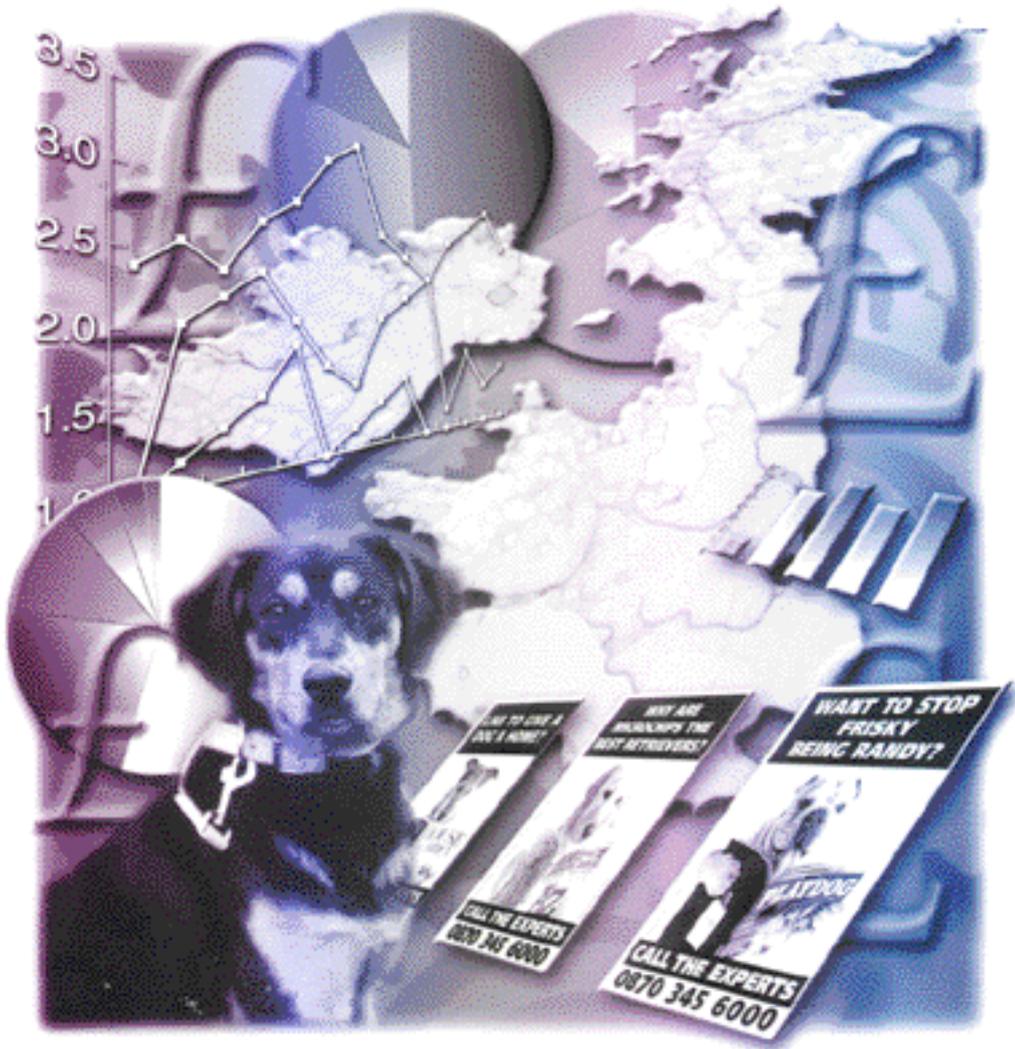


Marketing

organisation



Campaigns

Business Studies

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Introduction

Dogs Trust is working towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. One of our key aims is to reduce significantly the number of stray and abandoned dogs in the UK. The 'Give a dog a life' campaign offers advice and practical guidance to help achieve this. The campaign comprises microchipping, neutering, education and rehoming initiatives. The press, radio and poster advertisements used in this resource were created as part of this campaign.

This resource has been developed with Business Studies teachers to support the teaching of Business Studies for GCSE, Standard Grade and VGCSE. It uses real information and materials produced by Dogs Trust, the largest dog welfare charity in the UK.

