



FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

Communication campaign to raise awareness about
abandoned and handicapped pets for young people in Ho
Chi Minh City.

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Abstract

Pet abandonment has been a problem for a long time and is getting worse. It can lead to uncontrolled breeding and sales, illegal trafficking, overpopulation, and safety and health problems for the pets. Abandonment of pets creates numerous negative externalities and multimillion-dollar costs, in addition to severe consequences and problems concerning animal welfare (e.g., starvation, untreated disease, climatic extremes, uncertainty of rescue and adoption), ecological (e.g., invasive species and introduction of novel pathogens), public health and safety (e.g., risks to people from bites, zoonoses, or road hazards), and economic (e.g., financial burdens for governmental and nongovernmental organizations). These interwoven problems persist for several reasons, including a lack of regulatory liability for pet owners. This report is about creating a communication campaign in order to raise awareness of young people living in Ho Chi Minh City.

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Chapter 1: Introduction

1. Capstone Project Overview

The problem of neglect and abuse of cats and dogs is becoming more severe and painful due to the lack of responsibility of owners, particularly young people. The problem has existed for a long time, but now an increasing number of dogs and cats are in need of assistance from good people in order to help these pets live better lives.

Paw's Buddies decided to open a communication campaign named "Niềm vui của "em" là..." (Happiness is...) with the topic "Communication campaign to raise awareness about abandoned and handicapped pets for young people in Ho Chi Minh City" towards pet protection, raising awareness for young people to make them realise the responsibility of pets and join hands to help dogs and cats in difficult circumstances have a better life.

1.1. Name

Communication Campaign of Paw's Buddies: "Niềm vui của "em" là..."

1.2. Topic

Communication campaign to raise awareness about abandoned and handicapped pets for young people in Ho Chi Minh City.

1.3. Duration

May 9, 2022 – September 21, 2022

1.4 Channel

Social Media: Facebook

1.5 Concept

Social content

Event: Gallery and Workshop

Production: Viral and interview clip

1.6 Main activities

Condemn, connect, provide knowledge, provide solutions, call to action

2. Problem Overview

- The desire to have a pet is increasing in popularity because it is not only a hobby, but also a friend and family member with whom to share and balance life. Not only do they have dogs and cats as pets, but they also have hamsters, birds, rabbits, and reptiles. Pets improve a person's mental health, thereby reducing stress. The group chose "dogs and cats" as the primary target pets for this topic because, according to American statistics, approximately 80 million households have cats and dogs as pets, making them the most likely to be abandoned.

- Pet abandonment is one of the primary challenges faced by all animal protection organizations. According to "Animal News," each year, millions of cats and dogs are abandoned for objective reasons; the pets themselves become lost or originate from their owners. When they are lost or abandoned in such a state, they face numerous dangers on the street, such as being stolen, becoming ill, being abused, being attacked by other animals, or being struck by a vehicle. All of these can result in a disability for your pet.

Chapter 2: Development stage

1. Practical Research

1.1. Secondary data analysis

1.1.1. Pet abandoned Statistic

According to endpethomelessness, there are more than 700 million stray animals worldwide. Stray animals include strays, abandoned, and lost pets. They are born on the street, abandoned by their owners or unable to find a new home for themselves. Every year, more than tens of millions of dogs and cats are abandoned for objective and subjective reasons, according to animal organization reports.

Data Sources

Country	Total Cat & Dog Population	Total Owned Dogs	Total Owned Cats	Total Homeless Counts	Street / Stray Dogs	Street / Stray Cats	Ho
United States	185,407,416	78,175,944	59,531,472	47,700,000	1,300,000	41,000,000	5,4
India	93,841,422	12,674,020	1,267,402	79,900,000	62,000,000	9,100,000	8,8
Germany	28,460,000	10,700,000	15,700,000	2,060,000	-	2,000,000	60

Number of stray pets around the world:

Data Sources

Greece	5,509,232	796,832	1,884,400	2,828,000	693,000	2,000,000	135
China	257,738,944	95,652,416	87,086,528	75,000,000	20,000,000	52,000,000	3,0
Mexico	38,895,368	23,219,144	8,076,224	7,600,000	4,600,000	1,400,000	1,6
UK	20,953,432	8,594,176	11,279,856	1,079,400	67,000	970,400	42

Figure 1: The amount of stray pets in 7 countries - Source: endpethomelessness

- America:

According to the State of Pet Homelessness Index, they estimated that there are about 48 million homeless dogs and cats living in America.

According to the ASPCA, over 1.3 million dogs are adopted from shelters in the United States each year, yet 34% of dogs bought as pets are still obtained from breeders.

According to the city's pet sanctuary, BARC, there are more than 1 million stray dogs in Houston alone. Thousands of pets were rescued from flooding after Hurricane Harvey hit this summer.

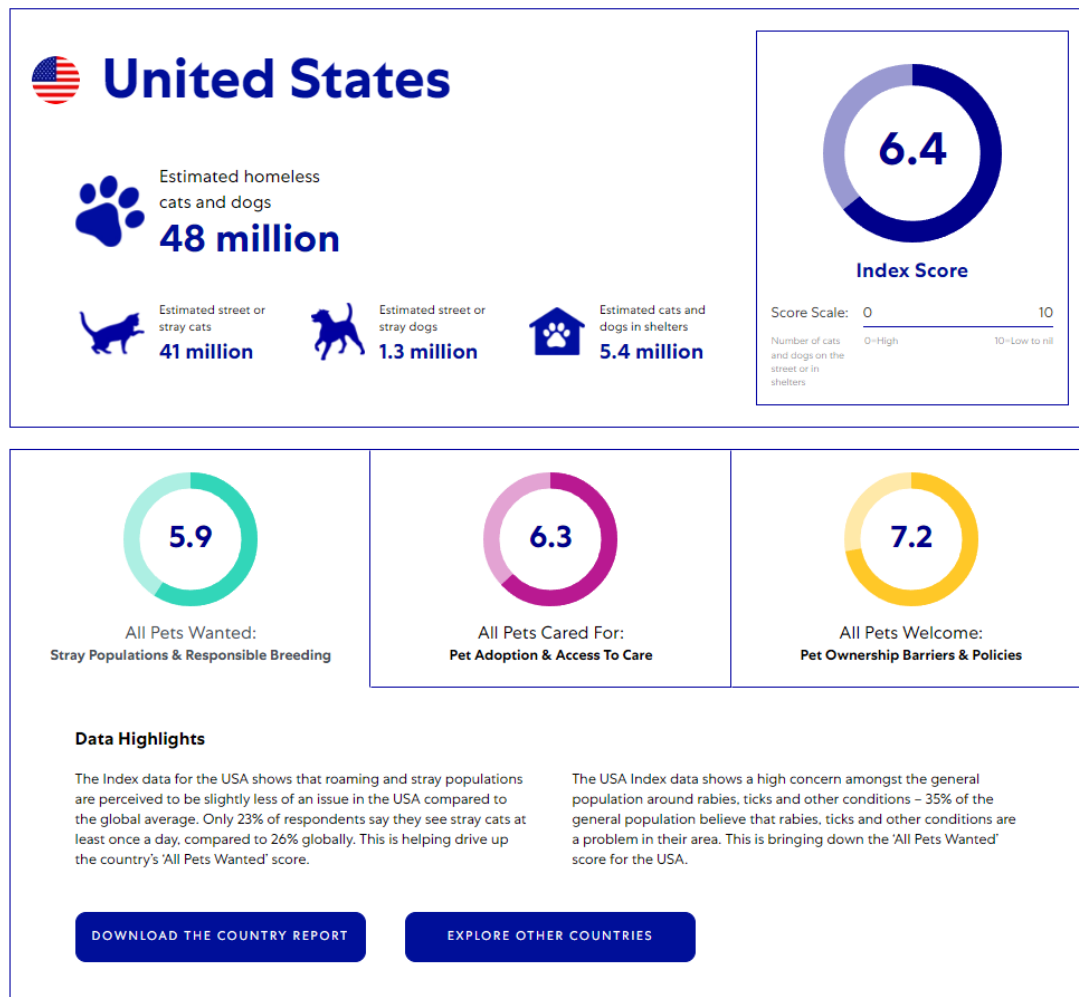


Figure 2: American homeless cats and dogs - Source: State of Pet Homelessness Index

The no-kill movement has helped to increase the population by reducing the number of dogs and cats euthanized each year from 20 million to 3 million. According to NPR, approximately 14,000 shelters and pet rescue groups in the United States get nearly 8 million animals each year.

- **Latin America:**

The growing number of stray pets in Latin American countries is concerning (Table 1). In fact, experts are concerned that this issue may become increasingly difficult to overcome. According to official estimates, Mexico has the most stray canines in Latin America, with more than 16 million across the country.

According to animal advocates, the vast majority of strays were abandoned by their owners. Rendón et al study . 's in Peru, for example, discovered a ratio of one dog for every 3.98 persons.

Country	Human population	Stray dog population
Chile	19.107.000	214.933
Brasil (São Paulo)	12.176.866	1000 dogs/km2
Ecuador	17.268.000	120.000
Colombia	50.374.000	4.224.575
Mexico	64.540.634	16.100.000
Uruguay	3.461.734	800.000
Peru	32.971.846	6.000.000

Table 1: The human and stray dog population in selected countries of Latin America.

- United Kingdom:

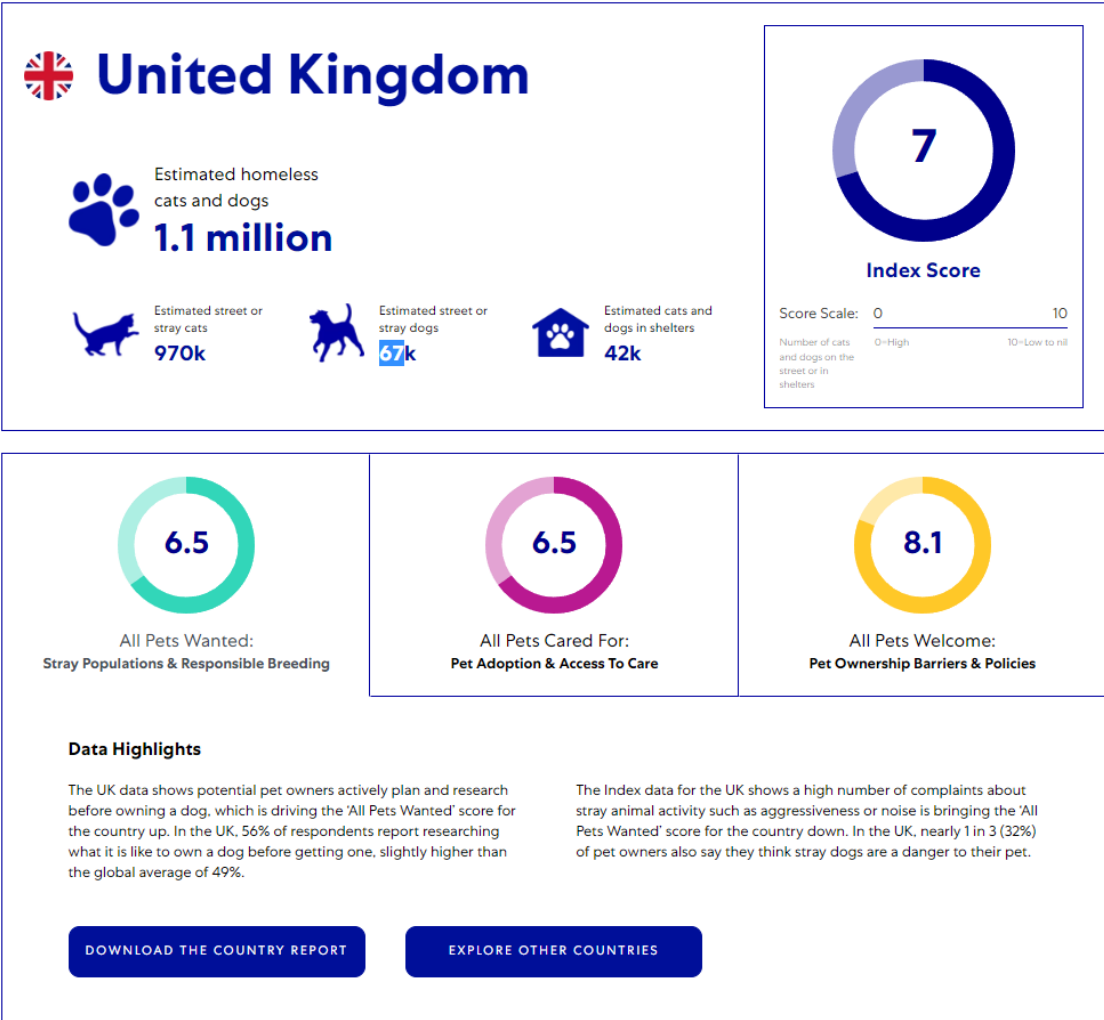


Figure 3: United Kingdom homeless cats and dogs by State of Pet Homelessness Index

In the UK, for a wide variety of reasons, people abandon their pets every year. These pets are either left to live on the streets, where they will become malnourished and often die, or they are taken in by shelters and rescue centres. In fact, a quarter of a million animals a year, or nearly 700 animals a day, are sent to shelters.

According to the first study of its kind, there are roughly a quarter of a million stray cats residing in urban areas of the United Kingdom - an average of 9.3 per square kilometer.

