



# Doggy Do Good Campaign Plan

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## Introduction

Vancouver has a rising population of dog owners, alongside a rising general concern about the impact of human behaviour on the environment. Many companies engage in greenwashing and misuse eco-friendly buzzwords without full transparency, which leads to a lack of understanding about genuinely eco-friendly options.

Doggy Do Good® can support dog owners who want to make environmentally conscious purchasing decisions if we provide simple facts in an engaging way. This can position us as the leading brand for environmental concern and solutions.

With increasing scrutiny, regulation, and focus on addressing climate emergencies, Doggy Do Good® has the opportunity as an environmentally conscious, plastic-free brand to execute a campaign to expand our market to a socially minded audience and position ourselves as the best choice for dog waste bags.

## Background information

“At Doggy Do Good, we believe in compassion, harmony, and awareness towards our pets and planet. Our mission is to foster real change in the way pet waste is handled, to help make our pets’ environmental paw-print a little smaller.” ([Doggy Do Good®, 2022](#)).

As a member of *1% for the Planet*, Doggy Do Good® commits a portion of our annual sales to environmental organizations and aims to educate pet owners on how their dog waste product choices can directly impact the health and wellbeing of their pets, their families, and the planet.

According to Forbes, 88% of consumers are seeking brands that promote environmentally friendly and ethical choices ([Townsend, 2018](#)). This finding is accurately reflected within our target market—millennial dog owners from Vancouver, B.C.—who are concerned with making environmentally responsible choices ([Schneck, 2020](#)). Research demonstrates a disconnect between consumers’ eco-friendly intentions and their capacity to select environmentally friendly choices at the point of purchase because of misinformation and interference ([Miles, 2018](#)).

We intend to break through the culture of confusion and provide dog owners in Vancouver with what they truly want: a clear ethical and environmentally friendly product choice.

## Situational Analysis

### *PECT (Political, Economic and Environmental, Cultural, Technological)*

#### Political

The aim of the CleanBC Plastics Action Plan is to ban single use plastics. The ban would include dog waste bags which will lead to greater demand for non-plastic material options. The first phase of new regulations is expected to start in early 2023 ([Government of British Columbia, 2021](#)). This is an opportunity for Doggy Do Good® to be ahead of the market in offering a plastic-free product.

Public input from residents of the City of Vancouver indicates support for the provision of dog waste bag dispensers in parks. In the People, Parks & Dogs Strategy Report, city staff made a suggestion for the Vancouver Park Board to partner with a dog waste bag company who would keep the dog waste bag dispensers stocked with their bags in exchange for sponsorship branding ([Vancouver Park Board, 2017](#)). Doggy Do Good® intends to capitalize on this suggestion.

The red bin dog waste pilot program was started in the summer of 2016 by the City of Vancouver in seven Vancouver parks: Charleson Park, Coopers Park, Grimmert Park, John Hendry Trout Lake Park, Hinge Park, Nelson Park, and Sunset Beach Park. Because most dog waste bags aren't compostable, each bag from the bin has to be cut open by hand before the contents can be liquefied and put into the city's sewage treatment plant ([Global News, 2019](#)).

#### Economic

The demand for pet waste bags is growing quickly. The constant surge in sales is set to invigorate the investment plans of existing industry actors and attract new ones ([Fact.MR, 2022](#)).

Rising use of plastic pet waste bags has increased global concerns regarding their effective disposal. Many countries have banned the use of plastic bags due to their negative environmental impact. We expect the increasing awareness and subsequent bans on plastic bags to impact the global pet waste bag market, thereby allowing increased opportunity for the sale of compostable waste bag products ([Transparency Market Research, n.d.](#)).

# Environmental

The estimated dog population in Vancouver is between 32,390 and 55,947 ([Vancouver Park Board, 2017](#)).

11 out of 22 City of Vancouver neighbourhoods are expected to have higher than average levels of projected growth in the coming decades. Therefore, the number of dog owners is also likely to grow ([Vancouver Park Board, 2017](#)).