The resource includes:

- Teacher's guide, with curriculum links and ideas for delivery in the classroom
- Example press, radio and billboard advertisements
- Background Information
- Annual expenditure and income information

Pupils will also benefit from exploring www.dogstrust.org.uk before and during their activities. Critical throughout all these activities is the need to 'unpack' the question or issue and explore it in depth: this is a key business skill.

Teacher's guide

Activity 1: Goods, services and funding them

This activity asks pupils to consider what the main differences are between goods and services.

Pupils will need to read the background information on page 6, and if possible, visit www.dogstrust.org.uk and explore the 'campaigns' section of the site.

Pupils should consider in particular where something could be a good or a service. For example, a microchip is a good, but the benefit for the owner is the service the chip can provide if their dog is lost. Can pupils think of other areas where a distinction is hard to make? More able pupils can consider how each might need to be marketed differently.

When considering if a service is essential, pupils should consider for whom: the dog, its owner, or the wider community and society? Any justification needs to

acknowledge this point of view, and more able pupils might wish to consider how their own perceptions and feelings will affect their justification.

In using merchandising, pupils need to recognise that Dogs Trust sells goods to reduce the price of other goods and services that it offers.

- Why does Dogs Trust do this?
- Is the target market for each, the same, or different? Who might buy or use each one, and why?

For a charity, is the relationship between an organisation's objectives, and the goods or services it provides, different to a profit-driven company?

Curriculum topics:

- Goods and services
- Organisational objectives
- Sources of income
- Charitable status
- Merchandising and branding

Teacher's guide

Activity 2: Messages and advertising

Pupils use this activity to explore how advertising can be used to convey specific messages to targeted audiences. The materials demonstrate the need for non-profit organisations to market themselves.

Why do they need to do this? Pupils need to consider two aims: the success of the charity as an organisation, and its success in tackling the issue it supports.

When considering 'A dog is for life, not just for Christmas', pupils should consider:

- How might this slogan have been developed: what issues prompted it?
- Who is it aimed at, and why?
- How is it effective; how might it also be ineffective? (for example, does it work in June?)

The three print advertisements (on pages 8, 9, 10) look similar, but are they aimed at the same target audience? Could pupils briefly describe each audience, from what they see and read?

- How is the common format (style, use of text, imagery and language) effective?
- How is it ineffective?

What is the billboard advertisement aiming to achieve? How does this relate to the slogan, and to the other materials? Can pupils think of other campaigns where print and billboard advertisements take different, but complementary, approaches? Are they effective, and why?

Pupils can pair up and act out the radio scripts. These could be recorded for use by other pupils.

Curriculum topics:

- Marketing communications functions
- Advertising
- Segmentation and market knowledge

Activity 3: Fundraising and operations

Dogs Trust has two main areas of work: its operational side, which delivers the services, and fundraising.

When considering the donor profiles, pupils should remember that the UK has an aging population. What effect might this have for the future?

A stakeholder is anyone who stands to be affected by the work of an organisation and can include donors, staff, service recipients (dogs, communities). Who else might be a stakeholder of Dogs Trust?

Education is a key role for Dogs Trust. The organisation provides a range of materials for schools and for pupils aged 3 - 16, as well as community Youth Workers and a general aim to educate the public about responsible dog ownership.

- Where does education fit into a fundraising / operations model?
- How does education relate to these two functions? (how is it influenced by each one, and influence them, in turn?)

Question 3 is an extended piece of work that can be completed in small groups. Pupils should:

- Use their knowledge and other information to create an accurate description of their chosen donor segment (Pupils could choose, for example, people in a specific income or age group, or of a specified occupation.)
- Find other examples from print and other media of campaigns aimed at this segment, and use them when considering their ideas
- What marketing mix and combination of media will work best?
- How can their examples help them to create effective materials, whilst remaining distinctive?

Pupils could invite people they know from within the segment to comment on their work.

Curriculum topics:

- Functional areas of a business
- Source of income
- Stakeholders of an organisation
- Marketing strategy and the marketing mix

Activity 4: Cause-related marketing

Dogs Trust partnered with the Andrex® brand for an on-pack token collection campaign.

