

| type of pet | | information | incentives | type of activity | advertisement | where to feed and water animal |
|--|-----------------|---|---------------------------------------|---------------------------|-----------------------|--|
| cats | birds | user reviews | benefits for participating businesses | walks | pop-up ad | pet stores with food |
| dogs | service animals | | | | | |
| fish | exotic animals | locations update their own pet friendliness | making others happy | animal social events | instagram ads | stores leave out water bowls |
| turtels | snakes | yelp | more customers | parks | television commercial | water fountains for animals and humans |
| some animals are not allowed (tiger, elephants, dragons) | | | Organized pet-friendly events | your animal explores life | eating in restaurants | influencers |
| | | allergens info | more exposure for businesses | shopping | flyers | |