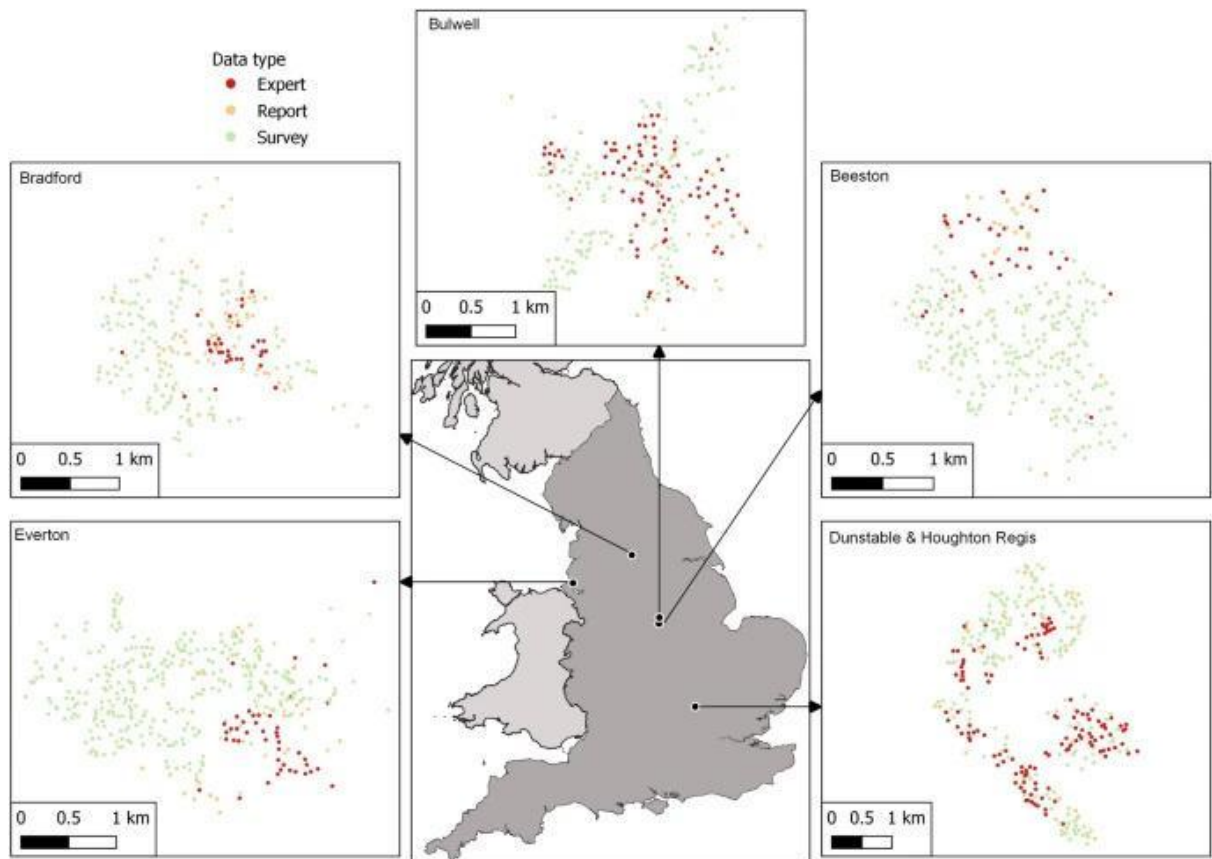


Figure 4: The location of our unowned cat records. Five key study areas in England and geographical distribution of data types within the study regions.

According to the study, which was published in the journal Scientific Reports, the average number of unowned cats per square kilometer might reach 57 in some locations. The lowest value is 1.9.

- **Asia:**

In most Asian countries, people are accustomed to seeing pets and stray dogs everywhere.

The result has been a huge rise in the number of abandoned pets roaming the streets of China's cities. The country now has nearly 100 million pet dogs and cats, up 8.4% compared with 2018, according to an industry report published in August. The stray and feral cat population of the country is also skyrocketing, with Beijing alone having thousands of stray cats.

With an estimated 80 million homeless cats and dogs in the country living in shelters or streets, India has the highest relinquishment level compared to countries like the US, China, and UK.

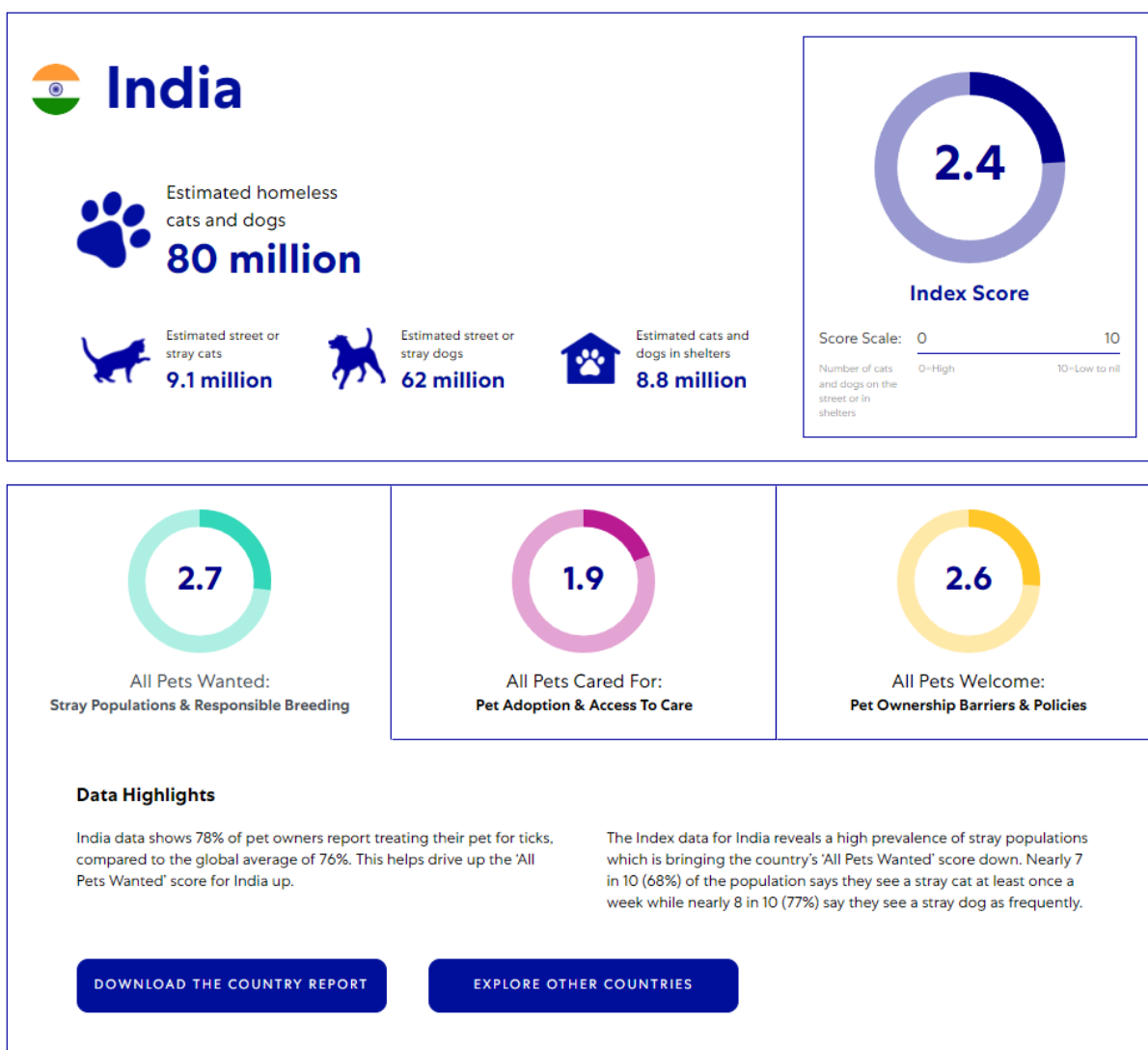


Figure 5: India homeless cats and dogs by State of Pet Homelessness Index

- **Vietnam:**

There are no primary statistics on the number of stray or abandoned animals in Vietnam, but the situation of abandoned animals in Vietnam remains the greatest concern for everyone. Because numerous animal rescue organisations have posted hundreds of search-related posts on social media. The facebook group named "Tìm người nhận nuôi chó mèo bị bỏ rơi và tìm chó mèo lạc" has over 130,000 members. Every day, they have posted more than 100 messages about

rescuing and locating lost animals. Therefore, it is safe to say that each day, more than 100 cats and dogs go missing and require assistance. Another Facebook page titled "Cứu trợ chó mèo và nhận nuôi" has 43.4K members and 50-100 daily posts with content relating to pet rescue, abused animals, accidents, or the retrieval of abandoned animals. In the first 24 hours, the cats and dogs will only travel within a 3 km radius of the lost area, according to the information on Facebook. However, after 24 hours, you should look for "brokers" to find these poor pets in the slaughterhouse or run to famous streets selling cats and dogs in order to find them or redeem them for cash. 5 to 10 percent of all lost pets have been recovered.





BIDV chi nhánh Hà Nội – Giải đáp thắc mắc miễn phí về lĩnh vực ngân hàng & Hỗ trợ vay vốn, chuyển tiền quốc tế, mở tài khoản tại địa bàn Hà Nội
Liên hệ: 09.6688.9648 hoặc đến trực tiếp 4B Lê Thánh Tông, quận HK, Hà Nội để được hỗ trợ, tư vấn chuyên sâu về lĩnh vực ngân hàng cùng những kinh nghiệm làm việc & thông tin tuyển dụng hữu ích trong ngành ngân hàng.

Tìm người nhận nuôi chó mèo bị bỏ rơi & Tìm chó mèo lạc

Public group · 135.0K members

Joined

+ Invite



About

Discussion

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Featured

Topics

People

Events

Media



Activity





-  105 new posts today
3,188 in the last month
-  135,000 total members
+ 297 in the last week
-  Created 4 years ago

Figure 6: The number of posts about abandoned pets each day in “Tìm người nhận nuôi chó mèo bị bỏ rơi & Tìm chó mèo lạc”



Cứu Trợ Chó Mèo Và Nhận Nuôi

Public group · 43.4K members

 Joined ▾

 + Invite



About

Discussion

Featured

Topics

People

Events

Media



Activity




-  99 new posts today
1,196 in the last month
-  43,449 total members
+ 299 in the last week
-  Created 2 years ago

Figure 7: The number of posts about abandoned pets each day in “Cứu Trợ Chó Mèo Và Nhận Nuôi”

1.1.2. The reasons of pet abandonment:

According to Slater in *The Role of Veterinary Epidemiology in the Study of Free-Roaming Dogs and Cats*, pet abandonment has been identified as one of the most significant challenges in animal population management. One important question concerns the reasons why these animals were abandoned. According to Cendón et al., there are seven major reasons for this: a lack of space, a lack of financial resources to cover the costs of keeping pets, owners who are tired of the disruptions that pets cause (aggression, destructiveness, inappropriate elimination, barking, and roaming), the fact that pets may no longer be a "novelty," animals that fall out of fashion, and the acquisition of a second pet. Cendón et al., on the other hand, determined that the key causes of abandonment are the owners' carelessness, lack of awareness, and bad ethics. One of the Latin American research studies focuses on the care of stray dogs and cats, as well as an examination of what went wrong in the human-pet interaction.

Without a doubt, abandonment is the leading cause of the astronomical number of stray and shelter pets. While a variety of factors contribute to their population growth, the most common is pet abandonment by owners who realized that owning a dog or cat was not what they expected, either because of the responsibility of being a pet's guardian and the need to feed, bathe, and train them, or because they moved to a smaller home. However, economic constraints, a lack of time to care for them, vacation time management, potential

disruptions in the neighborhood, the fact that puppies grow, and the realities of illness and old age all play a role. According to the latest Affinity Foundation study into animal abandonment, the 5 main reasons why people abandon their pets are financial problems (16.1%), unwanted litters (13.4%), animal behaviour (11.9%), loss of interest in the animal (9.3%) and the end of the hunting season (9.1%). (Figure 7)

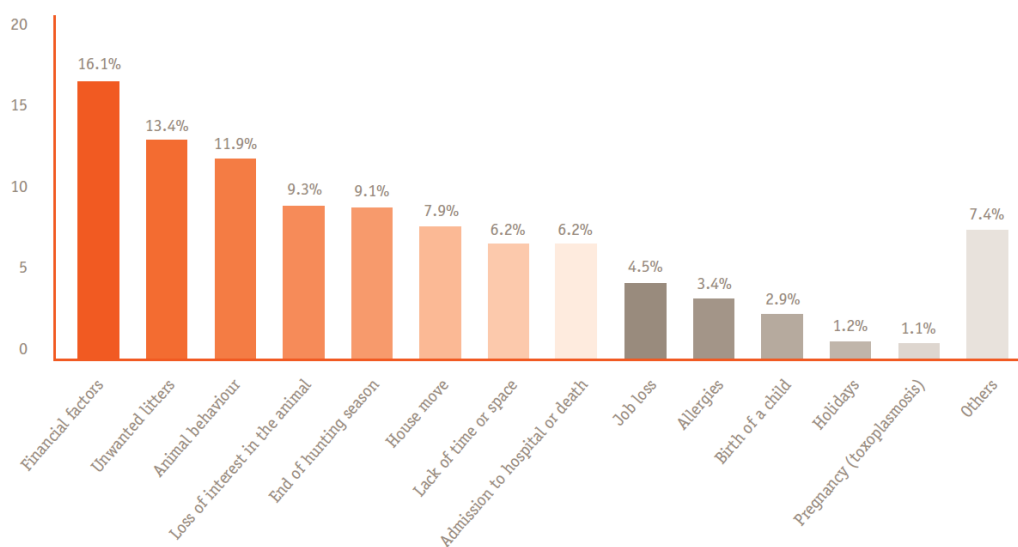


Figure 8: Reasons for abandoning pets. - Source: Affinity Foundation

Among the less frequent reasons for abandonment are allergies in one of the family members (3.4%), the birth of a child (2.9%), admission to hospital or death of the owner (6.2%), holidays (1.2%), and the fear of contracting toxoplasmosis during pregnancy (1.1%).

According to a study by Patronek et al., the majority of dogs abandoned in shelters are less than six months old or older than eight years. Many were reproduced without control or responsibility due to a lack of a sterilisation culture

or health issues that affected the owner and his/her family. Problematic behaviour, most notably aggression, but also hyperactivity, destruction, insufficient defecation, and excessive barking, was a significant factor in the abandonment or surrender of pets to shelters. A study conducted in Spain revealed that 91 percent of animals abandoned in shelters are discovered in public areas by citizens or the police. The remaining nine percent are abandoned by their owners. Although these studies were conducted in the United States and Spain, the reasons for abandonment are comparable in the rest of the world.

Another aspect of dog abandonment is that some owners refuse to conduct responsible ownership, just leaving their dogs to roam freely in the streets, causing many of the same difficulties as stray dogs. Furthermore, because of their access to the streets, these dogs are free to reproduce, so they contribute to the increasing population of stray dogs. In addition, pet owners frequently exacerbate the problem due to their ignorance when they believe their pets must be reproduced to prevent possible psychological trauma.

In Vietnam, most of the abandonment cases due to subjective factors come from the poor awareness and consciousness of young people. They are not realising the responsibility of raising a pet as a new member of the family. Typically a very condemnable incident, a young couple raised a cat together. But when they are breakup, the man with full of anger and personal hatred, poured the whole bottle of oil and set the cat on fire, the clip recording the scene of a cat struggling and screaming in the sea of fire made the netizen angry and shocked. Fortunately, the cat was still alive, but lived with disabilities and struggled mentally for the rest of its life.

1.1.3. Consequences

Abandoning cats and dogs will bring direct consequences to those poor pets, in addition to indirect effects on those who want to have or are keeping pets.