Pupils will need the extracts from 'Retail Grocer' and the statement from Dogs Trust (page 7).

Cause-related marketing describes a campaign where a consumer brand aligns itself with a charity or issue, in a sales promotion or other activity. Both the brand and the charity partner benefit, through sales uplift and income from donations (usually from the brand, based on sales, or a combination of brand and customer donations).

Pupils can consider other examples of this. Can they also think of token collection schemes that are NOT cause-related, or a cause-related promotion that does not involve token collection? What are the relative merits of each approach?

In the statement from Dogs Trust, what does 'looking after our donors' mean? What are the financial or other implications of this for a charity?

Curriculum links:

- Partnerships and joint ventures
- Marketing communications

Student Activities 1 & 2

STUDENT ACTIVITY 1

- Explain the difference between goods and services.
 - What services does Dogs Trust offer?
 - Which of these services do you regard as essential? Justify your answer.
 - How could Dogs Trust use merchandising to support its services?
- How might Dogs Trust be restricted in the use of merchandising by:
 - Its charitable status?
 - Its membership profile?

STUDENT ACTIVITY 2

- What slogan does Dogs Trust use?
 - What does the slogan mean to you?
 - Do you think that it carries an effective message to the general public?
 - How would you define an effective message?
 - Is the use of this slogan an effective way of conveying the message to the general public?
 - What other means of conveying a message can be used?
- The three press advertisements have been used in certain areas of the country which have comparatively high numbers of stray and abandoned dogs.
 - What messages are they conveying?
 - In what ways are these messages different to those put across by the national billboard poster?
 - In what other ways do the two types of advertising differ?
- Complete the table below. Categorise the advertisements as persuasive or informative types of advertising, or both, with reasons.
- What are the key methods being used by Dogs Trust in its advertisements?
- Which of the advertisements do you find most effective? Why do you think certain techniques are more effective than others?
- What do these advertisements tell you about Dogs Trust as a brand?

Item	Persuasive	Informative	Both	Reasons
The three press advertisements				
National billboard poster				
Radio advertisements				

Student Activities 3 & 4

STUDENT ACTIVITY 3

- 1 As well as raising awareness of the issues of responsible dog ownership, Dogs Trust has different audiences of supporters for fundraising.
 - a) Why are these two audiences separate?
 - b) What different aims are being served by the two audiences?
 - c) Briefly describe the profile of a Dogs Trust donor, with particular reference to any apparent strengths and weaknesses. Why do you suppose its donor profile is as it is?
 - d) What does this tell you about Dogs Trust stakeholders?
 - 2 Compare Dogs Trust expenditure with planned expenditure for the next 4 year period.
 - a) What does it assume about income?
 - b) Which items show the greatest rise in real expenditure?
 - c) What does this tell you about the organisation?
 - d) How do the sources of finance for Dogs Trust compare with a typical plc?
 - 3 Devise a marketing strategy for a particular market segment within the donor profile, which aims to increase donations. You should consider the following:
 - Income target
 - Sources of income
 - Nature of campaign
 - Use of language
 - Images
 - Colour
 - Font
 - Logo
 - Corporate image
 - Branding
-

STUDENT ACTIVITY 4

- 1 Read the extract from the Retail Grocer and the statement from Dogs Trust and consider the following questions;
 - a) The campaign with Dogs Trust and Andrex® is an example of which type of venture?
 - b) Why do you think Andrex® chose Dogs Trust for this venture?
 - c) What are the likely benefits for:
 - i) Dogs Trust?
 - ii) Andrex®?
 - d) Why do you suppose this campaign was so successful?
 - e) In what ways does this venture support Dogs Trust income strategy?

