

Imprint  
Campaigns  
Creative Brief  
Feb. 27, 2011

### **What do you want to accomplish?**

The main objective of this campaign will be to increase overall adoption rates for all animals at the Wisconsin Humane Society. We will do this by highlighting the overall benefits of having a WHS companion animal to our target audience.

### **Whom are you talking to?**

We are speaking to empty nesters in Milwaukee and Ozaukee County. This group consists of people age 45-65 who now have an empty house after spending most of their lives taking care of their children. This group represents a generation of individuals who are learning new ways to enjoy life.

### **What do they think now?**

At this time in their life, their children are grown and they are beginning to retire. Because of this, our target is finding that they have a lot of time on their hands and they are not sure what to do with it.

### **What do you want them to think?**

We want them to know the benefits of having adopting a companion animal from the Wisconsin Humane Society at this point in their life.

### **Why should they think this?**

Empty nesters should think this because there is solid research showing the benefits of adopting a companion animal at this stage of their life.

### **What is the "One Thing?"**

Our main goal is to show our target how animals can help them.