1.1.3.1. Affect to pets

- Pet's live:

Road accidents are common when the number of current pets exceeds the capacity. Stray animals are more likely to be able to cross the road irresponsibly, resulting in collisions between them and motor vehicles. In India, 25 million stray dogs are killed in traffic accidents. On the streets, homeless dogs and cats are injured by cars, are subject to attacks by other animals and cruel people, and contract, spread, suffer from, and die from contagious diseases. Simple illnesses can be fatal if left untreated, and internal and external parasites literally eat them alive.

They suffer from hypothermia in the winter and heat exhaustion in the summer. Puddles of water that they locate to drink from can freeze over in the winter and are frequently contaminated with motor oil, pesticides, and other harmful things. Homeless dogs and cats' lives are spent in dread and discomfort before being cut short.

- Stray pets in shelter:

Sending stray pets to shelters is not always a solution to the overpopulation crisis. The majority of shelters overlook the need of providing sufficient living conditions. The cleanliness of cages is questionable because they are not

properly clean. Due to a lack of service, engagement, and particular attention, animals are not effectively provided for and cared for.

Across Asia, overcrowded animal shelters are inhumane and harmful. Sabu Stephen, a Kerala-based social activist, has said, "Those who are discovered are adopted. They are euthanized if no one adopts them." This situation is happening both in the United States and in Ireland. But euthanasia is used by qualified veterinarians to control the animal population.

People have a lack of compassion and regard for companion animals. According to the American Society for the Prevention of Cruelty to Animals (ASPCA), over 1.5 million shelter animals, including 670,000 dogs and 860,000 cats, are euthanized each year.

The culling of stray pets involves the unethical act of euthanasia. Culling stray pets is still a common approach to dealing with the tremendous overpopulation problem. Culling in the modern era is not a novel activity. To limit overabundant habitat, companion animals are poisoned, electrocuted, beaten to death, or shot with weapons.

Over 24,000 incidences of animal cruelty have been reported in India in the last three years. 117,315 innocent Balinese stray dogs were killed as a result of this rule in 2014. In Karachi, Pakistan, a huge number of stray canines were picked up and euthanized.

Many poor pets were shot or fed poisoned meat on the orders of the government. These numerous elimination procedures are thought to be the most efficient way of preventing the transmission of the rabies virus through dog bites.

- **Deadly Diseases:**

Abandoning pets can make pets have diseases in the outdoor environment cause them to contract dangerous diseases for their lives.

For dogs, there are some deadly diseases like:

Babesiosis - which is primarily transmitted by ticks and is caused by several Babesia organisms that invade and attack the red blood cells of mammals, including humans and dogs. Babesia organisms are typically transmitted to dogs via the bite of an infected tick; however, some studies suggest that infected dogs with open mouth sores can transmit the infection to other dogs via a bite, and infected pregnant females can transmit the infection to their unborn puppies. This is a hazardous illness. Without prompt treatment, the puppy will die rapidly from blood loss. With this type of disease, the dog gradually loses resistance, resulting in loss of appetite and exhaustion. If the dogs survive, it may have a chance of being incapacitated.

Kennel cough - respiratory infection that causes inflammation and irritation of the airways and is highly contagious. It is referred to as kennel cough because it is a disease that can spread rapidly among animals in close quarters, such as shelters, dog parks, boarding kennels, and doggy day cares, through direct contact with an infected animal, coughing, or sharing contaminated bowls or blankets. Due to their weakened immune systems, puppies, unvaccinated dogs, and older dogs are more susceptible to kennel cough than other dogs.

For cats, there are some deadly diseases like:

Feline leukemia - is transmitted through urine, nasal discharge, and saliva. Cats can contract the disease through bites, grooming, and sharing food, water bowls, and litter boxes. Mother cats can transmit the disease to their kittens, and kittens are more likely than adult cats to contract the disease. Some cats will become ill immediately after contracting the virus. In some cats, the disease will not manifest its symptoms for weeks or even years. Leukemia in cats can lead to a variety of conditions, but will ultimately attack the immune system and cause bone marrow failure. Any illness may indicate feline leukemia.

Feline Immunodeficiency Virus - is transmitted primarily through bite wounds, and outdoor cats and territorial tomcats are most susceptible to infection. Sharing food and water bowls does not increase the risk of contracting FIV by a significant amount. Occasionally, a mother cat may transmit the virus to her offspring. Once a virus enters the bloodstream, it can lie dormant until it transforms into an active disease. FIV is fatal, and because it attacks the immune system, cats with the disease have an increased risk of contracting common infections. To prevent the spread of FIV, keep your cat indoors and have it spayed or neutered. There is no effective FIV vaccine currently available.

- **Vulnerable to other species:**

Abandoned dogs and cats will also be at risk from other species, such as insects, or will compete with other stray animals. Dogs who have roamed from their home and got lost may be anxious, confused and aggressive. Stray dogs also exhibit unpredictable behavior, so it's not uncommon for them to attack each other in order to survive, which can result in the death of one of them. Other

issues arise from venomous insects such as fire ants, bees, and scorpions. Each dog will respond uniquely to venom. In a venom-sensitive dog, symptoms of a fire ant bite include intense pain, red and itchy skin, lameness, hives, excessive chewing or licking of the affected area, and swelling. Extreme symptoms include anaphylactic reaction, vomiting, collapse, weakness, abnormal snoring, pale gums, and breathing difficulty. There have been instances of ant bites causing blindness in cats and dogs. According to reports, ant bites may cause pets' eyes to become cloudy, sometimes leading to partial blindness. According to animal rights activists, the condition is known as tropical keratopathy and is prevalent in tropical and subtropical regions, particularly where there are Little Fire Ants.

- **Risk of being poisoned:**

In addition, stray cats and dogs may also be poisoned by other people.

Dog bait is a common term for toxic substances used to entice dogs and cats to consume them. Historically, dog bait consisted primarily of poisonous herbs and minerals. Modern dog baits can be formulated from cyanide powder, sulfur powder, or synthetic poisons purchased from chemical markets. After being purchased, dog baits are frequently stolen and combined with chicken, duck, or pig intestines to be used as bait to attract dogs.

Fenugreek seeds or fenugreek seeds are used to make the most popular herbs. In oriental medicine, this is a well-known poison. When a dog consumes a toxin containing Strychnos nux-vomica or Croton tiglium, only 1-2 grams of chicken and duck are absorbed into the dog's system before death. Poisoned dogs

frequently exhibit blurred vision, vomiting, mouth foaming, heart failure, and cessation of respiration.

In May of 2022, the owner of a restaurant selling European goods in a Saigon apartment building placed a drug bait, resulting in the death of twenty feral cats and a great deal of controversy. This action was prompted by hygiene issues and the absence of anyone to clean up the cat's waste.



Figure 9: The image of dead kitten which was being poison - Source: Vietcetera

Before that, Ms. Y, who often took care of the cats, negotiated with the apartment building and spent money to hire a cleaner while contacting rescuers. However, the owner silently offered a solution to kill the feral cats.

- **Dog Meat Trade and Risk of dog thief:**

In South Korea, dogs are electrocuted for their meat, or they are beaten, hung, and boiled alive.

However, stray animal extermination is not always carried out to prevent dog bite incidents. Some individuals are profiting from stray dogs by establishing lucrative businesses, such as the trade in dog meat. This results in human consumption of pets being touted as if they were goods.



*Figure 10: Countries where cats and dogs meat are consumption - Source:
Adopsi*

According to studies, 730,000 people eat dog meat, while 100,000 dogs are slain in Bali. The "Island Paradise" allows a dog-eating culture that dupes tourists into thinking they're buying chicken "satay."

Indonesians are beginning to believe that eating dog meat is healthful. The high caloric content warms the body, strengthens the immune system, and heals sickness. This form of atrocity becomes more horrific as the cycle repeats.

According to statistics, China slaughters 100 million dogs and 4 million cats each year for the dog meat trade.

The dog meat industry has registered under several names in order to manipulate data and hide the prevalence of dog and cat thefts, thereby maintaining a filthy industry. During the 2010 Yulin festival, China legalized dog meat after canines were forced to travel, confined, tortured, burned, and even boiled.

This holiday, however, accounts for less than 0.01 percent of China's total dog meat commerce. Asia uncovered 1,039 dog and cat restaurants in 52 Chinese cities over the last two years. Bid rigging is another illegal practice. In order to carry out these activities, municipalities hire private organizations with no prior expertise conducting National Research Council (CNR) campaigns. They will receive government funding.

Vietnam is the world's second-largest consumer of dog meat, and dogmeat is a mainstay of the Vietnamese diet. Vietnamese stews and soups employ almost every part of the dog, and the meat is served on a stick. Many people believe that eating dog meat is beneficial and brings good luck. The Vietnamese dog meat trade processes an estimated five million canines each year, significantly more than China does per capita. As a result, an illicit import industry for dogs has developed in Cambodia (where dogs are also devoured), Laos, and Thailand. When they see pets wandering the street, dog and cat thieves are extremely swift and will immediately capture them. Depending on the value of the

pet, they will sell them to other individuals, transport them to a slaughterhouse, or continue exporting them to other countries.

1.1.3.2. Human affect

- Dog Bites & Rabies:

Furthermore, street animals increase the likelihood of being bitten. In India, 1.75 million dog bites occur each year. Dog bites continue to afflict thousands of people in over 150 nations because domesticated dogs transmit 99 percent of the rabies virus to humans.

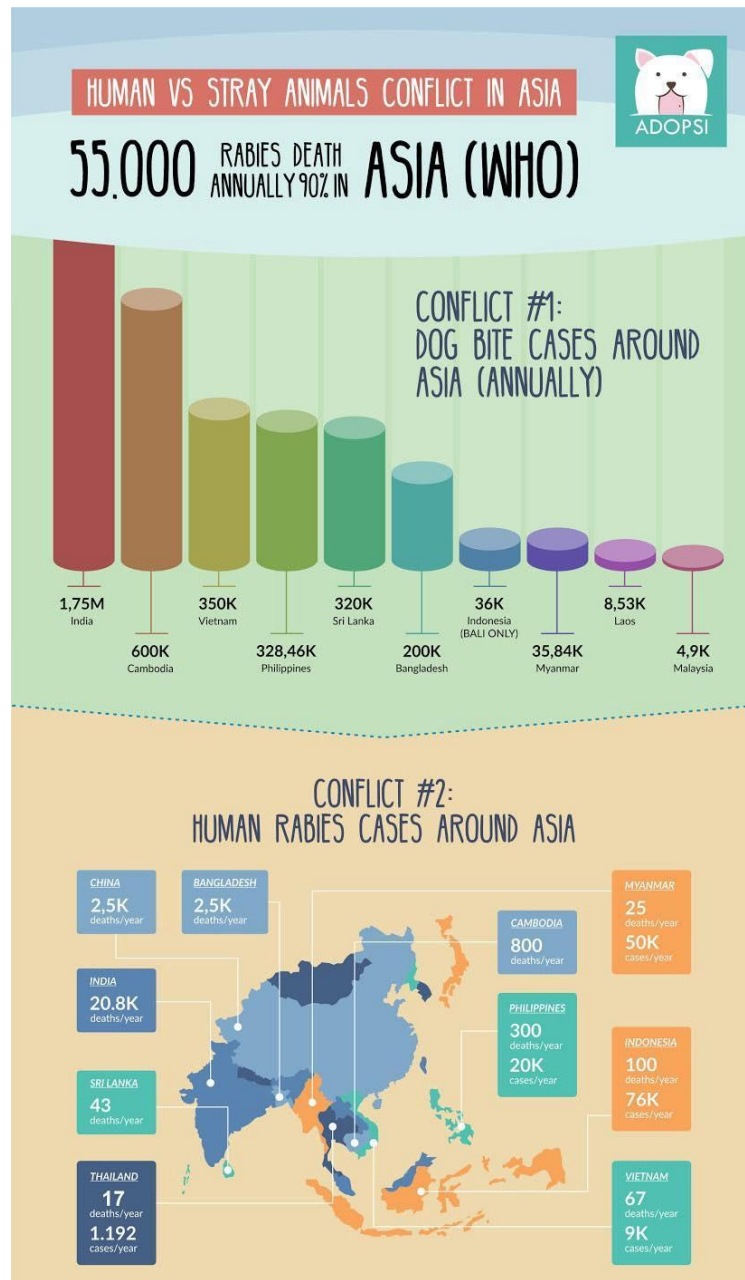


Figure 11: Dog bite cases and Human rabies cases around Asia - Source:

Adopsi

Rabies is a deadly infectious disease with clinical signs. The rabies virus, which can be lethal if not treated appropriately, has become a worldwide concern. Asia accounts for 90% of the 55,000 rabies-related deaths that occur each year.

- **Infectious Diseases:**

Abandoned animals are likely carriers of fatal diseases that can be transmitted to humans, which is one of the major issues.

According to the Centres for Disease Control and Prevention, there is little evidence that pets (dogs, cats) play a significant role in the spread of the COVID-19 virus during a COVID-19 Pandemic. Animal-to-human transmission is also extremely uncommon. Additionally, the majority of recorded cases of COVID-19 infection in pets have a human source.

According to the SMCP, a Hong Kong veterinary expert came to the same conclusion that pets are difficult to infect and transmit to humans. From February to September, 54 COVID-19-positive animals (dogs, cats, and hamsters) were isolated and monitored. After exhibiting symptoms, the majority of animals were returned to their owners without exhibiting any symptoms. negative results.

In 2021, a family of four and their 16 pets (14 dogs, 1 puppy acquired along the way, and 1 cat) traveled 300 kilometres by motorbike from Long An to Ca Mau in order to return to their hometown and avoid the epidemic. By the evening of October 8, this family had safely docked at the Ca Mau medical station and received a positive COVID-19 result.

Regarding cats and dogs, the management of the station believes that owners who do not properly care for their pets will easily spread the disease. As there was no optimal solution to the issue, the leaders opted for what they believed to be the simpler option: culling the 15 cats and dogs.

This extended family's journey has already garnered considerable media attention. Consequently, this decision to destroy has also sparked considerable controversy within the community.

- **Mindset affection:**

Social media is influencing how humans live their daily lives and interact with their peers, families, and even significant others. Due to their limited capacity for self-regulation and susceptibility to peer pressure, children and adolescents are at risk when navigating and experimenting with social media, according to pediatricians O'Keeffe and Pearson. Similarly, according to David Schwartz, director of the Counseling Center at Oakland University, social media can be problematic because it can create and exacerbate relationship issues that are best addressed offline. "The challenge is that it is difficult to express yourself in writing as you would in person. Often, things can be misrepresented or misunderstood by the person reading it when it's posted, which can lead to relationship issues. Social media can be a breeding ground for unhealthy communication styles. In addition to being problematic in and of themselves, social media can also affect interpersonal relationships. Creating new issues, fostering envy and low self-esteem. It has become one of the primary ways we communicate with friends and family, so we must address how to use these platforms appropriately to avoid any feelings of unease or potential repercussions.