Student Activities: Donor Profiles

Donor Profiles

SEX

Male	19.6%
Female	80.4%

MARITAL STATUS

Married	55.3%
Single/Never Married	16.2%
Other	28.5%

AGE

18 - 24	2.2%
25 - 34	10.0%
35 - 44	17.7%
45 - 54	20.1%
55 - 64	21.0%
65 and older	29.0%
Unknown	0.0%

HOUSEHOLD INCOME

Less than £5,000	4.9%
£5,000 - £9,999	9.4%
£10,000 - £14,999	11.2%
£15,000 - £19,999	9.8%
£20,000 - £24,999	9.4%
£25,000 - £29,999	7.9%
£30,000 - £34,999	6.5%
£35,000 and above	18.5%
Unknown	22.4%

OCCUPATION

Prof/Snr Management	
Manager in Business	18.6%
Admin/Clerical	5.2%
Manual Worker	15.1%
Housewife	6.8%
Student	12.6%
Retired	1.2%
Other	25.1%
Self Employed	4.9%
Unknown	5.3%
	5.2%

Background Information

The Beginning

Dogs Trust, formerly known as the National Canine Defence League (NCDL)* was founded in 1891 when a 'small party of gentlemen', were brought together by Lady Gertrude Stock, in a room off the Royal Agricultural Hall in Islington during the first ever Crufts dog show. They vowed to campaign for the protection of strays, the provision of proper veterinary care and to campaign against muzzling, prolonged chaining and experimentation on dogs - a widespread practice at the time.

Vowing never to turn down a reasonable request for help, Dogs Trust began operations funded entirely by donations from members and supporters. In 1902 membership totalled 1,000 for the first time, and continued to grow steadily to 6,500 members by 1910. Today, Dogs Trust has over 500,000 members and supporters.

Practical aid for dog owners

Right from its formation, Dogs Trust believed that no one who clearly cared for and looked after their dog should be prevented from keeping it, just because they were poor. The Dog Licence Club, founded in 1910, reflected this and paid for over 20,000 licences until the licence was abolished in 1987. The heaviest demands were made on the fund during the depression. During 1927, 4,600 licences were paid for.

Dogs Trust today

Today, Dogs Trust cares for over 11,500 dogs every year at its 15 Rehoming Centres throughout the UK. A non-destruction policy was adopted in 1964 and today, dogs that cannot be rehomed become permanent residents.

Membership includes £1 million third party insurance against damage caused by your dog, free legal advice and our tri-annual magazine - *Wag!*

The Sponsor a Dog scheme is a great way to help a dog that may be difficult to rehome. It will give a dog a safe and happy life at one of our Rehoming Centres. It's the next best thing to owning a dog yourself and a great gift for any animal lover. For as little as £1 a week, you ensure that your sponsor dog receives all the care they deserve, as well as helping the other thousands of dogs that Dogs Trust cares for each and every year. In return, sponsors receive a special sponsors pack including a certificate and ID card featuring a colour photo of their chosen dog, as well as three lovely updates from their sponsor dog each year.

**In October 2003, the National Canine Defence League was renamed Dogs Trust.*

Campaigns

Dogs Trust campaigns at both local and national levels on a wide range of different issues that directly impact on the welfare of dogs - both in the UK and abroad.

Give a dog a life - this campaign aims to significantly reduce the number of stray and abandoned dogs throughout the UK through a combination of practical initiatives and access to information on responsible dog ownership. Practical elements of the campaign include subsidised neutering schemes for dog owners receiving means tested benefits in campaign regions, as well as low-cost microchipping. Reducing the number of strays leads to a drop in the number of dogs destroyed.

Puppy Farming - is the intensive and indiscriminate 'battery' breeding of dogs on a mass scale. Dogs Trust continues to put pressure on local authorities to investigate suspected breaches of the Breeding and Sale of Dogs (Welfare) Act 1999, and continues to fight for greater public awareness of this industry and its dangers, as well as lobbying for legislative change.

Neutering - Dogs Trust runs a number of subsidised neutering schemes throughout the UK for dog owners. We believe neutering is the most humane way of controlling the stray dog population.

Greyhound Racing - Dogs Trust continually campaigns for improved standards of welfare through both the National Greyhound Racing Club and British Greyhound Racing Board, and seeks to eliminate the abandonment of thousands of greyhounds in this country once the dogs reach retirement age.

Hope Project - Dogs Trust Hope Project exists to provide preventative health care for the hundreds of dogs owned by the homeless community, and assistance to dog owners in housing crisis. We also work with housing providers to develop positive pet policies.