The environmental impact of dog waste bag options:

## *Plastic dog waste bags:*

Each year, dog owners purchase 500 million plastic dog waste bags globally ([Snow, 2019](#)). Plastic bags can take anywhere between 400 and 1000 years to fully degrade ([Edgington, 2019](#)).

## *Biodegradable dog waste bags:*

The term “biodegradable” is currently unregulated and encompasses a plethora of products with varied material compositions ([Miles, 2018](#)). Frequently, companies will add biological ingredients (such as plant starch) to traditional plastics ([NaturBag, n.d.](#)) because the biological additives can speed up the breakdown of the product. However, the breakdown results in tiny pieces of plastic, otherwise known as microplastics, which are left behind and leach into the soil and waterways ([NaturBag, n.d.](#)).

Microplastics can be more damaging to the environment than traditional plastics ([NaturBag, n.d.](#)). Microplastics are difficult to contain; they have been found in 94% of water samples in the United States and have even been found in blood samples ([Surfrider Foundation, 2017](#); [Lang, 2022](#)). This pollution is directly harmful to wildlife as animals are more likely to ingest the plastic when it is broken down into tiny pieces (Thompson, 2018).

## *Recycled paper dog waste bags:*

While recycling paper is well intentioned, the paper recycling process is an extremely energy intensive process. Creating one ton of recycled paper produces over 3,500 pounds of greenhouse gases and 11,000 gallons of wastewater containing inks and dyes that are harmful to the environment ([Alimiyan et al., 2015](#)). Recycling is frequently shipped overseas for processing, thereby increasing the carbon footprint and endangering marine life ([Alimiyan et al., 2015](#)).

## *Compostable dog waste bags:*

Compostable dog waste bags are made from plant starches, such as corn starch in the case of Doggy Do Good ([Doggy Do Good, 2022](#)). Compostable bags are regulated and certified by

several national and global certification systems ([Doggy Do Good, 2022](#)). Corn is known to require heavy use of pesticides during the growing process; however, certified compostable waste bags are touted as the most environmentally friendly option of all dog waste bags.

## Cultural

Sustainability is becoming increasingly important to consumers when they are making purchasing decisions. They see themselves as the primary catalysts for action against climate change ([Business Wire, 2021](#)).

86% of Canadian adults reported purchasing green products and/or services. 43% of Canadians said that they are willing to pay more for green products instead of the conventional option ([SCA, 2014](#)).

Well intentioned consumers are unknowingly promoting environmental degradation with misinformed purchases. Confusion arises from a combination of cunning marketing, unregulated terminology, and misinformation. For instance, consumers will unintentionally purchase plastic bags from a company with an eco-friendly sounding name, with the understanding they are making positive choices. Many consumers also assume that biodegradable is synonymous with compostable and have a poor understanding of the damaging impact of the recycling process. Through education, consumers can learn the benefits of choosing compostable products as the most eco-friendly option.

## Technological

The BPI Certification Mark indicates third-party verification to determine whether a product or package is compostable. BPI is the only third-party verification of ASTM (American Society for Testing and Materials) standards for compostable products in North America ([BPI, 2020](#)).

Doggy Do Good has been certified by both Biodegradable Products Institute (BPI) and OK Compost & TÜV AUSTRIA. Compostable bags are made from plant-based materials like corn or potatoes instead of petroleum. Certification from BPI in the U.S. means at least 90% of the plant material completely breaks down within 84 days in an industrial compost facility ([Mind Body Green, 2021](#)).