Returning to the topic of pets, the team believes that the frequency with which animal abandonment incidents are reported by mass media or social media each

day may influence the behavior of individuals who own or are considering acquiring a pet. This can influence their thinking. That you only keep pets as long as you have an interest in them. If you don't want to keep them, you can dispose of them and other caring people will take care of them. Negative posts regarding pet abandonment are likely to have a domino effect on how individuals perceive pet adoption.

1.1.4. Vietnam's Law about Protecting Pets

The Vietnamese government has issued Decree No. 14/2021/ND-CP "Regulating Administrative Penalties for Animal Husbandry-Related Offenses."

In particular, Term 1, Article 29 of Decree 14/2021/ND-CP stipulates that a fine between VND 1,000,000 and VND 3,000,000 shall be imposed for beating and cruelly torturing animals.

Also in accordance with Article 29 of this Decree on livestock production, humane treatment of livestock, and control of the slaughter of terrestrial animals, a fine of between 3 and 5 million dong shall be imposed on a concentrated slaughterhouse with one of the following violations: not having a place to keep livestock hygienic prior to slaughter; beating livestock prior to slaughter; failing to take measures to induce fainting of animals prior to slaughter.

Notably, a fine between 1 and 3 million dong for abusing and torturing animals. For obstructing, sabotaging, or illegally interfering with lawful livestock production activities, a fine between 10 and 15 million dong shall be imposed.

The maximum fine for beating animals is therefore 5,000,000 VND for slaughterhouses and 3,000,000 VND for individuals.

In addition, Decree 14 stipulates a fine of between VND 500,000 and 1,000,000 for failing to treat livestock manure and wastewater to ensure environmental sanitation and to protect the health of those in the vicinity.

In addition to fines, violators must also take remedial measures for environmental pollution and report remedial results within the timeframe set by the sanctioning authority in the decision to sanction the violation.

1.2. Primary research

1.2.1 Quantitative research

Paw's Buddies ran a survey of more than 300 young people in Ho Chi Minh City and the results reflected young people's awareness of the ongoing pet abandonment issue in Ho Chi Minh.

Độ tuổi của bạn
309 responses

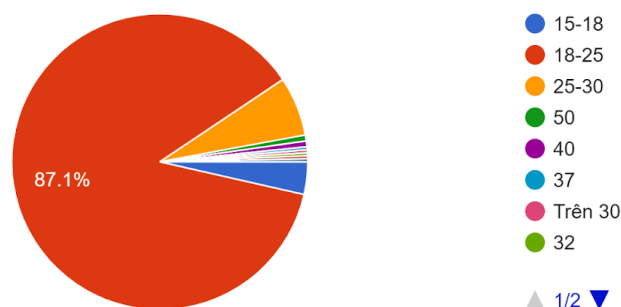


Figure 12: The average age of the people doing the survey

Giới tính
309 responses

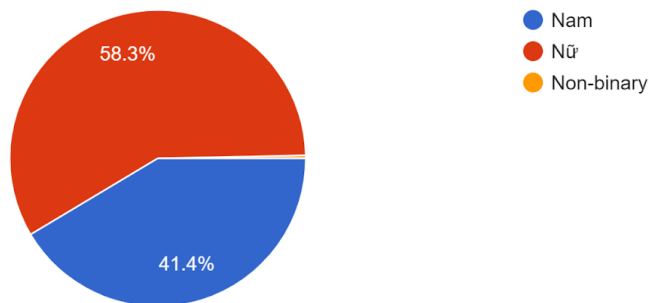


Figure 13: Gender of the people doing the survey

Specifically, based on the data, people think that the reason why pets are abandoned comes from the following reasons: There is no longer enough economy to keep them; Pets illness; Feeling bored ; Family forbids ;... As a result, there are two problems that people chose most, which is the pet's illness and the owner's financial problem .

Points scored

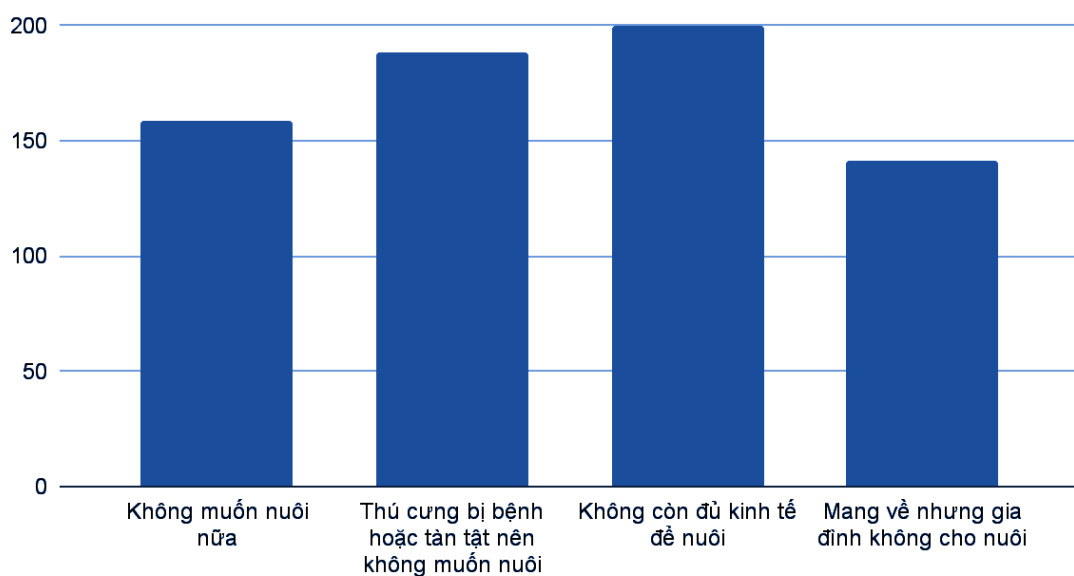


Figure 14: The reasons of pets abandonment

But when it comes to the question of why young people want to have a pet, the main reason is that they want someone to be with them as a family.. It proves that young people is lack of responsibility for pet caring. They always want a friend to relieve their sadness, to play with when they are bored, but when the problem comes up, they are ready to abandon their friends without a second thought. On the other hand, since the group does not own pets, the main reason they choose not to adopt any pets is because they feel that they don't have enough responsibility.

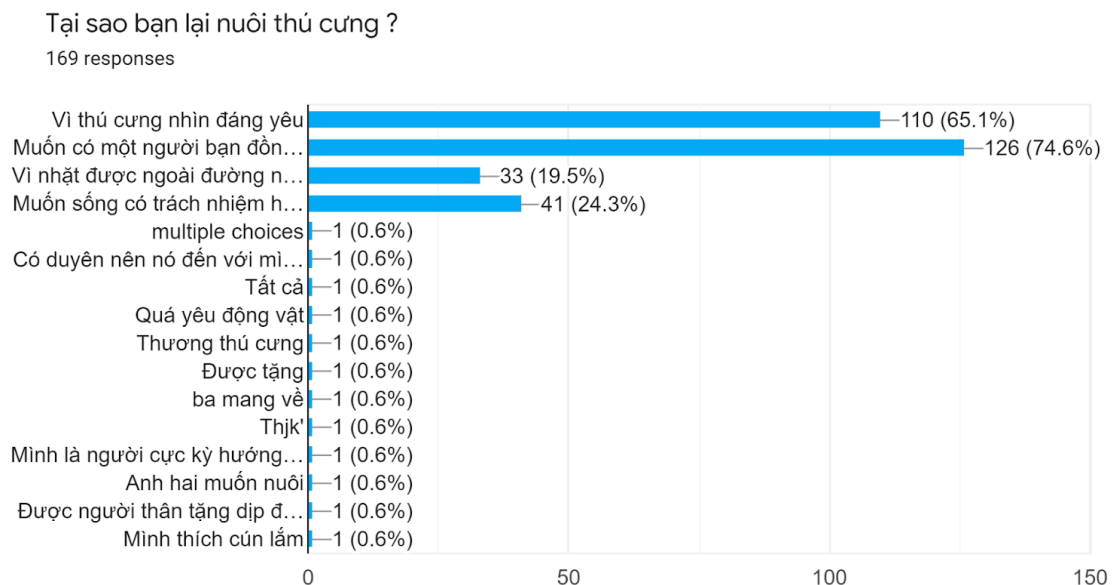


Figure 15: Reasons why people don't want to adopt a pet

Next up about the issue of communication about animal protection in Vietnam. The survey's result shows that 232 people expressed their interest in pet

protection in Vietnam, but 44% of them feel that the media does not have done a good job on propagating animal protection.

Bạn có quan tâm về việc bảo vệ động vật ở Việt Nam hay không ?

309 responses

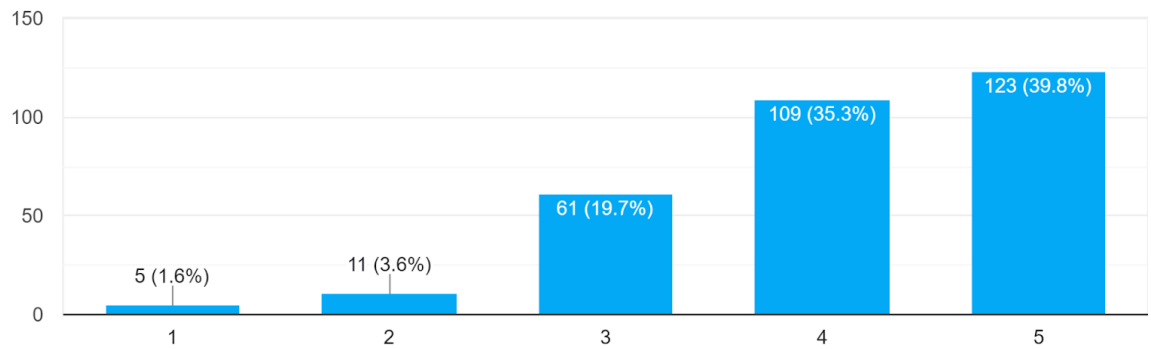


Figure 16: The level of concern about animal protection in Vietnam (from “Don’t care” to “Very concerned”).

Theo bạn đánh giá truyền thông Việt Nam hiện tại về việc bảo vệ động vật như thế nào?

309 responses

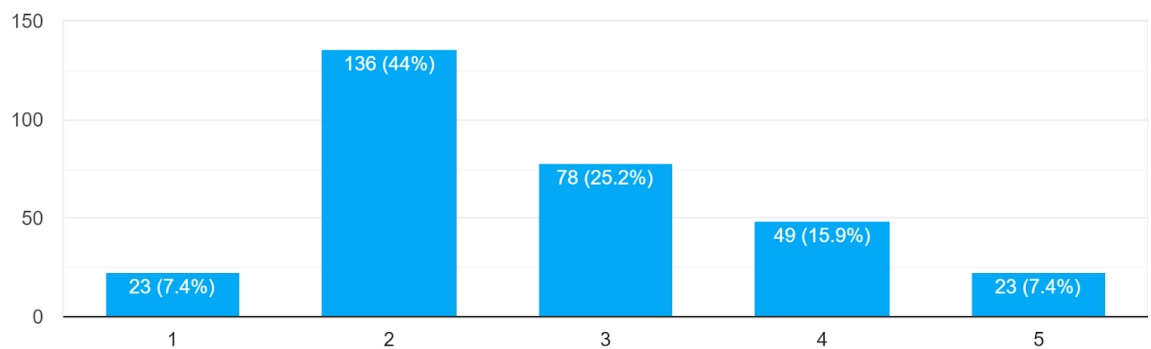


Figure 17: Rating the current assessment of the Vietnamese media on animal protection (From “Very Bad” to “Very Good”).

And when asked if they knew Forever Wheelchair - an organisation specialising in helping handicapped pets , 57% of survey respondents did not have any information about this organization. In addition, the transparency of pet protection organizations in Vietnam is not being trusted by the people.

Bạn có biết tới tổ chức "Forever Wheelchair" không?
309 responses

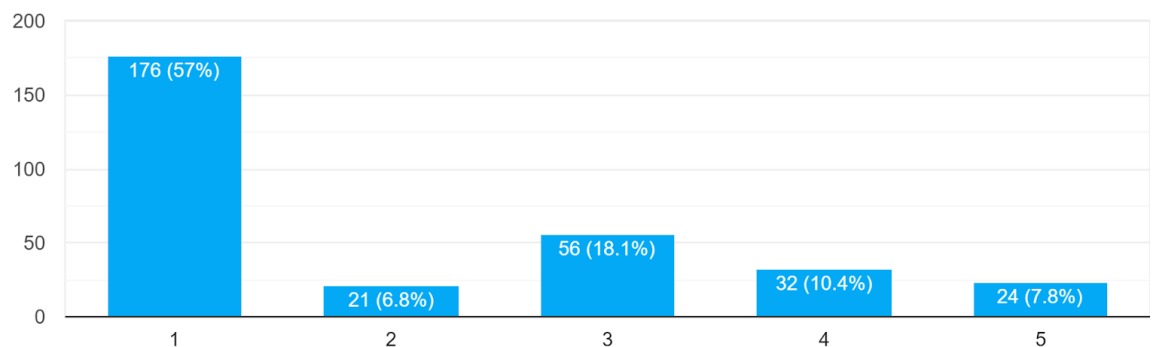


Figure 18: Level of awareness of the organization "Forever Wheelchair"

The above data shows that there are communication problems in animal welfare organizations in Vietnam. Therefore, it is not possible to provide young people with clear information to raise their awareness. Next is transparency, pet protection pages still do not have particular information in sharing current pet's abandonment issues in Vietnam. It is the above that has created an invisible gap between organizations and viewers.

1.2.2 Qualitative research

Paw's Buddies came to meet and interview Ms. Thu and Mr. Oscar - founder of Forever Wheelchair, to talk about the current situation of pets abandoned and handicapped in Vietnam. Based on the experience of Ms. Thu in rescuing cats and dogs, the group has come up with the reasons why people feel indifferent to helping abandoned and handicapped dogs and cats.



Figure 19: A picture of “Forever Wheelchair” founder - Source: Forever Wheelchair

The first thing is that many people still do not really consider dogs and cats an important part of the family, so when their pets have problems, they will not take care of them wholeheartedly, even leaving them. In the interview with Ms. Thu, she shared that taking care of a disabled dog is not a difficult thing, just need to find the right method and be kind to the owner, because if they really consider

dogs and cats as family members will find ways to save them no matter the cost they have to pay.