Educating the Dog Owners of Tomorrow - Dogs Trust believes that by providing education resources to schools and offering the opportunity for children to visit Rehoming Centres, they can teach compassion and care towards animals and encourage responsible dog ownership in the future.

Student Activities: Background Information

Extract from Retail Grocer

Andrex® Toilet Tissue has broken all records with its Puppy Appeal promotion. The national campaign, which was developed in association with Dogs Trust has been heralded as the brand's most successful promotion ever.

Run as an on-pack token collection, the promotion gave consumers the opportunity to name and claim their own unique Bean Toy Puppy - complete with accompanying birth certificate and carry pouch, and for every application received, Andrex donated 10p to Dogs Trust 'Give a Dog a Life' campaign.

The response from consumers was phenomenal. To date, over 800,000 applications have been received, with up to 23,000 claims flooding in each day. In sales terms this has driven an all time record volume share of 32.9 per cent.

The Bean Toy Puppy promotion, launched in August and featured on 24 million packs, was supported by a £1.5 million nationwide television campaign which aired throughout August and September.

Source: Retail Grocer

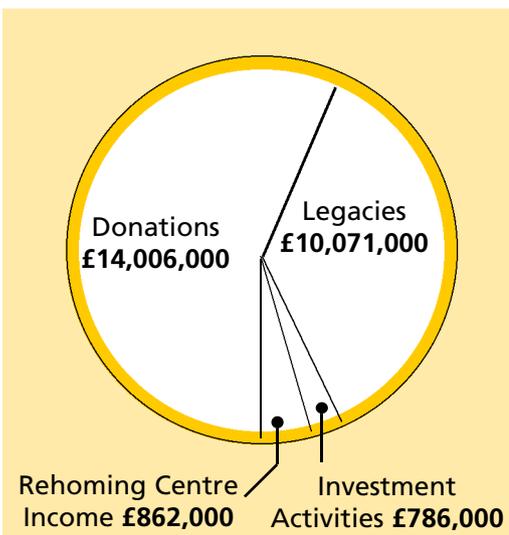
A Statement from Dogs Trust

Our fundraising strategy is to build sustainable sources of income through attracting increasing numbers of supporters to our database. The database allows us to continue asking donors to support our work.

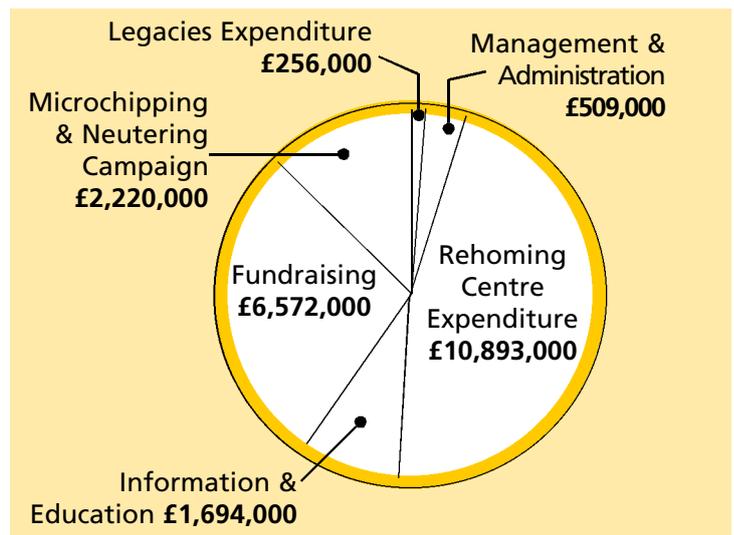
It is only the generosity of individuals that makes our work possible, so it is essential that our communications with donors develop a sense of loyalty to Dogs Trust. If we do not look after our donors, they will (quite rightly) take their support elsewhere.