OK Compost & TÜV AUSTRIA, international certification bodies authorized by European Bioplastics, have given Doggy Do Good the Certified HOME Compostable (EN 13432) designation ([DoggyDoGood, 2022](#))

## Audience Analysis

### *Dog owners in City of Vancouver*

Demographics	Behaviours	Beliefs	Media they engage with
<p>87% own one dog</p> <p>Higher proportion of Caucasians than general population</p> <p>English-speaking</p> <p>Employed – median income \$65K</p> <p>Apartment-dwelling</p> <p>Millennial (25-40)</p> <p>Unmarried, no children</p> <p>Equal male/female split</p> <p>Most densely populated in the West End, Downtown, Kitsilano, and Mount Pleasant</p>	<p>Spend \$3,724 per year caring for their dog</p> <p>Use off-leash parks – most popular are Hadden park and Trout Lake</p> <p>Have requested more amenities for off-leash areas, such as dog bag dispensers, waste bins, seating, drinking water, and more grassed areas</p> <p>Most still purchase pet food from stores rather than online</p> <p>Don't always pick up their dogs' waste</p> <p>79-90% compliant with licensing requirements for their dog/s – motivated by legal requirement and likelihood of being reunited with their missing pet</p> <p>Walk their dogs at midday and between 5-8pm</p> <p>Vote centre-left</p>	<p>They want to know how to live more sustainably with their pets. Taking care of their pet in an eco-friendly way matters to them</p> <p>Known environmental impacts affect their purchasing decisions, but only 18% of pet waste disposal is currently influenced by this. This could be symptomatic of consumer confusion</p> <p>Believe they can make a difference to the issues affecting the planet</p> <p>View their pet as their best friend and an important emotional support</p> <p>They believe their dog loves them, see them as family, and buy gifts for them</p> <p>35% post more pictures of their dog on social media than their partner</p>	<p>Newspapers (print and digital)</p> <p>Facebook (including private groups – Vancouver Dog Owners, Vancouver Cool Pet Club, Vancouver Dog Hiking Club)</p> <p>Instagram</p> <p>YouTube</p> <p>Twitter</p>

		<p>See dog ownership as a social opportunity – tend to socialize with other dog owners and 35% say off-leash areas are important for building a sense of community. They feel having a dog facilitates conversation with others</p> <p>33% feel dog waste is not being managed adequately</p>	
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## Goals

We want to create a positive relationship with new customers in the City of Vancouver by positioning our brand as the most trusted, environmentally conscious choice. We will do this through education and creating brand equity and recognition.

## Objectives

By end of Q2 2022:

- Increase brand equity by capturing 10% of Vancouver dog waste bag sales
- Increase target audience's brand awareness by 50%
- Successfully reach 150,000 people through earned media coverage
- Have 5% of audience engagement with the key messages via social media posts

## Key Message

You should buy our product because it's the most environmentally friendly option and creates a safer, healthier world for your dog and you.

# Strategies

Problem statement:

Our target market actively desires to make eco-friendly choices and their values align with our mission to promote environmentally friendly dog waste products. However, our target market is not purchasing Doggy Do Good compostable bags due to misinformation from competing bag companies, lack of brand awareness, and insufficient motivation to change behaviour.

## Problem 1

The target audience is not having the conversation with us because we are new to the market.

*Strategy 1:*

We will insert ourselves into the conversation by appealing to our audience's emotions. We will do this by connecting our mission to the audience's relationship with their pets by showing them that we prioritise their safety and wellbeing.

## Problem 2

The target audience has a relationship with our competition which is interfering with our relationship with the audience.

*Strategy 2:*

We will guide the audience to take the right kind of action. We will give them a clear choice by explaining why our product is the safest and most ecologically friendly option.

## Problem 3

The target audience is aware of environmental issues around plastic, but has not changed their purchasing behaviour.

*Strategy 3:*

We will inspire them to action by persuading them that their purchasing decision has a direct impact on the environment their dog interacts with. We will appeal to their emotions of wanting to prioritize their dog's health and wellbeing.

## Tactics

Use humour to surprise the audience into thinking differently about the issue.

Use the dogs themselves as the messengers, to connect the message with the audience's emotional attachment and motivations.

Tie campaign activity with Canadian Environment Week to secure more environmental coverage across outlets, position ourselves as the environmental choice, and convey that we care about our Canadian audience.