Then there's no further direction for the cats and dogs saved by aid organisations like Forever Wheelchair. According to Ms. Thu's share, many young people are still thinking that relief organisations should always adopt the animals they have saved because the animals will be sad when they are given away. But really what the organisations are trying to do is to find a home for abandoned cats and dogs, because when they are adopted by an owner, only stray dogs and cats will receive sincere attention and care. Most from that owner, and when living at the shelter, it is impossible to spend a lot of time loving each dog and cat that is saved because the number is too large. Therefore, organisations instead of continuously adopting, they also try to find separate homes for each individual after being cured.

Through Ms. Thu's stories, Paw's Buddies also found that the main reason why dogs and cats are abandoned in Vietnam is high due to people's awareness and responsibility on this issue, a part of them actually still do not yet feel that owning a dog or a cat is not for self-satisfaction at that moment, but it is also an important member that accompanies us throughout life. With that lack of responsibility also leads to many pitiful things. Recently, Forever Wheelchair has just received a case of a dog being hit by a car, leading to a fatality, but the owner of the car instead of saving it ignored it. Another case is around 2019, a case where Ms. Thu helped a dog whose leg was cut off by the owner because while drunk, she vented her anger at the dog, surprisingly after sharing. When the story went on social networks, many people mistook that dog for another case,

which was another dog whose leg was also cut off by the owner in Phu Quoc. It proves that there have been many such cases happened in Vietnam.

2. Other Campaign and Organizations

- **“Thấp nắnng cho em”**

“Thấp nắnng cho em” is a campaign by Forever Wheelchair, an organisation whose purpose is to share experiences and knowledge gained in the last 3 years about handicapped pets and helping them. The campaign is now running and gaining popularity on Facebook and Tik-Tok because of their heart-touching stories. Now the organisation has helped over 50 pets around Ho Chi Minh city, giving them a chance to walk and play outside again.

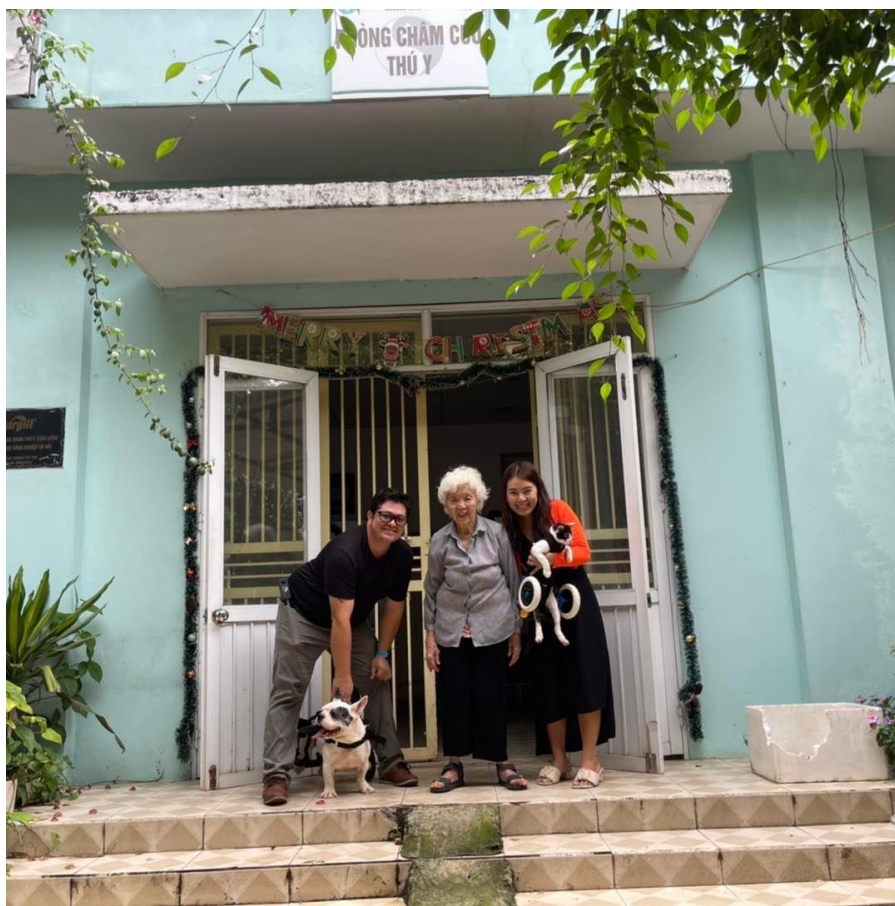


Figure 20: A picture of “Forever Wheelchair” founder on their way to do their job -

Source: Forever Wheelchair

- "Về đi Vàng ơi"

A campaign called “Về đi Vàng ơi!” recently launched by Asian Dog Protection Alliance (ACPA) to raise awareness about the dog slaughtered and stolen across Viet Nam. Every year, more than 5 million dogs are slaughtered for meat in Vietnam. Many of these poor dogs came from the dog stolen problem. The campaign has received enthusiastic support from many famous influencers such as musician Quoc Trung, director Charlie Nguyen, singers Thu Minh, Uyen Linh, Truc Nhan , Gil Le, Trung Quan Idol, Suboi, Chi Pu...



Figure 21: A process of collecting the signs - Source: ACPA

- “Đây không phải Việt Nam”

FOUR PAWS, also known as Global Animal Welfare Foundation, is putting a huge effort in the fight against animal slaughter across Vietnam in recent years. And “Đây không phải Việt Nam” is one of their biggest campaigns to put the problem of slaughtering animals to the end.

Dr Karan Kukreja, Campaign Manager for Companion Animals in Southeast Asia, said: "This campaign comes at a critical time for a country where there is still a segment of its people. People's perception and image of Vietnam's dog and cat meat trade is changing and this is an opportunity for the government to act now. A new generation of Vietnamese citizens is approaching. With us,

they demand a break with the past and ensure that animal welfare is at the heart of Vietnam's transition.

On the surface, this process may seem slow, but in reality, in Vietnam, change is happening faster than people think. Recently, thanks to the involvement of local authorities and FOUR PAWS, Hoi An has become the first city in the country determined to end the dog and cat meat trade.



Figure 22: OOH ads by Four Paws - Source: Four Paws

- “#ProtectMillions”

Another campaign by FOUR PAWS also raising awareness and calling for one million signatures to end the cruel dog and cat meat trade in Southeast Asia.

This million signatures will be the basis for working with the Government to call for the enactment of policies and law enforcement to protect pets to end this inhumane dog and cat trade.

Using Out of Home advertising, with haunting images and messages are being shared by many communities in the hope of repelling the trade and killing of dogs and cats in Southeast Asia. The portal to collect signatures has

called for more than 1.5 million signatures and they are sending this to the government.



Figure 23: 1.5 million signatures reach for the campaign - Source: Four Paws

- “Mái ấm thú cưng”:

A fundraising campaign called “Mái ấm thú cưng” recently launched by Momo and Saigon Pets Foundation with the desire to have a small home to care for stray dogs or cats that are starving and beaten, is a comfortable place to live. Using the fundraising method, the campaign have achieved the target goal (150 million VN) and they are now constructing a new home for these poor pets



Figure 24 Picture of dogs in “Mái ấm thú cưng”.

=> From the research above, Paw's Buddies - a group of 2 people with an unlimited love for pets have decided to build a campaign to support and increase awareness for abandoned and disabled animals through the media.

3. Paw's Buddies SWOT Analysis

- Strengths
- + Due to the subjects we study at FPTU, co-founders have a great deal of experience working on a variety of large and small projects, so they can handle any aspect of a campaign, including strategy planning, content creation, and design. Both of them have a great love for pets, are very enthusiastic and hard-working.
- + “Paw's Buddies” will have a comic book series condemning the reality of abandoned and handicapped pets. This approach will be a different way of

conveying a story than other organizations. For example, the page “Chung tay bảo vệ Chó và Mèo” will only post stories and pictures of abandoned and handicapped pets in need of help or reshare from other sites. Other organisations such as “Peta Asia” " also post pictures or video clips to call for a stop to cruelty to animals

- + Because the team is also Gen Z, “Paw's Buddies” have knowledge to understand the behavior and psychology of Gen Z (main target audience).
- Weakness:
 - + Team do not have much knowledge and experience in pet rescue, so there is a lot of information to research.
 - + Paw's Buddies only has two members, so the work will be quite hard because of the dense timeline.
 - + Paw's Buddies may not be able to convey all the feelings of pets, making it impossible for viewers to be touched.
- Opportunities
 - + Because the team is also Gen Z, “Paw's Buddies” have knowledge to understand the behaviour and psychology of Gen Z (main target audience).
 - + After many cases of press condemnation of cruelty to pets, people also feel very angry and concerned about the issue of pet abuse.
 - + The situation that Vietnam is having major changes in animal protection laws is a great benefit to the group

- Threats
- + The topic of pets has always been of great interest to many young people, but this is a large topic with a lot of information.

Chapter 3: Strategy

1. Campaign Objectives

Based on similar campaigns that have been carried out in the past, according to comparison, this level of reach is reasonable and valid, since these campaigns reach thousands of people. For a newly formed team, setting KPIs like Table 2 is a good start.

Process	Before	During	After
Date	23/05 - 05/6	06/06 - 03/07	05/07 - 30/07
Quantity (posts)	8	20	10
Reach (Total of all posts)	1000-2000	1000-5000	1000-2000

Table 2: Campaign KPI

- Raise awareness of the target group about abandoned and handicapped pets issue in order to help and reduce the number of abandoned and handicapped pets
- Building brand images (including brand identity, Facebook page, ..)

2. Target Audience

- Young people living in Ho Chi Minh City
 - + Gen-Z
 - + Age: From 18-25 years old
 - + Sex: Male & female
 - + Personality :
 - Gen Z is more aware of what they want and what they don't want.
 - Open-minded, easily integrate into a community, dare to express their own personality identities.
 - For Gen Z, the key point is not to define themselves through only one stereotype but rather for individuals to experiment with different ways of being themselves and to shape their individual identities over time
 - + Level :

- From the time of their birth, the internet and cell phones (for the most part) were commonplace. Gen Z wants instant gratification and they know that if they need information, it's easily accessible.

+ Behaviour

- High rate of smartphone usage
- Using many social networks like Facebook, Instagram,...
- With limitless information at their fingertips, Gen Z has a lot of knowledge and exposure to many different topics. With this breadth of knowledge, they constantly seek new ideas and experiences.

3. Method of Application

- The Public Information Model by Grunig Hunt

This concept also serves as a means of unidirectional communication between the organization and the donor. This paradigm is mostly focused on "enlightenment," according to Kelly's research, "The Fund-Raising Behaviour of US Charitable Organizations" (fundraising is dependent on rational, intelligent, and compassionate donor publics). The goal of public information is to convey accurate facts and recognised truths to the public. The sensible and sympathetic public would then be persuaded to support the organisation. An example of this model would be an anti-smoking campaign that describes medical evidence on the dangers of smoking. To persuade people not to smoke cigarettes, the campaign uses facts and proof. By using honest facts about the health risks of smoking, these facts help persuade the public and gain support for a cause.

- + Social Media: provide necessary information on the situation of animal abandonment in Vietnam so that they have more awareness about the problem. At the same time, creating transparency and trust from everyone to the campaign.

- **The Two-Way Symmetrical Model by Grunig Hunt**

The most recent approach, symmetrical communication in both ways, has been deemed the most beneficial for businesses that rely on it. To achieve mutually beneficial outcomes, the two-way symmetrical model relies on donor feedback and interaction. This strategy strives to create mutual understanding with donor audiences; as a result, it is a two-way communication paradigm that involves both donors and organizations. This concept encourages negotiation between the donor and the organization so that mutual support can benefit both parties. This methodology relies on building a shared historical backdrop and undertaking research to communicate with the audience. This concept pushes organizations to hold themselves accountable for their data and actions. An internet campaign to end pediatric cancer would be an example of this concept. The website would give information, in-depth research, opportunities for the general public to help with this cause, and a direct donation option. They may, for example, publish artwork done by children in response to submitted family stories. The website would offer a means of communication through blogs and resources, assisting in the establishment of a relationship with and among donors (donors can submit suggestions, questions, and concerns, etc.), while the donor wants to support the cause through contributions and support. A

relationship is formed, and this relationship is necessary for the survival of the cause.

- + Social media post: The character “Harry” will be the main mascot to guide everyone so that everyone will understand about the case of violence leading to disability and bring the message ““My happiness” comes from you”
- + Exhibition Event: An exhibition of paintings on the topic of abandoned and handicapped pets after being rescued, viewers can come to feel and give feedback after visiting the exhibition.

- **AIDA model**

The AIDA Model describes the cognitive phases that an individual goes through while purchasing a product or service. It's a purchasing funnel that buyers travel through at each stage to help them make the final purchase. The AIDA model can assist Paw's Buddies in building awareness for the audience to take an interest in the campaign in this communication campaign.

- + Awareness: Run a campaign with the comic series to attract the target audience that the campaign is different from others.
- + Interest: Approaching the plight of pets, the current situation of pet abandonment. Put the audience into the point of view of pets in order to know how these poor pets have gone through suffering.
- + Desire: After the audience feel the pain of pets being abandoned and raise the spirit to help them. Announcing the exhibition event through social media and other channels.

- + Action: An exhibition event helps visitors seeing and understanding the pain of a pet being abandoned leads to the action of donating and raising awareness.

- **Storytelling:**

Storytelling meaning word by word is exactly telling the story. Under the eyes of Marketer, storytelling is telling a story which can be affect to the viewer's emotion, so from that viewer can have the motivation to execute the action which the organisation wants most (register, order, download,...)

One of the activities people have done and spend a lot of time doing but they are not paying attention to is listening to other people's stories. In the book "Storytelling, Branding in Practice" by Springer 2005, although it's been a long time since the book publish, but the value of storytelling the book have delivered is still correct in present "A strong organisation must create specific value and an emotional connection with consumers certainly can not be without a way to tell a good story."

The final objective of storytelling is to create and maintain the relationship between the organisation and audience. To executed that big objective, we divide into 3 small objective when using storytelling:

1. Bring information to audience
2. Convince the audience
3. Connect with the audience

- **Why choose storytelling as the main strategy for this campaign ?**

It's a competitive marketplace out there: tens of millions of kinds of information being created each day, with much more being shared. Businesses around the world are paying billions of dollars to compete for seconds of attention from audiences who are overwhelmed with similar messaging. The internet has democratised marketing by making it more accessible, but it has also made it tougher for great organisations to stand out.