Financial Review - Example Year Annual Expenditure

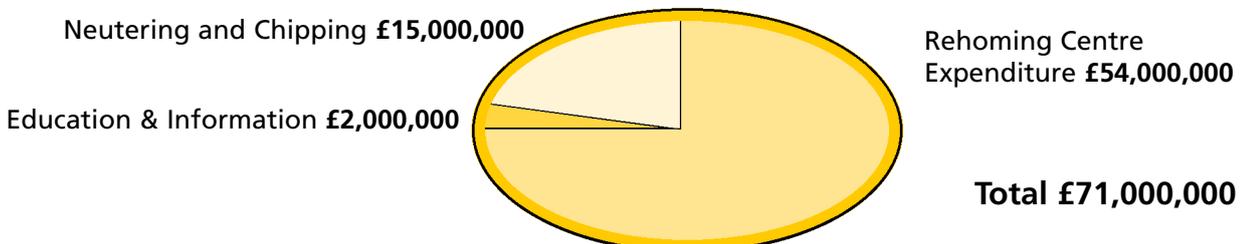
Total Receipts £25,725,000



Total Expenditure £22,144,000



Planned Expenditure for the next 4 years



LIKE TO GIVE A DOG A HOME?

Registered Charity No. 227523



CALL THE EXPERTS

020 7837 0006

It doesn't matter whether you live in a 4-bedroomed semi or a 2-up 2-down, all an abandoned or mistreated dog wants is a loving and stable home. Being the UK's largest dog welfare charity, Dogs Trust has Rehoming Centres all over the country which look after thousands of these dogs every year. Our trained staff will offer you all the guidance and information you need to choose the dog that's just right for you. Maybe a young lively dog would best suit your lifestyle? Or would you prefer an older, more relaxed dog? Whatever you're looking for we've got just the fella. Last year we found homes for over 8000 friendly dogs. If you want to know more about adopting one of our dogs, give us a call.



Dogs Trust, 17 Wakley St, London, EC1V 7RQ. Telephone: 020 7837 0006. www.dogstrust.org.uk

WANT TO STOP FRISKY BEING RANDY?

Registered Charity No. 227523



CALL THE EXPERTS

020 7837 0006

Every year thousands of unplanned puppies are born and sadly, every year thousands are abandoned and many are put down. The only guaranteed way to stop this needless destruction is to have your dog, either male or female, neutered. Being the UK's largest dog welfare charity, Dogs Trust can answer any questions you might have about neutering. Is it painful? (No) Will it stop my dog straying? (Most likely) Will it affect my dog's behaviour? (Only for the better) So if you want to know more about neutering and why it's best for your dog, give us a call.



WHY ARE MICROCHIPS THE BEST RETRIEVERS?

Logo & cover design used with the knowledge + permission of Geographers A-Z Map Co. Ltd.



Registered Charity No. 227523

CALL THE EXPERTS

020 7837 0006

Unlike a dog, a microchip cannot get completely lost. Once it's been implanted it's there to stay. The microchip has a unique reference number. This reference number is kept on a database which stores all the owners contact details. So if your dog is ever picked up, he will be scanned, identified and returned to you as quickly as possible. Being the UK's largest dog welfare charity, Dogs Trust receive thousands of lost dogs every year. We believe that no healthy dog should ever be destroyed, so the dogs that come to us are the lucky ones. If you want to know more about microchipping and why it's best for your dog, give us a call.



DogsTrust

A Dog is for Life

Radio Script 1

SFX: *Clinical atmosphere of a consulting room with wall clock ticking in background.*

Counsellor: First of all, I'd just like to say that by seeking help and advice you're already on your way to building a better relationship.

Okay. So who would like to start? Shirley?

Shirley: (Faltering at first but building in confidence and pace)
Well... Well... I don't know where to... where to start. We're just not getting along. We don't seem to understand each other. He never listens to a word I say. If I ask him to do something he just ignores me. All he ever does these days is whine. Say I make him something special for dinner he'll just wolf it down. No signs of appreciation. And whenever we go out together, to the park for example, he...

Counsellor: (Interrupts, cutting her short)
Okay Shirley. Let's hear what Ben's got to say. Ben?

Ben: Loud barking followed by a low growling, then a short whine and finishes with a howl.

VO: We like to think that we're a nation of dog lovers. But sometimes we need help understanding our four-legged friends. Being the UK's largest dog welfare charity, Dogs Trust can offer advice and information on any dog-related problems. So if you want to know what's best for you and your dog, call the experts on 020 7837 0006.

Dogs Trust. A Dog is for Life.