## Action events

### Cleanup Event

Introduction:

We will appeal to our audience's values of community and doing good by organizing an interactive and educational community park cleanup event.

Description:

We will invite dog owners to participate in a park cleanup to make the park clean, safe, and tidy. We will run the event at the off-leash area of Trout Lake Park because it is a highly used dog park, and it is part of the Red Bin project. We will run the event at the end of Canadian Environment Week, on June 5th, and promote it as a valuable way of participating in this federal initiative.

We will invite local eco-friendly dog product companies to partner with us and set up stalls at the event. Each company can promote their products, hand out samples, and contribute to goody bags that will be distributed to participants of the cleanup. We will invite companies including BETA5 Chocolates with their Pooch Scoop ice cream, Three Dog Bakery, and Wanderruff with their collars, leashes, and harnesses.

We will hand out goody bags containing products from all of the partner companies as well as supplies from Doggy Do Good® and monogrammed leashes that say, "Certified Do-Gooder."

Staff/volunteer information booth attendants will educate guests about the harms of biodegradable and regular plastics and the environmental benefits of using compostable bags. We will run a trivia quiz where the guests have a chance to test their knowledge and win prizes. When a guest wins the quiz, a Doggy Do Good® dog will bring them their prize of a pack of brand's bags.

The event will garner earned media for the campaign from invited local news outlets like the Daily Hive, The Tyee, and Vancouver Sun. We will encourage guests to post photos and videos from the event on their social media profiles using the provided campaign hashtags.

## Short Video

We will publish a short, humorous video advert on the Doggy Do Good® YouTube channel and the company website, then include a link to it in the media kit for sharing with mainstream media, encouraging them to feature it as part of their coverage. We will also share it across our social media platforms (Facebook, Instagram, Twitter) in the run up to the cleanup event.

We will use dogs as the key messengers, who express embarrassment at their owners using biodegradable and plastic bags. The dog monologues will provide a surprise element of dogs thinking articulately about the environmental implications of the use of these bags, and jolt the audience to think about the issue from the perspective of their dog's wellbeing.

Narrative arc for 'If dogs could talk' short video:

The scene starts as a wide shot of a large dog park. The camera zooms to one owner playing with their dog. The dog relieves itself; the owner looks down at the dog and speaks to it in a cutesy voice, "That's a good boy! Such a good poop! Are you ready for more walksies?!" Cut to the dog looking at their owner using a biodegradable bag (it's green and says 'biodegradable' on the side): "Gee, Karen, don't you know that *biodegradable* poop bag is slowly leaching microplastics into the environment, polluting over 80% of our water?" (Cut to image of dogs jumping and playing in water).

Zoom over to the next dog and owner. The owner is begrudgingly picking up after their dog using a regular plastic bag and lets out an exasperated sigh. Cut to the dog looking at him and thinking, "Oh, *you're* annoyed Paul?! You know what's *really* annoying is that you're using a plastic bag that will take one THOUSAND years to degrade!"

Lastly, cut to an owner picking up after their dog using a Doggy Do Good® bag. The camera cuts to the dog, who says, "Treat! Treat! Treat! Squirrel!" as they walk over to the red bin. They throw out the trash, the owner smiles and kneels down to give the dog a treat.

End with a voiceover of the tagline: "Fido's watching: cut the microplastics and choose compostable to scoop the poop." The screen shows the Doggy Do Good® logo and website address.

Include the campaign hashtags #DoGood, #DoggyDoGood, #DoGooder, #EnviroWeek, #DoDo, #compostablepoopscoop

## Partnership with the City of Vancouver Park Board’s “Red Bin” Project

Doggy Do Good® will partner with the City of Vancouver for a six-month pilot project to provide compostable waste bags for pet owners in the free dispensers in dog parks where red bins are used, in exchange for sponsorship branding on bags and an educational advertisement where the dispenser is located. The Vancouver Park Board will use the VanConnect app to communicate with volunteers associated with off-leash areas; app users can report when dog waste bag dispensers are empty and need to be refilled.

