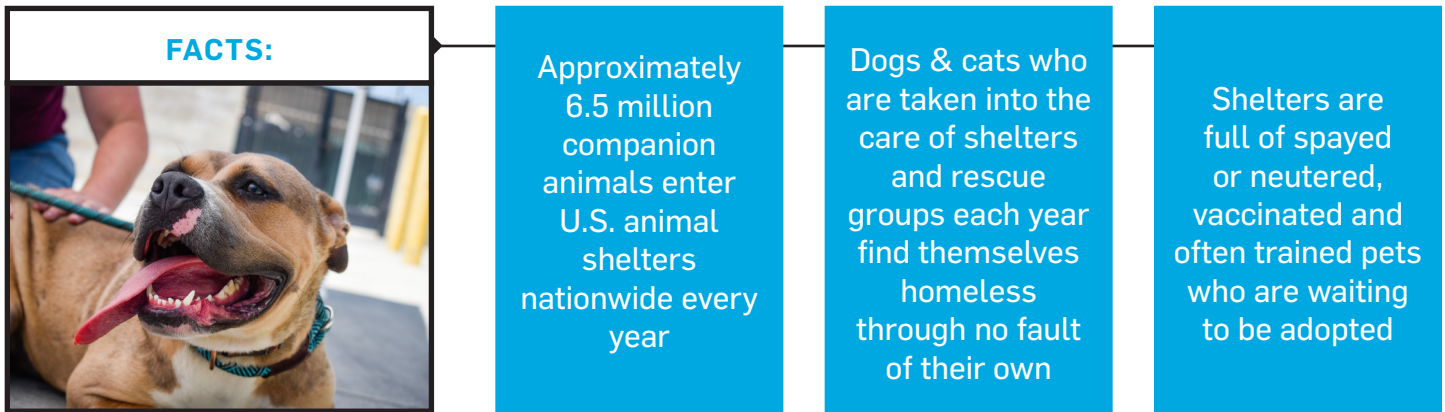


AD COUNCIL PARTNERS WITH OCTOPUS INTERACTIVE TO BRING AWARENESS TO PET ADOPTION INSIDE OF UBER AND LYFT VEHICLES.



A SHELTER PETS CASE STUDY.

Sponsor: Maddie's Fund® & The Humane Society of the United States



OUR CHALLENGE

Millions of cats and dogs are available to adopt or foster in shelters and rescue groups nationwide. People are intent on bringing a pet into their homes, which is why The Shelter Pet Project is working to show why shelters and rescues should be someone's first choice and preferred way to acquire a pet.

OUR SOLUTION

#AdoptPureLove, a creative campaign from The Shelter Pet Project, partnered with Give8, Octopus Interactive's philanthropic tentacle, to develop a new interactive way to raise awareness on pet adoption. Octopus Interactive equips Uber® and Lyft® with high-definition screens to engage riders with premium video ads, branded games and interactive content. Octopus provided a unique opportunity to educate the consumer on The Shelter Pet Project and encouraged them to act upon that knowledge. Octopus Interactive developed a custom ad experience that prompted the rider to select which animal they were more interested in: cats or dogs. Following the selection, a premium video ad played that provided more information on how to adopt a cat or dog from a nearby shelter. The passenger had the option to enter their phone number and opt-in to receive follow-up text messages from Octopus, extending the efficacy of the campaign.

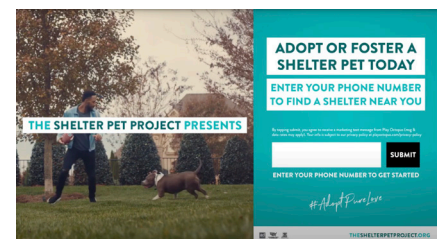
OUR RESULTS

The campaign ran from July 1, 2020 to August 31, 2020 and was viewed by more than 734K people. Over 15K people clicked on the ad, choosing between a cat and dog, resulting in an overall 2.9% click-through-rate. 3,756 or 25% of people selected "cat", while 11,234 or 75% of people selected "dog". Over 3.34% of people entered in their phone number to learn more information on pet adoption.

PARTNERSHIP ELEMENTS

- Developed custom interactive video/survey that raised awareness for shelter pets and pet adoption
- Provided a data-capture element on all video ads to focus on engaged passengers
- Real-time dashboard + data to drive engagement
- Previous partnerships with Ad Council allowed us to fine-tune exactly what would be effective for this campaign to maximize engagement metrics like CTR, leads generated and conversion rate

For more info contact: Emily Brogan-Freitas | ebroganfreitas@AdCouncil.org



AT A GLANCE:

OVER 15,000 people engaged with the interactive ad by clicking to learn more

3.34% of people entered their phone number to learn more about shelter pet adoption

734K people reached

524K ad plays