Radio Script 2

SFX: *General clatter as mum and dad pace around the kitchen having an argument.*

Dad: What do you mean she's pregnant!

Mum: I'm not exactly thrilled about this either!

Dad: Who's the father? That's what I want to know. Who's responsible? I bet you it was that one at number 23. What's his name? Jack. I've seen him. Strutting the estate. He's a right randy little so-and-so.

Mum: Let's face it. It could have been anyone. Jack or Ben or that Bruno. He's always sniffing around her.

Dad: If I get my hands on him...

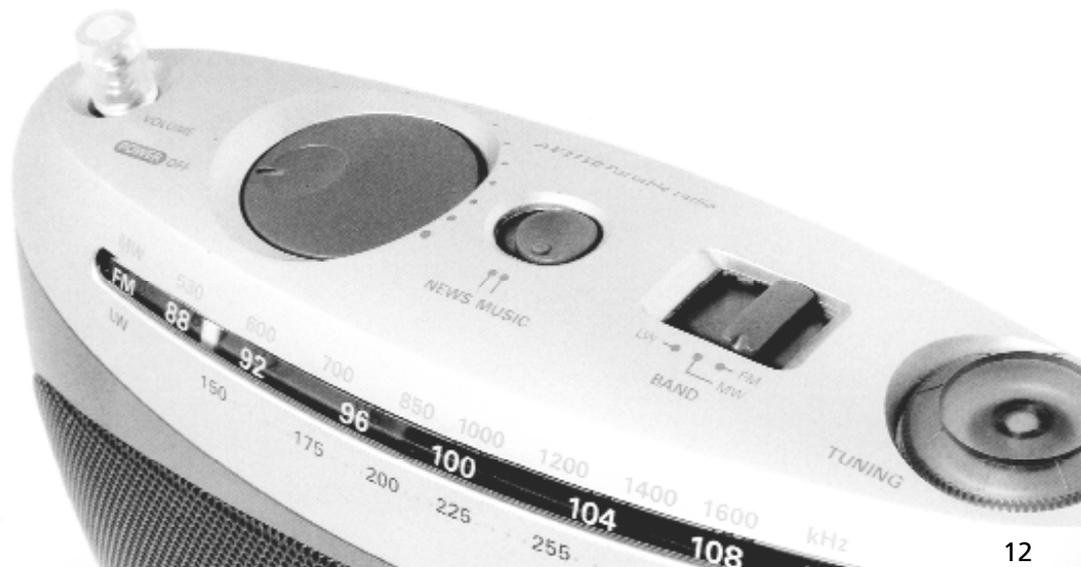
Mum: Look! What's done is done.

Dad: And who's going to be left to look after it? Us. That's who.

Mum: What do you mean "it"? She could be having five or even six. Next door's little Sheena's just had a litter. And there were 10 of them!

VO: Every year thousands of unplanned puppies are born, and every year thousands are abandoned and many are put down. The only way to stop this is to have your dog, either male or female, neutered. To help those on means tested benefits Dogs Trust have arranged a special price of just £25 at participating vets in your area. For more information call 020 7837 0006.

Dogs Trust. A Dog is for Life



Radio Script 3

Two women, Susan and Betty are having a chat over coffee. One woman is quite distraught, the other woman is trying to comfort her.

Susan: (Sobbing uncontrollably.)

Betty: What's wrong Susan?

Susan: (Inconsolable) It's Bobby. I think he's gone for good this time, Betty.

Betty: Don't be silly! He'll be back, you'll see.

Susan: No not this time. I think he's run off with that dog down the road.

Betty: Don't be stupid, he couldn't survive without you and the kids. Where would he go?