### Media Kit

The campaign media kit will consist of a news release, fact sheet, backgrounder, our short video, and a media invitation to the cleanup event.

We will send the media kit to a curated media list of reporters at popular outlets in Vancouver that align with our target audience. Examples include The Vancouver Sun, The Narwhal, The Daily Hive, and The Tyee. The media release will include our key message, details of the cleanup event, and announcement of Doggy Do Good’s® partnership with the City of Vancouver’s Red Bin project. We will make the release newsworthy by tying our campaign to Canadian Environment Week and targeting the messaging about the impact of plastics to reporters who have previously covered climate/environmental stories.

The fact sheet will include statistics regarding the negative environmental impact of dog waste disposal in non-compostable bags, the impact of microplastics and the recycling process, and the positive environmental impact of eco-friendly compostable options.

### Digital Media

We will launch a digital media campaign on May 9. This form of engagement will allow us to build a relationship with our audience through direct interaction. We will launch our digital campaign on multiple platforms suited to reach our target audience.

	May 9 to 31, 2022	June 1 to 5, 2022
Facebook	One post every other day on even numbered days	One post per day
Twitter	Two to three tweets daily	Five tweets daily
Instagram	One post per day	One post per day with additional reels from the cleanup event

In advance of the launch, we will approach Canadian based eco-friendly influencers and bloggers such as Tara McKenna, Mama Ash, Lin & Toni, and Green Girl Leah to gain support and mentions during the campaign.

Hashtags: #DoGood, #DoggyDoGood, #DoGooder, #EnviroWeek, #DoDo,  
#compostablepoopscoop

Tagline: Fido's watching: cut the microplastics and choose compostable to scoop the poop.

## Metrics

We will track and monitor the campaign with tools including Google Analytics, word clouds, Superset, Facebook Insights, Instagram Insights, and Twitter Analytics. The insights will allow us daily monitoring to ensure the objectives of the campaign are being met and to capitalize on any traction that is developing in alternate media streams.

Monitoring will include tracking of quantitative data with the following targets:

- website traffic – increase monthly website traffic by 20% by end of Q2
- Google impressions – increase impressions by 10% during Canadian Environmental Week
- campaign keyword mentions – achieve 10,000 keyword mentions by end of Q2
- revenue generated by direct sales – \$15,000 more in direct sales than Q2 2021
- audience growth – 400 new clients subscribing to our newsletter and email list
- new clients placing first-time orders – achieve 500 first-time orders
- social media engagement including clicks, brand mentions, likes, shares, and retweets – increase social media engagement by 25% compared to Q2 2021
- mentions/endorsements of the brand on eco-product and pet care blogs – achieve 15 mentions/endorsements on targeted blogs
- views, likes and shares of our YouTube campaign video – 30,000 views, 1,500 shares, and 1,000 likes by end of Q2
- subscribers to our YouTube channel – achieve 500 subscribers by campaign end
- backlinks – 1,000 backlinks by campaign end
- articles published via earned media – five articles published by campaign end with a readership reach of 150,000
- business leads and partnerships with pet supply stores in Vancouver – six partnerships created by campaign end
- percentage of market share – capture 10% of market share by campaign end

Campaign monitoring and post-campaign evaluation metrics will also include qualitative data:

- evaluation of the tone of comments and mentions on social media platforms when engaging with the brand – visual presentation of comments and mentions demonstrate at least 80% are positive about the brand/message
- evaluation of feedback from attendees at the cleanup event to determine brand and key message awareness – word cloud generated from comments demonstrates that a majority of feedback is positive and relates to environmental messaging
- attitude surveys and polling to determine how well the campaign fostered education and awareness – analysis of surveys and polling demonstrates that 80% of respondents feel better educated about the difference between plastic/biodegradable/compostable bags in their environmental impact

## Rollout Calendar

[illegible]

