



# Ignite Stage

**Prepared pet owners mean safer families**

We were known as **WSPA**  
(World Society for the  
Protection of Animals)



# Thunder Campaign

Urban pet owners in Costa Rica



# Thunder Campaign Baseline (2013)



**15%** pet owners have a kennel

**5%** pets have ID tags

**45%** vaccination card up to date

Only **2%** have Emergency Plan



# Thunder Campaign Video



Video will be played during presentation:

<https://www.youtube.com/watch?v=DWZah1VEQqI>

# Thunder campaign results

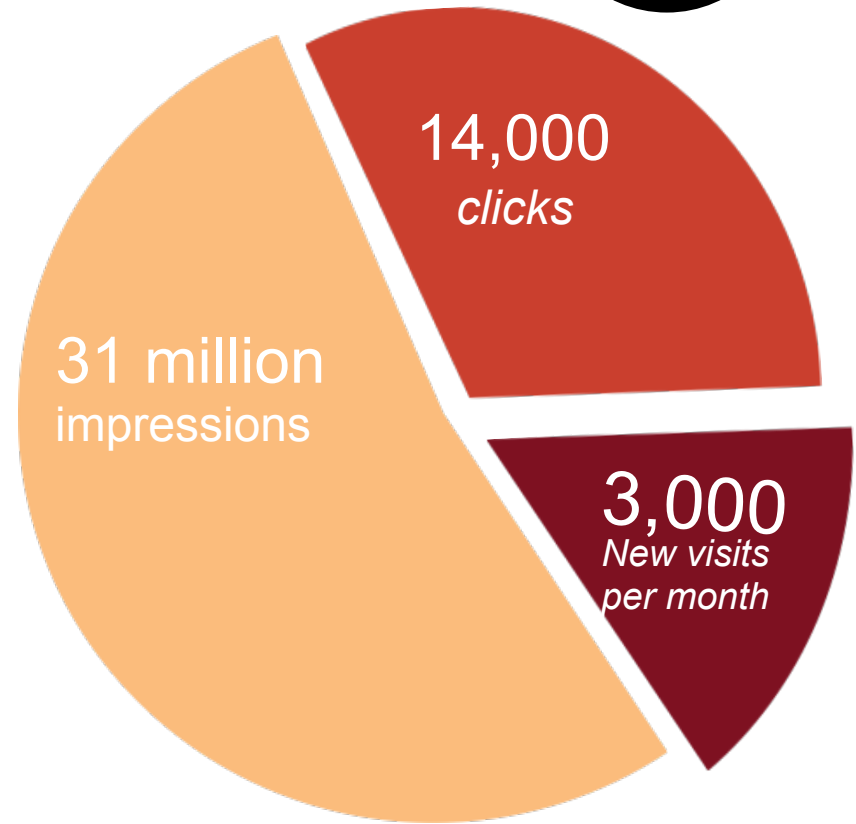


6,000  
broadcasts

45% Target audience  
Average views 3 times  
per person

TV Add

16  
Media hits



Online channels

# Better prepared pets and owners in CR (2015)



**33%** pet owners have a kennel (+18%)

**20%** pets have ID tags (+5%)

**58%** vaccination card up to date (+13%)

**21%** have Emergency Plan (+19%)



# MX30 Campaign

Urban pet owners in Mexico City prepared for earthquakes



# MX30 Campaign Baseline (2014)



**16%** pet owners have a kennel

**7%** pets have ID tags

**17%** vaccination card up to date

Only **8%** have Emergency Plan





# MX30 Campaign Videos



Videos will be played during presentation:

<https://www.youtube.com/watch?v=w9qFIJXkedQ&t=5s>

<https://www.youtube.com/watch?v=cUGoqTvpnFQ>

# MX30 campaign results



66

news

\$117.000

publicity

120

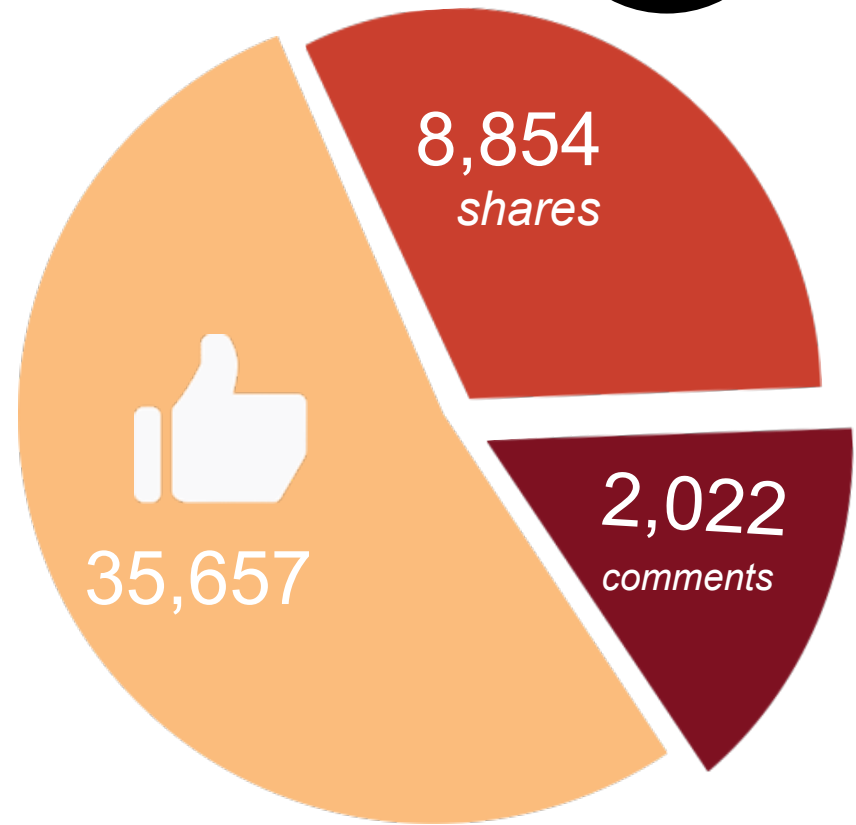
Million people



Media

345,589

Video views



Social Networks

# Better prepared pet owners in CDMX (2016)



**50%** pet owners have a  
kennel (+34%)

**45%** pets have ID tags  
(+38%)

**86%** vaccination card up to  
date (+69%)

Only **44%** have  
Emergency Plan (+36%)





# Mascota Segura Campaign

Urban pet owners in Veracruz prepared for hurricanes



# Mascota Segura Campaign Baseline (2016)



**28%** pet owners have a  
kennel

**46%** pets have ID tags

**20%** Emergency kit

**22%** have  
Emergency Plan



# Mascota Segura Campaign Video



Video will be played during presentation:

<https://www.youtube.com/watch?v=MlsgPdxEAQY>

# Mascota Segura Campaign Website



► PROTECCIÓN ANIMAL MUNDIAL

REGISTRA TU MASCOTA

PREPARA A TU MASCOTA

¿QUÉ MÁS PUEDO HACER?

NOTICIAS



Registro de Mascota

¿Tu mascota aún no está identificada? La identificación es un paso para comenzar a proteger y preparar a tu mascota en caso de desastre. Registra aquí a tu mascota y obtén un número de folio que le permitirá a tu mascota regresar a casa en caso de perderse.

\* Consulta los lugares de entrega de placas gratuitas en nuestro calendario de



Registro de Punto Mascota Segura

¿Tienes una veterinaria, refugio ó eres parte de un grupo que quiere ayudar a los animales? Te invitamos a registrarte como Punto Mascota Segura. Participando podrás ayudar a que más personas se unan a la campaña, menos animales sufran en caso de desastre y tengan más posibilidades de regresar a su casa.



Encontré una Mascota Perdida

¿Encontraste una mascota con placa de identificación? Ingresamos número de folio de la placa y en contacto con su dueño podrás regresar a casa.

¿Tú y tu mascota residen en Veracruz?

Ingresar Número de Placa

Nombre de la mascota:

Raza:

Edad:

Características:

Foto:

Información importante sobre la salud de tu mascota:

Nombre de Usuario:

Correo electrónico:

Contraseña:

# Mascota Segura campaign results

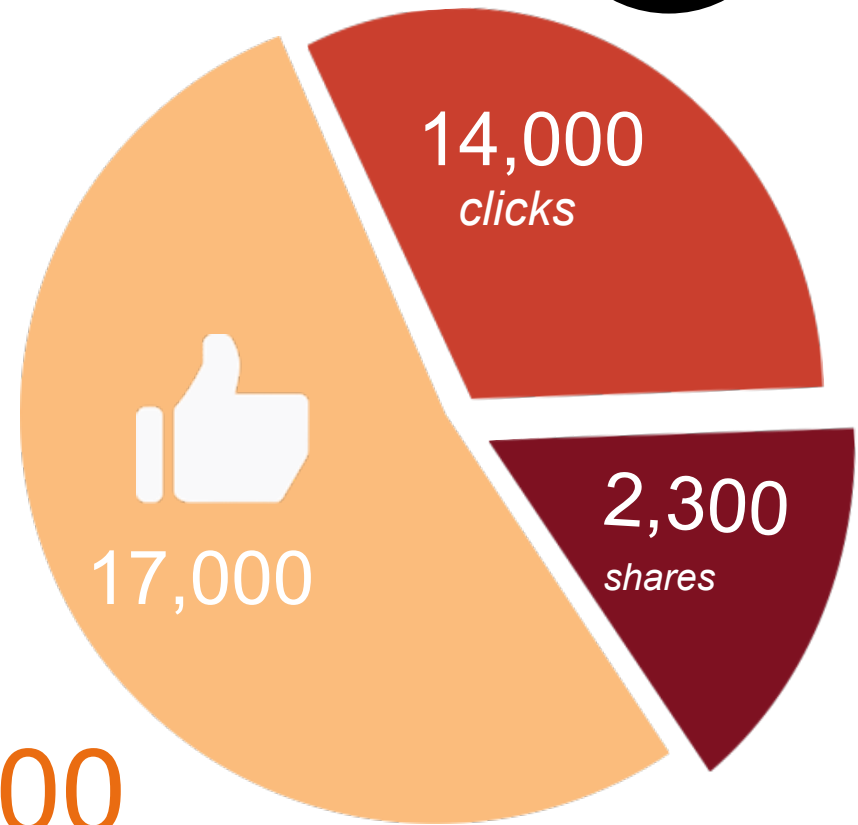


13 news  
\$15.000 publicity

4 Million people  
Media

2,000 New ID Tags

709,000 People reached



Social Networks



# Better prepared pet owners in Veracruz (2017)



*Assessment in progress, results will be ready by end February 2017*





Lugar  
seguro  
para tu  
mascota



# Prepared pet owners mean safer families

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