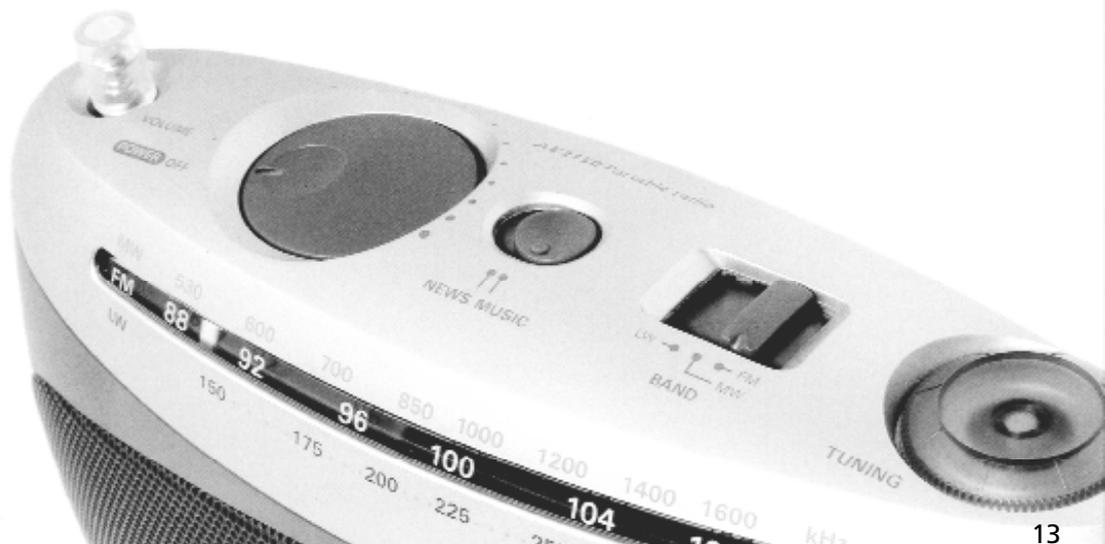
Susan: I've no idea! He's never been away for more than a night before. What am I going to tell the kids? They'll be devastated!

Betty: Come on, pull yourself together. You mark my words! He'll be back through that door with his tail between his legs and it will all be forgotten. He'll lick your face and roll over wanting his tummy tickling.

Susan: I don't think so Betty. I think I've lost him.

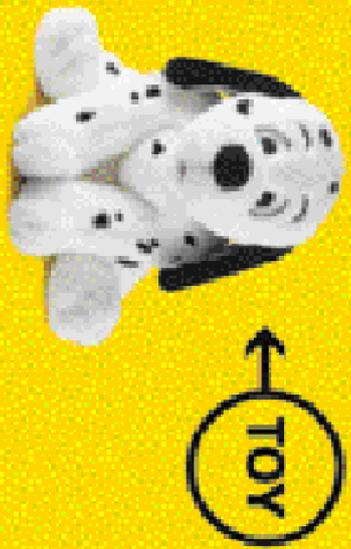
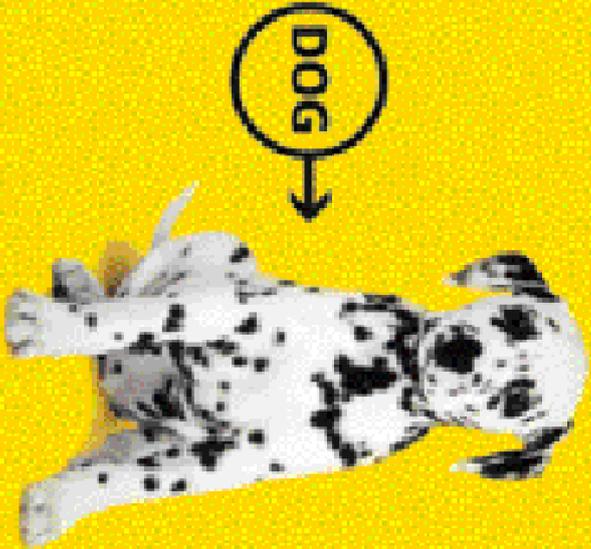
VO: Losing a dog can be very upsetting. That's why the UK's largest dog welfare charity, Dogs Trust, recommend that every dog is microchipped. A microchip contains all the information needed to return your dog to you if it's ever lost or picked up. Dogs Trust will be in your area soon offering reduced price microchipping and advice. For more information call 020 7837 0006.

Dogs Trust. A Dog is for Life.



National Billboard Poster

A Dog is for Life, not just for Christmas.



Sponsored by  

Play the Cyber Puppy game at www.disney.co.uk/102 and on mtv: digital plus
Registered Charity No: 227523



DogTrust