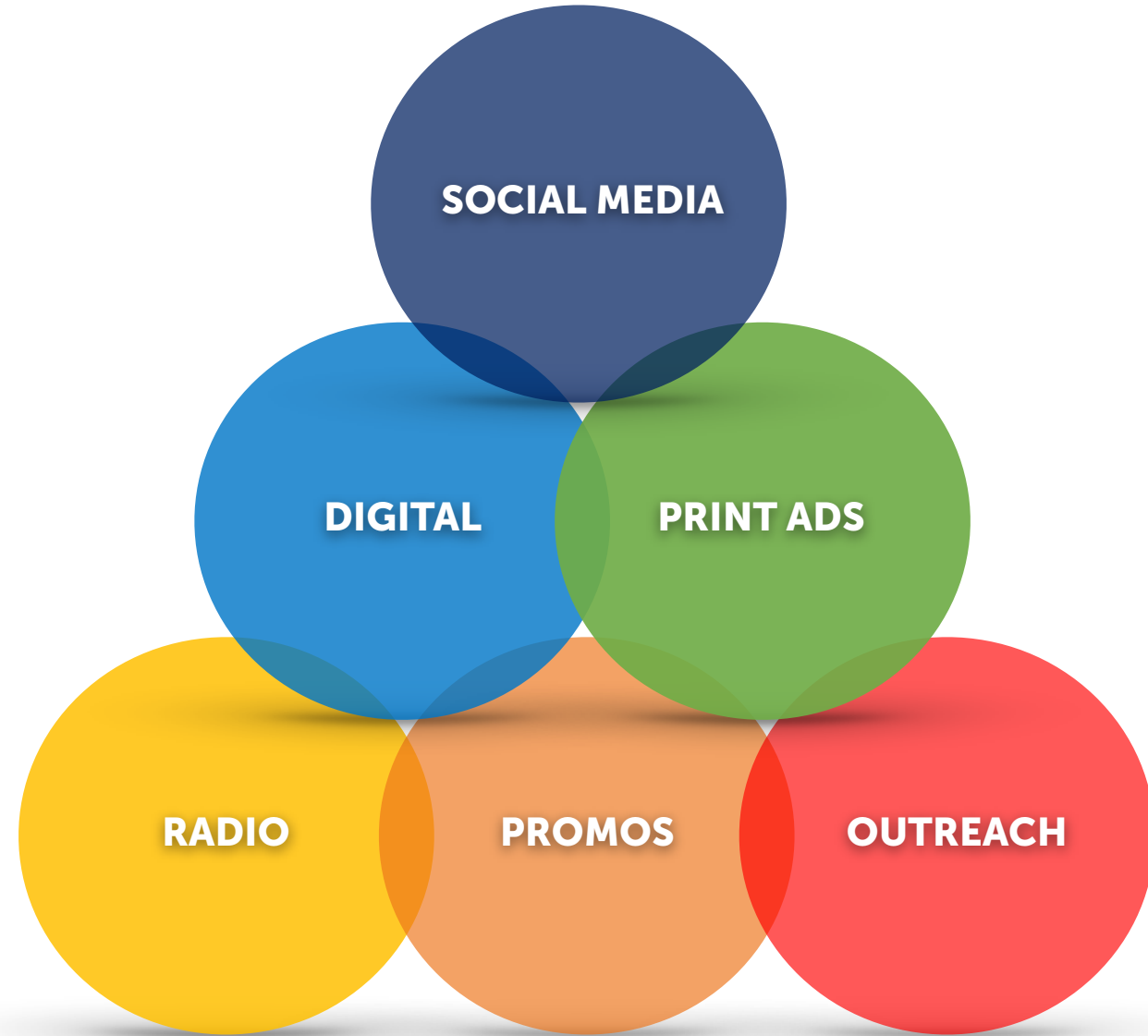
- Saturday event

## **PROMOS:**

- Co-branded with RTO partner

## **OUTREACH:**

- For Saturday event



PACC EN ESPAÑOL  
**GRACIAS!**