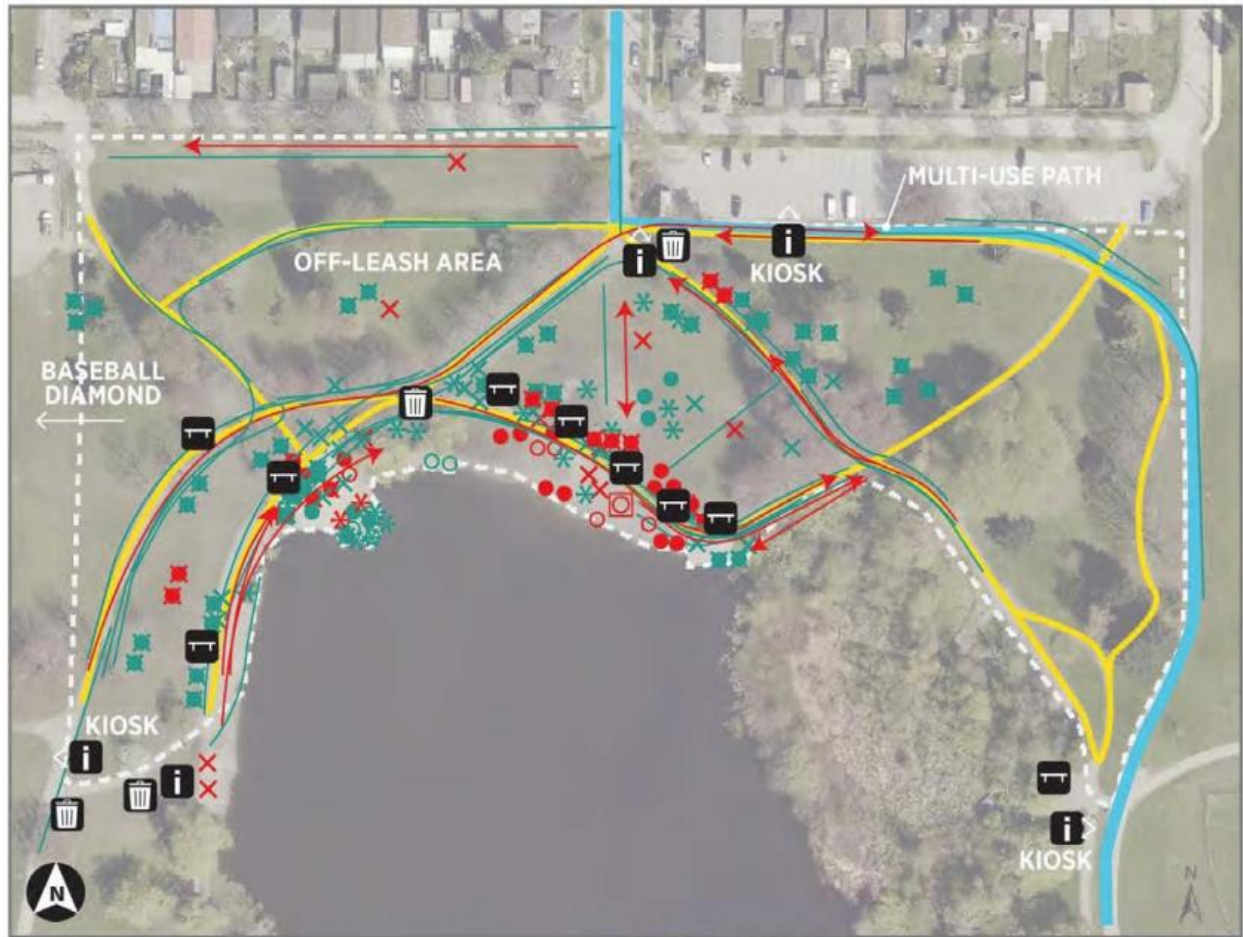


Access the full version here:



## Appendix

Clean up event location: John Hendry (Trout Lake) Park ([City of Vancouver, 2017](#))



JOHN HENDRY (TROUT LAKE) PARK OFF-LEASH AREA



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