

Video Marketing Portfolio Project

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SAPA Foster Awareness Social Teaser

During the COVID-19 pandemic, people are looking for feel-good ways to engage with their communities.

We devised a video featuring a foster and an adopter watching dogs play, then going their own ways.

Campaign Objective

Raise awareness of SAPA!
Foster program – increase
traffic to website

Campaign Audience

Potential fosters with San Antonio Pets Alive!:

- Heavy social media usage
 - Facebook is the primary channel for this short campaign
- Pet lovers
- Have space in their home

Current, but inactive fosters with SAPA!:

- Heavy social media usage
 - Facebook (specifically SAPA! Foster Forum group) primary channel
- Lapsed in their foster participation for variety of reasons
 - Responsive to emotional pleas

Animal shelters are being forced to suspend operations, but the public still needs places to surrender animals.

Establishing more fosters is necessary to prevent needless euthanasia of San Antonio's pets.

Creating a feel-good video about fostering encourages sign-ups and awareness.

Campaign Timeline

3/19/20

Draft storyboard

Identify target audience, work out subject matter

3/24/20

Film

Short video, ~30 seconds in total length

4/1/20

Edit

Smooth out cuts and add music

4/4/20

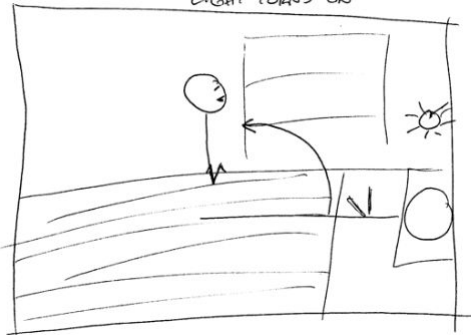
Post to Facebook

San Antonio Pets Alive! Foster Forum group and SAPA! Main account

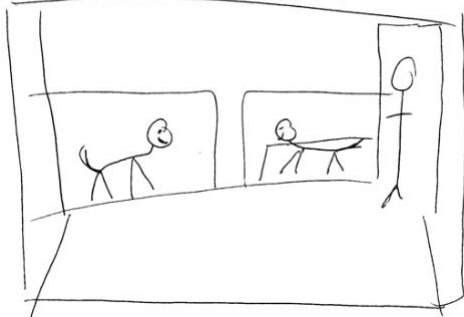
Between social distancing and isolation policies, more and more people are looking for ways to connect with their community.

With this social media campaign, we expect to see an increase in foster placement within the first 2 weeks.

LIGHT TURNS ON



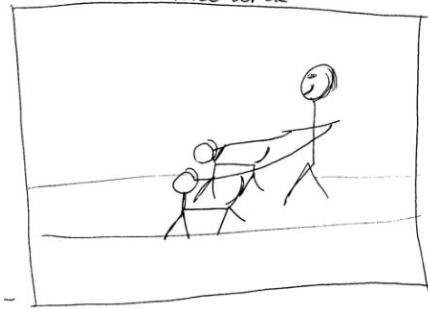
HAPPY'S WAITING



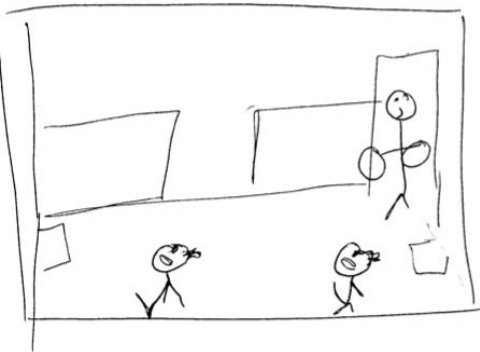
READY FOR A WALK



NICE WALK



FOOD TIME!



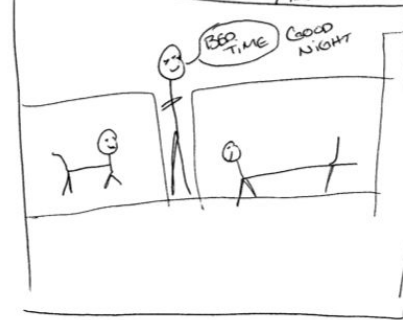
LAZY DAY



PLAY BALL /
2ND WALK



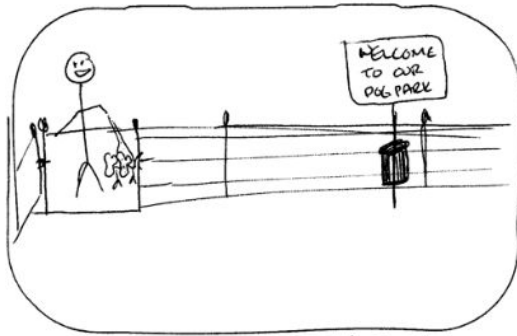
DINNER TIME / OR
BED TIME



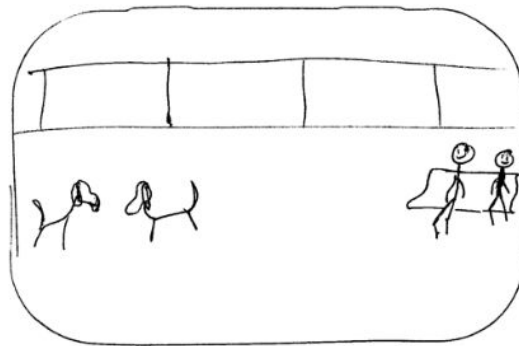
Storyboard #1 - A day in the life of a foster dog

Due to time, experience, and filming constraints, we opted for a shorter video that would require less editing.

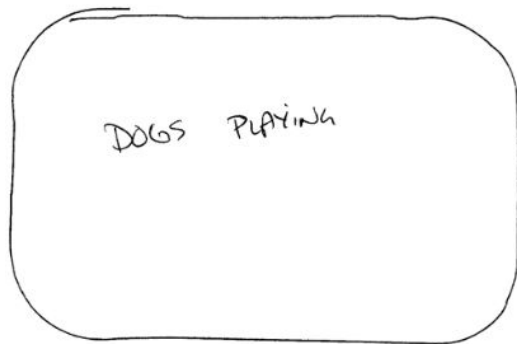
MUSIC PLAYS OVER
VIDEO



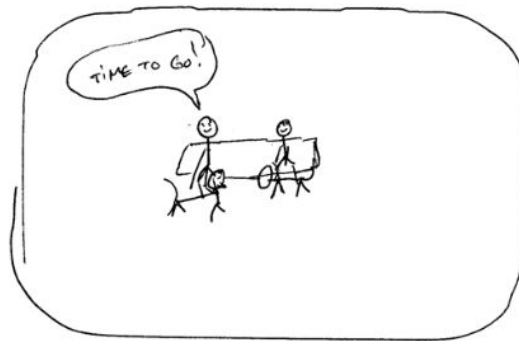
FOSTER ENTERS W/ 2
DOGS



DOGS PLAY, FOSTER &
ADOPTER TALK



MORE DOGS PLAY TIME



FOSTER & ADOPTER PUT
LEASHES ON DOGS

WALK OUT
& WAVE
GOODBYE

END
SCREEN
TEXT

Storyboard #2 - A new family forms

Short Social Video

Feel-good video of a dog foster meeting her new mom, while mostly observing social distancing rules...