It's not enough to have a good product or service; Paw's Buddies must also know how to communicate about it in a way that sets us apart from the competition. That is why storytelling is so vital.

Instead of bombarding your audience with data, figures, and testimonials, concentrate on making Paw's Buddies thoughtful, memorable, and genuine. Wrap a message in a story to transport people, simplify information, and elicit an emotional response. Share your brand's history, difficulties, accomplishments, and value propositions through narrative.

Not only will storytelling boost Paw's Buddie's favorability in the eyes of the audience, but it can also be up to 22 times more remembered than facts.

4. Campaign Timeline

Time	Content
15/04/2022 - 22/05/2022	- Complete content and procedures for the campaign.

	<ul style="list-style-type: none"> - Connect with companion organisations and sponsors
23/05/2022 - 02/07/2022	<ul style="list-style-type: none"> - Runs the campaign -Preparing for the exhibition event
03/07/2022	Exhibition event: "Niềm vui của "em" là..."
04/07/2022 - 22/07/2022	<ul style="list-style-type: none"> - Recap the campaign - Report for companion organisations and sponsors - Campaign summary
22/07/2022 - 30/07/2022	Maintain interaction post

Table 3: Project Timeline

5. Content Pillar

MASTER LINE					
NIỀM VUI CỦA "EM" LÀ... - "MY HAPPINESS" IS YOU					
TIMELINE	23/07 - 05/06	07/06 - 21/06	22/06 - 02/07	03/07	04/07-30/07
PHASES	Phase 1: Awareness	Phase 2: Interest	Phase 3: Desire	ACTION: Exhibition	Phase 4: Spreading
STRATEGY OF STORY	Introducing the character "Harry" to create a new perspective for viewers	"Harry" will tell his joy and the tragic case of a friend being abused by his owner	Harry calling everyone to visit the exhibition to know more about the story of	;Did you really understand those pets' feelin	"Sharing and Feeling" -From everyone's help, pets have a better

		to get everyone's attention to condemn that cruel act.	him and his friends.	gs? Their happiness is to have a "home" like many other pets.	life, helping people feel happy to help.
GOAL	Introducing the campaign, why is this pet protection campaign different from	Approaching the plight of pets, the current situation of pet abandonment	Motivate people to attend the event to have a better overview of this situation.	Seeing and understanding the pain of a pet	Raise awareness among young people about helping abandon

	others?			being aban done d leads to the action of helpin g	ed and handicap ped pets.
KEY MESS AGE	“Harry” - My happiness is...			NIỀM VUI CỦA "EM" LÀ... - "My happiness" comes from you	
KEY ACTIVI TY	Story Telling			Exhib ition event	Picture and video recap
CHAN NEL	FACEBOOK				

Table 4: Content Pillar

6. Exhibition Event information

6.1 Summary program:

- Exhibition name: “Niềm vui của “em” là...”
- Time: 8:30 - 17:00 (July 3, 2022)
- Audience: Young people who are 18-25 year old.
- Purpose: Paw’s Buddies wants to spread the love of animals, a sense of responsibility to young people. When they see the images of happy pets when being helped will motivate them to help more cases out there.
- KPI: -50-100 visitors

6.2 Main content

- The photo exhibition “Niềm vui của “em” là...” will clearly depict the emotions of the pet's joy when they are helped and returned to life. The exhibition includes the stories of 10 pets that have been saved by “Forever Wheelchair”, visitors can see their photos and read the story to sympathize with these poor pets.
- Linocut Workshop belongs to the project "Love Pets. Make Art!" Organised by SoWat Station, is a meaningful activity to support and protect animal welfare. The workshop will be held for 5 hours for both pre-registrants and visitors, each work on average needs 1 hour 30 minutes to about 3 hours to complete. This workshop event will also attract a larger audience for the exhibition.

- “Postcard for you” - each visitor to the exhibition will bring home a random postcard from Paw's Buddies, there will be a charity box next to the booth table so visitors can freely donate to the organisation "Forever Wheelchair".

6.3 Timeline of Event

Date	Time	Content
03/07/20 22	8:30 - 9:00	Check in
	9:00 - 9:15	Opening ceremony
	9:15 - 14:00	Visiting the exhibition "Niềm vui của em là..."
	14:00 - 17:00	Art work - Linocut Workshop - SoWat
	17:00	Ending ceremony

Table 5: Timeline of Event

7. Estimate Budget

The campaign budget includes advertising costs, event cost, and personnel costs. The total campaign costs 27,095,000 VND.

HẠNG MỤC		SỐ LƯỢNG					THÀNH TIỀN		THUẾ		TỔNG CỘNG	GHI CHÚ
STT		Người	Model	Nhãn hiệu	Số lượng	Đơn vị tính	ĐƠN GIÁ		TTNCN	VAT		
NHÂN SỰ												
1	CTV	5			1	Người	100,000 ₫	500,000 ₫	55,556 ₫		555,556 ₫	
2	Tiền thuê Artist	1			1	Người	3,000,000 ₫	3,000,000 ₫	333,333 ₫		3,333,333 ₫	
KHÁCH MỜI												
THIẾT BỊ QUAY CHỤP												
1	Máy Sony A7Miii			Sony	2	Cái	400,000 ₫	800,000 ₫		80,000 ₫	880,000 ₫	
2	Máy Canon 5D2			Canon	2	Cái	300,000 ₫	600,000 ₫		60,000 ₫	660,000 ₫	
3	Tripod				1	Cái	200,000 ₫	200,000 ₫		20,000 ₫	220,000 ₫	
4	Monitor				1	Cái	200,000 ₫	200,000 ₫		20,000 ₫	220,000 ₫	
IN ẤN												
1	Standee				2	Tấm	160,000 ₫	320,000 ₫		32,000 ₫	352,000 ₫	Kích thước: 0,8 x1,8m
2	Kịch bản MC				2	Bộ	1,000 ₫	2,000 ₫		200 ₫	2,200 ₫	Kích thước: A5. Mỗi bộ 2 tờ
3	Kịch bản chương trình				5	Bộ	1,000 ₫	5,000 ₫		500 ₫	5,500 ₫	
4	Bảng Agenda Chương Trình				1	Bộ	20,000 ₫	20,000 ₫		2,000 ₫	22,000 ₫	
5	Bảng giải thích				4	Bộ	20,000 ₫	80,000 ₫		8,000 ₫	88,000 ₫	
6	Bản vẽ setdesign				2	Bộ	1,000 ₫	2,000 ₫		200 ₫	2,200 ₫	
7	In thẻ đeo BTC				7	Bộ	32,000 ₫	224,000 ₫		22,400 ₫	246,400 ₫	
8	Ảnh trưng bày				20	Bức	70,000 ₫	1,400,000 ₫		140,000 ₫	1,540,000 ₫	
ĐẠO CỤ												
1	Pin cho micro				1	Ví	10,000 ₫	10,000 ₫		1,000 ₫	11,000 ₫	
2	Bao rác				1	Túi	30,000 ₫	30,000 ₫		3,000 ₫	33,000 ₫	
VĂN PHÒNG PHẨM												
1	Bút lông				10	Cây	12,000 ₫	120,000 ₫		12,000 ₫	132,000 ₫	
2	Thẻ BTC + bao đựng				7	Bộ	20,000 ₫	140,000 ₫		14,000 ₫	154,000 ₫	Kích thước: 12x8.5cm - kích thước bình thường: 9x12
3	Postcard				1	Xấp	60,000 ₫	60,000 ₫		6,000 ₫	66,000 ₫	100 tờ/1 xấp
4	Phong thư đựng Postcard				1	Xấp	30,000 ₫	30,000 ₫		3,000 ₫	33,000 ₫	100 tờ/1 xấp
5	Kéo dán				10	Cuộn	20,000 ₫	200,000 ₫		20,000 ₫	220,000 ₫	
6	Ghim bấm				10	Hộp	5,000 ₫	50,000 ₫		5,000 ₫	55,000 ₫	
7	Kéo				10	Cây	15,000 ₫	150,000 ₫		15,000 ₫	165,000 ₫	
8	Giấy note				3	Xấp	9,000 ₫	27,000 ₫		2,700 ₫	29,700 ₫	
9	Dây thừng				10	Mét	5,000 ₫	50,000 ₫		5,000 ₫	55,000 ₫	
10	Bút bi				20	Cây	50,000 ₫	1,000,000 ₫		100,000 ₫	1,100,000 ₫	
11	Thùng giấy quỳ				1	Thùng	100,000 ₫	100,000 ₫		10,000 ₫	110,000 ₫	
12	Sticker				100	Tờ	5,000 ₫	500,000 ₫		50,000 ₫	550,000 ₫	
ĐỊA ĐIỂM												
1	White Space Art Gallery				1	Ngày	12,000,000 ₫	12,000,000 ₫		1,200,000 ₫	13,200,000 ₫	
2	Tiền ăn sáng BTC, CTV (onset +setup)	7			3	Phần	35,000 ₫	105,000 ₫		10,500 ₫	115,500 ₫	
3	Tiền ăn trưa BTC (onset+setup)	7			3	Phần	35,000 ₫	105,000 ₫		10,500 ₫	115,500 ₫	
4	Tiền trái cây cúng				1	Phần	100,000 ₫	100,000 ₫		10,000 ₫	110,000 ₫	
5	Hoa tươi tặng khách mời				3	Bó	120,000 ₫	360,000 ₫		36,000 ₫	396,000 ₫	
6	Nước suối				3	thùng	94,000 ₫	282,000 ₫		28,200 ₫	310,200 ₫	
QUẢNG CÁO												
1	Quảng cáo Facebook				10	Post	200,000 ₫	2,000,000 ₫		200,000 ₫	2,200,000 ₫	
TỔNG CỘNG											25,088,089 ₫	
									Chi phí quản lý	5%	1,254,404 ₫	
									Chi phí phát sinh	3%	752,643 ₫	
TỔNG TẤT CẢ CHI PHÍ											27,095,136 ₫	

Table 6: Budget Estimate

Đây là khoảng chi phí dự tính mà nhóm đã đề ra để thực hiện cho cả chiến dịch lần này. Sau đó nhóm đã cố gắng rút chi phí thấp nhất nhưng vẫn đạt được hiệu quả cao với mức chi trả là 12 triệu cho cả chiến dịch (phần chi phí thực thi) hiệu quả mà chiến dịch mang lại vẫn giống với những gì nhóm mong muốn.

8. Communication Timeline

Phase	Time	Content	Action
1	09/05/2022 - 21/05/2022	Establish	- Build a plan to develop the campaign
2	22/05/2022 - 02/07/2022	Run the campaign	<ul style="list-style-type: none"> - Building brand awareness - The articles revolve around the topic of happiness of abandoned and handicapped pets - Introduce "Forever Wheelchair" - Runs posts about photo exhibition event "Niềm vui của em" là..."

			- Introduce sponsors (if have)
3	03/07/2022	“Niềm vui của “em” là...” Photo Exhibition Event	The photo exhibition aims to voice the voice of pets through photos, viewers will clearly feel the happiness of being rescued so that young people can act to help the pets.
4	04/07/2022 - 13/07/2022	Recap event	- Post about abandoned and handicapped pets - Recap video and program content - The article thanked the audience

			and those who accompanied the program.
5	13/07/2022 - 01/08/2022	Maintain interaction	Posting posts, stories related to pets that have been saved
	01/08/2022	End campaign	

Table 7: Communication Timeline

Chapter 4: Pre-Production

1. Ideation and brainstorming

1.1. Insight

According to the team's research, young people find that the reason they want to raise or adopt a pet is that they want a pal to play with, to reduce stress in life. But unfortunately, when their "4 legs friend" has suffered terrible things like disease, accident come to handicapped. Young people have a tendency not to look after and abandon their "friend".

1.2. Big Idea

Has witnessed a lot of stories about abandoned and handicapped pets throughout the internet and other organisations. Paw's Buddies wants to do something to change these poor pets' futures and make them feel that they have someone to take care of them with unlimited love. But to change the harsh reality, one of the basic things needed to change is the mindset of the young people. If things can change from the foundation, the result for future generations is huge. Paw's Buddies wants young people to put themselves into the point of view of these pets, in order to make young people feel the pain and suffering these pets have been through and come with that is their happiness when adopted and have a place to call home.

1.3. Key message and slogan

Key message: The main message of the campaign to spread love for animals and a sense of responsibility to young people, seeing pictures of happy pets when being helped will motivate them to take action to help more abandoned pets out there.

Slogan: "My happiness" comes from you. Pet's happiness comes from your choice.

2. Identity Design

2.1 Logo

About Logo, the original idea was to create a logo that has both dogs and cats, and also represents the characteristics of the group, so the use of the letter "B"

in the logo not only stands for the word Buddies but also stands for English words that express the strong desire and love for pets from the group. Those are the words “Beamish”, “Bold”, and finally “Beautiful”.

SKETCHING

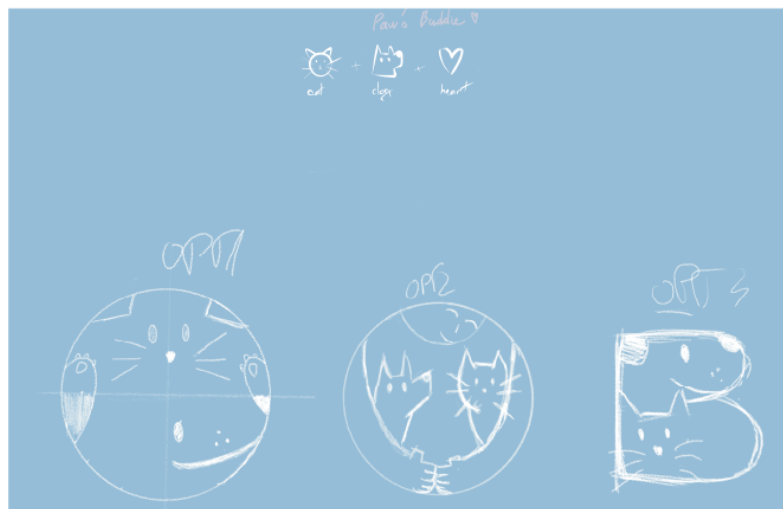




Figure 25: Paw's Buddies Logo

2.2 Colour

Regarding the campaign's colour, we have selected several pastel hues. Pastels are dilutions of the primary and secondary hues. Consequently, they possess both the personality of the original colour and the purifying, cleansing spirit of white.

Psychologically, pastels are an extremely optimistic color family. You can evoke springtime, growth, childhood, playfulness, femininity, laughter, and games with

pastels. Additionally, pastels are associated with cleanliness and freshness, making them an excellent choice for marketing campaigns centered on cleaning products, sanitation, health, or fragrance.

When combined with stronger or more formal hues, such as midnight blue, rich purple, or burnt orange, pastel hues create complex, balanced color schemes that are simultaneously playful and sophisticated.

Our team's primary color is a pastel shade of blue because it is associated with our mission. Most people associate the color blue with serenity, peace, and joy. A clear sky appears, indicating that there is no threat of thunderstorms, precipitation, or snowfall. Since ancient times, a clear sky has been regarded as a positive sign. Peace, liberty, and joy originate in the soul. Cool tones are calming to the human mind. The soul is the source of peace. A special location is blue, which is regarded as gentle. There is no unease with it. According to Buddhists, the color blue represents maternal care, compassion, and love. It represents harmony, spiritual flow, and pure consciousness to them. To return to our primary objective, we wish to establish a tranquil environment in which viewers can express compassion for abandoned and disabled animals. Despite this, we want to demonstrate to viewers that our campaign will bring joy and happiness to the unfortunate animals as well as hope.

- Main colour:

+ Sky blue (#A2D5E5): Faith, hope, peace, freedom and joy

● CMYK: 29, 7, 0, 10

- RGB: 162, 213, 229

- HSB: 194.3°, 29.3, 89.8

- Colour Variations:

+ Yellow Beer (#F7B119):

- CMYK: 0, 28, 90, 3

- RGB: 247, 177, 25

- HSB: 41.1°, 89.9, 96.9

+ Goldenrod (#F7D674) - Pastel Yellow

- CMYK: 0, 13, 53, 3

- RGB: 247, 214, 116

- HSB: 44.9°, 53, 96.9

+ Tacao (#F3AD84) - Pastel Orange

- CMYK: 0, 29, 46, 5

- RGB: 243, 173, 132

- HSB: 22.2°, 45.7, 95.3

+ Illusion (#EEA7BD) - Pastel Pink

- CMYK: 0, 30, 21, 7

- RGB: 238, 167, 189

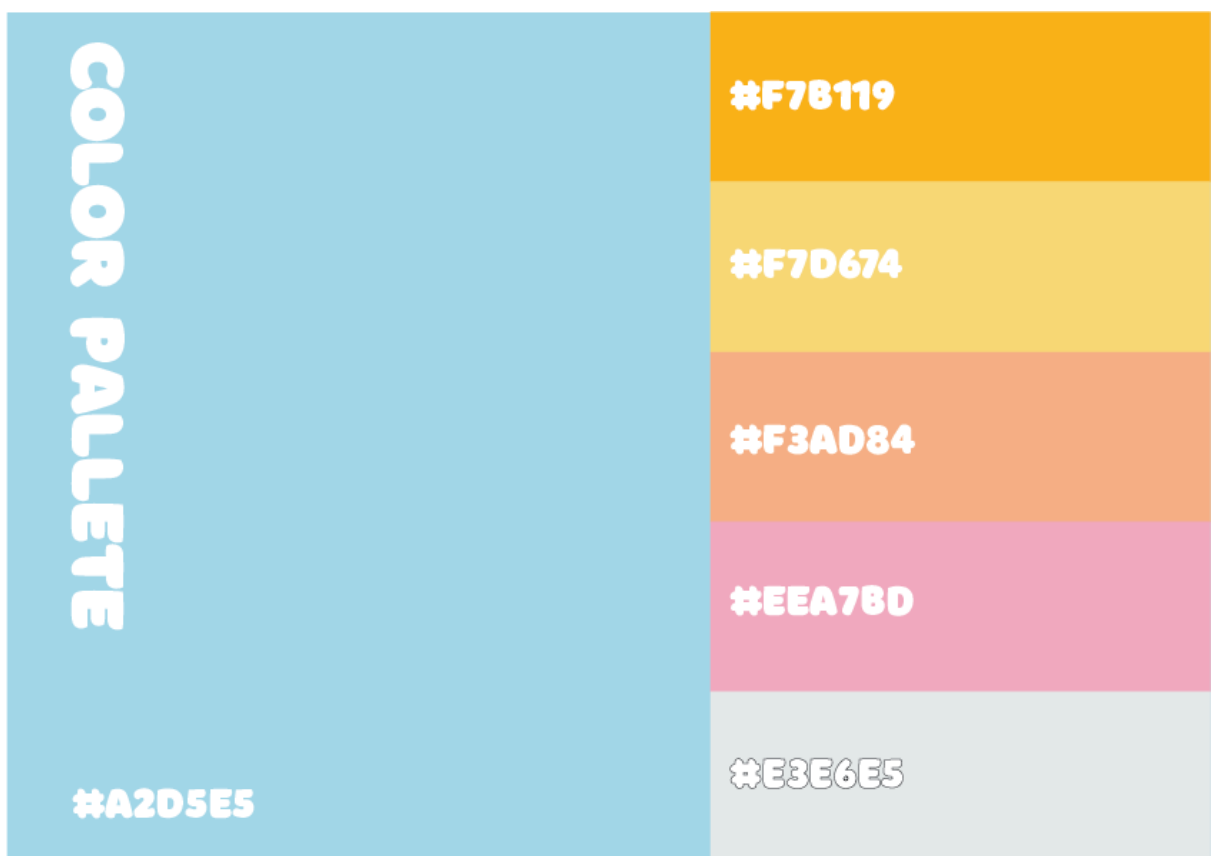
- HSB: 341.4°, 29.8, 93.3

+ Mercury (#E3E6E5)

- CMYK: 1, 0, 0, 10

- RGB: 227, 230, 229

- HSB: 160°, 1.3, 90.2



2.3 Font

- Typeface: iCiel Borsok Regular
- Maven Pro
- TVN Coco Gothic

TYPOGRAPHY

A Ä Â B C D ð E Ê Ë F G
H I K L M N O Ô Õ P Q
R S T U Ú V X Y Z

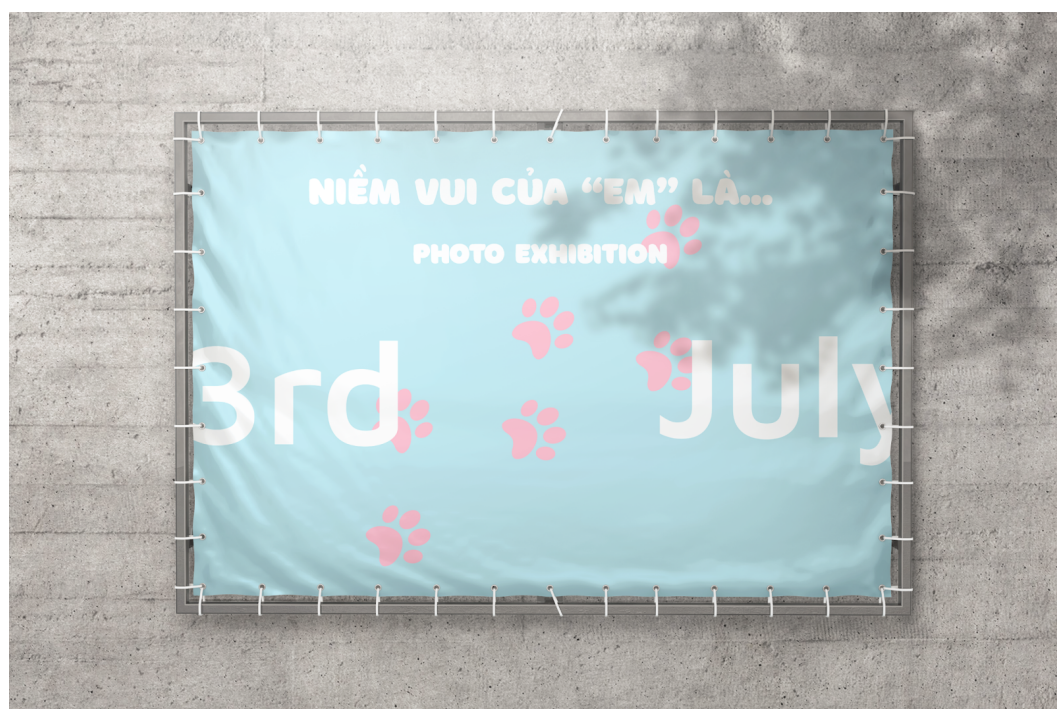
TITLE : BORSOK

Sub-Tilte : Maven Pro

Body: Coco Gothic

2.5 Interface Mockup







2.6 Character Design

For the character design for the storytelling post, after many discussion and brainstorming, the team decided to choose one of Ms. Thu dogs as a main character for the storytelling process, the dog's name is Harry - a Pomeranian dog. The reason why we chose Harry as our campaign mascot is because of Harry's cute looks and back story, when he was disabled since he was 2 months old. But after many events, Harry is one of the oldest members of Forever Wheelchair. The group will use Harry as a bridge to tell stories of different stories and create empathy for everyone.

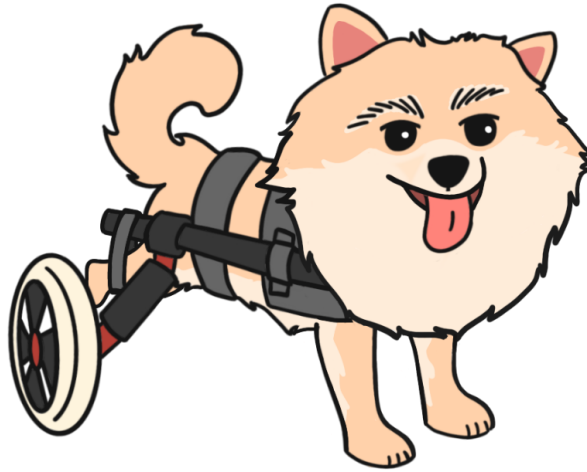


Figure 26: Paw's Buddies mascot: Harry

3. Companion Organisation

3.1. Forever Wheelchair

"Forever Wheelchair" was founded by a Vietnamese-Colombian couple with the same love of cats and dogs. Mr. Oscar has participated in many volunteering activities, taking care of dogs and cats in Colombia, Ms. Anh Thu works as a general practitioner in Vietnam and is also a person who loves cats and dogs a lot. After Mr. Oscar adopted his first dog - Motor, and tried a variety of products for handicapped pets that were available but he didn't like it, so he decided to find and build an optimal wheelchair for his four-legged friends. That's why "Forever Wheelchair" was born. After a long time of researching, understanding

the process and techniques for assembling wheelchairs, now "Forever Wheelchair" is a company specialising in manufacturing wheelchairs for dogs and cats. Signing intellectual property in 2021.



Forever Wheelchair's products are different from other models on the market in that they are wheelchairs with fork springs, which prevent them from being shocked, having strong friction on the body when running, jumping, climbing stairs, and going up and down stairs very comfortably. roof, the details on the car are very light, they can also lift the car up when there is an obstacle in front of you without worrying about being pushed back or forward."

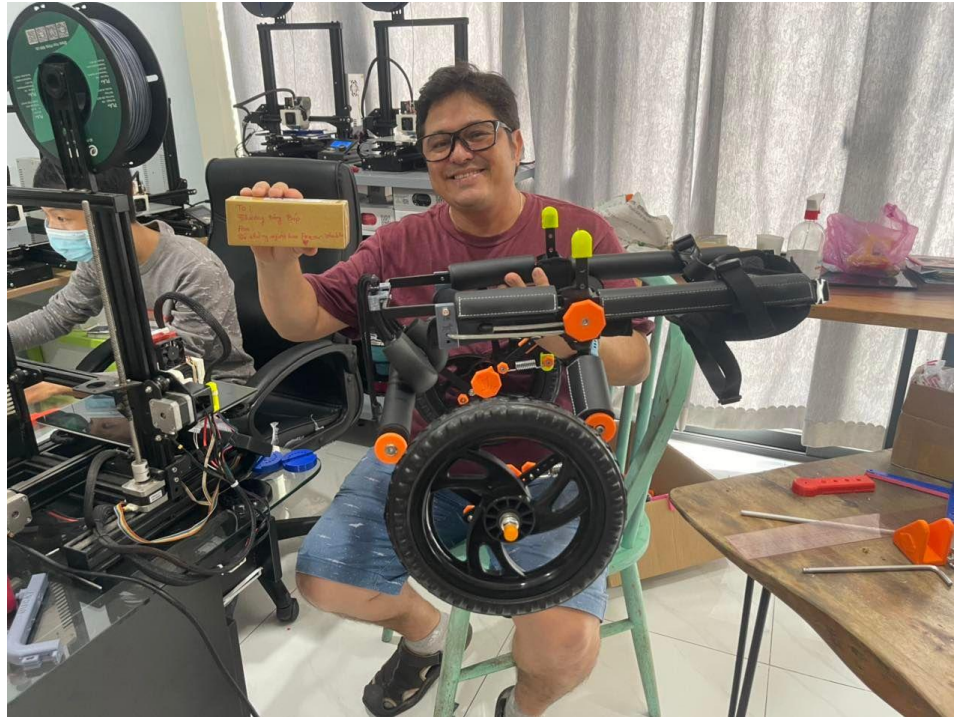


Figure 27: Mr. Oscar, founder of Forever Wheelchair

The fanpage "Forever Wheelchair" has only been active since 2019 but has 56,928 followers and the Tik Tok channel has reached 167,600 likes. With the goal of saving abandoned and handicapped cats and dogs. "Forever Wheelchair" has a separate fund called "Thấp năng cho em" so that everyone can donate to help more cats and dogs.

3.2. SoWat

SoWat is an art hub and artwork production providing solutions for the community and business industry. They believe in the importance of Art and uncompromising quality results. Sowat is doing a campaign "LOVE PETS, SOWAT?" with a series of activities to protect animal welfare such as "LOVE PETS - RECYCLING" - created from recycled materials or "Linocut Workshop". "Love pets, make art!" is an activity under the campaign "Love pets, Sowat?" to

show love to pets in particular as well as to protect animals in general. Profits from the campaign will be donated to Animal Welfare Organizations or the AirClay Workshop “Love Pets. Make Art!” of SoWat Station x KULA all have one thing in common: pets.

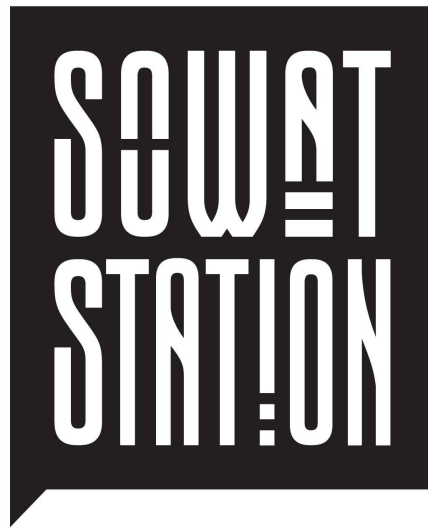




Figure 28: SOWAT Station project

Although Sowat and Sowat Station have just been established since the Covid pandemic, with their personal creativity, SoWat is very popular with young people and follows this series of activities. SoWat page has 2,023 likes and the SoWat Station page has 664 likes.

3.3. NoirFoto Darkroom Studio - Gallery

Noirfoto Darkroom-Studio-Gallery, founded in early 2017, is a space to create, share, support, and nurture the values of the art of photography, especially analogue photography, in both professional and community development aspects.

Noirfoto's facility at Thao Dien, HCM city, consists of the first and best professionally equipped darkroom dedicated towards the highest forms of analogue printing techniques; a studio which is also a venue where photography courses and experiments take place regularly; and a professional gallery with plenty of interesting exhibitions.

Noirfoto organises regular talks, lectures and workshops, photo contests, and photo programmes that provide knowledge and skills in basic to advanced photography levels, in partnership with international schools and other art institutions in HCM City and Hanoi.

4. Human Resources

4.1. Members

Nguyen Tuan Khang - Leader

Hoang Thien Kim - Member

4.2. Main roles

Name	Role	Role description
Nguyen Tuan Khang	Leader, Designer, Editor	In charge of campaign, writing report. Synthesising Ideas to build campaigns, giving tasks and tracking work

		progress. Responsible for production such as making the video about the campaign, design posts on social media, shooting for the exhibition event. Support the event.
Hoang Thien Kim	Planner, Content Creator, Account	Responsible for the content on social media. Contact with the partners and program coordinators.. Media planning and programming. Risk handling. Running ads for fanpage. Director of an exhibition event.

Table 8: Main Roles

5. Risk Management and Backup plan

5.1. Risk management

Based on practical experiences when running campaigns in previous subjects.

Risk management will be divided into 3 levels: low, medium and high for the

probability of occurrence, suggestions to prevent and overcome. This table includes personnel inside and outside the team, issues on social networking sites (content, images, ads, goals, ...)

CATEGORY	DESCRIPTION	PROBABILITY	MITIGATION	IMPACT	MANAGEMENT
HR	Miss the deadline		Divide deadline date into draft and finale		Design on our own
	Misunderstanding		Brief detailly and use verbal communication		Change the way to communicate
RESOURCE	Unreliable sources		Ask the professionals		Apologize to the audience and edit
	Wrong citing		Censor content stricly		Apologize to the audience, author and edit
CONTENT	Spelling mistakes		Check the dictionary		Edit
	Fall to achieve the objective		Optimize content		Conduct the survey
ADS	Banned adss account		Read the advertising policy		Submit an appeal
	Ineffective ads		Set right objective and audience, run testimonials		Change to a more favorable copy/ visuals
EVENT	Storm or Heavy Rain		Watching weather boardcast and organize suitable day		Rent Rain tarpaulin for the event
	Dog may bite each other		Setting rules before the event and Having a professional dog trainer to maintain the situation		Prepare first aid kit
	Picture damage by external factors		Choosing the good quality double side tape		Have backup picture to replace when necessary
	Overcrowded		Divide the crowd into difference area		Have extra chair for people waiting outside
	Hard to find location		Have an article on how to go to the event		Place signpost outside the event
	Legal issues with the lessor of the venue		Sign legal documents with agreement from both parties		Settlement by negotiation for mutual benefit, using previously signed documents as evidence
	dog and cat defecating indiscriminately		Setting rules before the event		Have staff member taking care about pet's defecate
	food poisoning		Check the source of food carefully		Calling ambulance and take care the victim
Low	Medium	High			

Table 9: Risk management

5.2. Method of measurement

Để mà đo lường được mức độ thành công của chiến dịch, nhóm đã sử dụng hai công cụ để đo lường, đó chính là thông qua nền tảng Meta Business và thông qua phản hồi của những người đã tham dự sự kiện mà Paw's Buddiess đã tổ chức. Từ đó xem xét liệu chiến dịch có thành công khi tiếp cận được với khán giả mục tiêu và nhận thức của họ có được nâng cao sau chiến dịch này hay không.

Chapter 5: Execution

1. Paw's Buddies Facebook page development

1.1. Building Fanpage

The Fanpage page was created specifically for this campaign. On May 23, 2022 Paw's Buddies made the first post "Who are we?" To introduce the group, the purpose of the fanpage is to convey positive messages, although there are many pitiful dog and cat stories, as long as you have a love of cats and dogs and are willing to help, there will be many schools. in case of being rescued. After 2 months of operation, the fanpage has reached 911 likes and 1,013 followers. The majority of followers are aged between 18-24 and living in Ho Chi Minh City exactly as the group set out the customer target from the beginning before starting the campaign.

About



[Enter location](#)



Một chiếc page ra đời với mong muốn giúp bạn hiểu rõ hơn về nỗi niềm của những em pets bị bố mẹ bỏ rơi. Hạnh phúc của boss là hạnh phúc của sen. "My happiness" come from you. 🐕 🐕



See less



911 people like this



1,013 people follow this



[Enter website](#)



093 838 51 72



Very responsive to messages

[Send message](#)



[Enter email](#)



[Edit business hours](#)



[Nonprofit Organization](#)



Age & gender ①

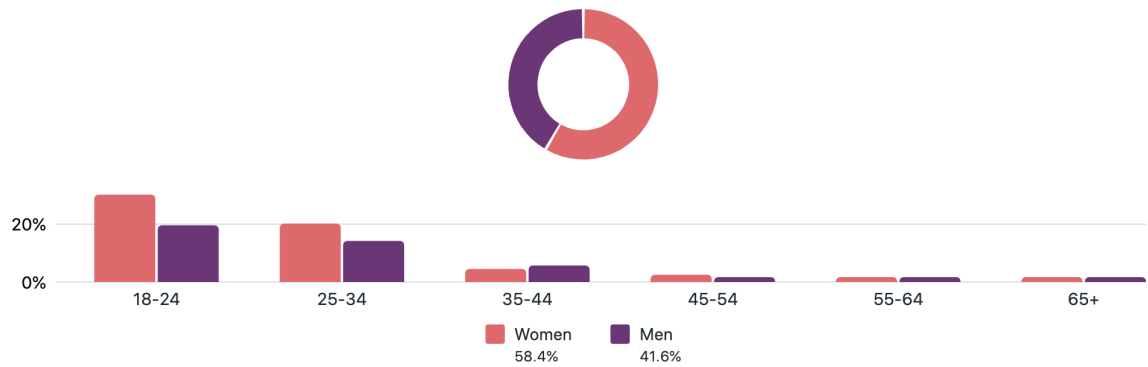


Figure 29: Age & Gender of Current Audience in Fan Page Insight.

Top cities

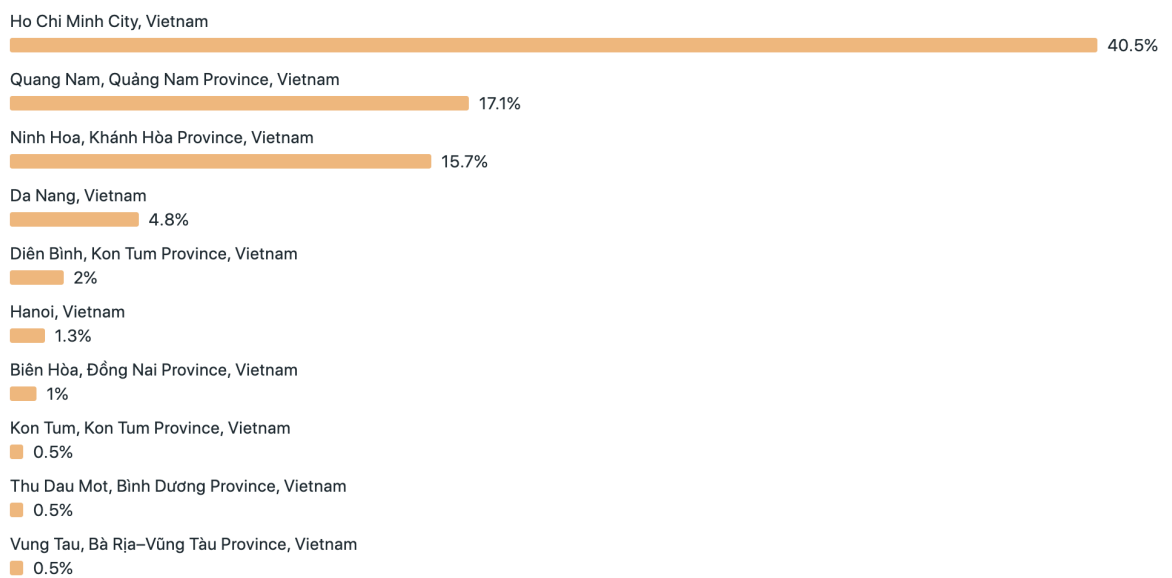


Figure 30: Top cities of Current Audience in Fan Page Insight.



Figure 31: Top countries of Current Audience in Fan Page Insight.

At the same time, the campaign also has potential customers aged 25-44, living in Ho Chi Minh City.

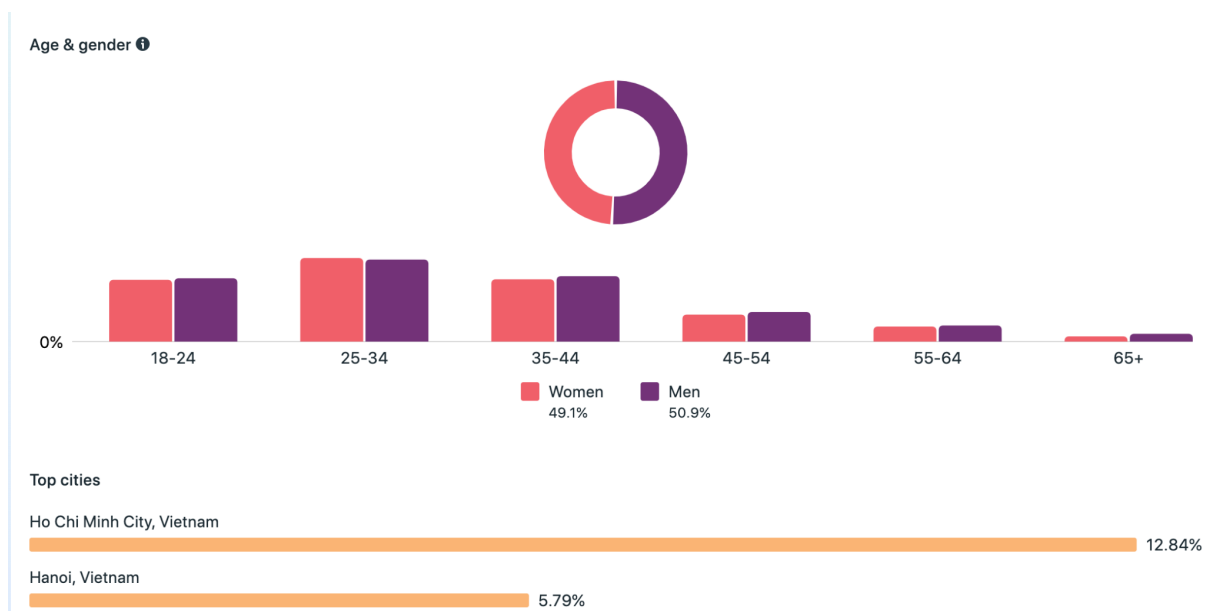


Figure 32: Analyze Potential Audience

1.2. Storytelling post

Storytelling post is the story of a friend of Harry's (the character representing the page) - "Cá Chim" is a special case saved by Forever Wheelchair, he was cut off

by his former owner. This is a true story shared by the owners of Forever Wheelchair, so when posting the story on the fanpage, it received a lot of attention, sympathy and interaction. Forever Wheelchair has also shared this post about their site, so the increased reach is 10.1 times higher than previous posts. We choose to both tell stories and draw pictures to be able to approach people's emotions best. And we chose to draw the story to match the concept that the team chose and also give viewers a brighter perspective because of the characters and colors we chose.

Câu chuyện "Cá Chim" - một người bạn đặc biệt của Harry 🐱

Từ ngày Harry được là thành viên của gia đình đầy ắp yêu thương mà mình đã từng kể cho các bạn nghe, Harry được gặp gỡ và làm quen với rất nhiều bạn mới. Trong số đó, Cá Chim là một bạn cún mà Harry rất trân quý và ngưỡng mộ câu chuyện của bạn.

Ba năm trước

Trước đây, Cá Chim được sinh ra và có một cuộc sống ở Vũng Tàu. Những ngày tháng đó lẽ ra phải là chặng đường đầu đời tốt đẹp của Cá Chim. Thế nhưng, chuyện gì đến cũng đã đến, Cá Chim đã mãi mãi mất đi đôi chân trước của mình do chính người chủ mà bạn ấy yêu thương nhất c.h.ặ.t m.ấ.t thật tàn nhẫn.

Khoảnh khắc may mắn

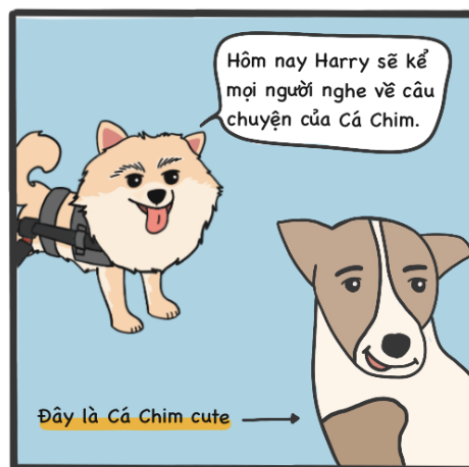
Trong giây phút đau đớn ấy, Cá Chim may mắn được những người cứu hộ tốt bụng trao đến một cơ hội được sống lần nữa. Sau khi được tìm thấy và sơ cứu những bước ban đầu, Cá Chim chính thức được về Sài Gòn để chữa trị. Những cơn đau đã vơi dần đi, nhưng thử thách vẫn còn đó. Dù không tìm được người chủ mới, Cá Chim vẫn được mang xe lăn và tập làm quen với "đôi chân mới" từng ngày tại đại gia đình Forever Wheelchair. Harry thương Cá Chim lắm vì lúc bấy giờ, tâm hồn của bạn vẫn chất chứa đầy vết thương cũ. Cáu gắt và giận dữ cắn người khi được vệ sinh vết thương và tập xe lăn chính là những dư âm của nỗi đau ngày trước.

Cuộc sống mới - Sự mệnh mới

Chuyện gì rồi cũng sẽ qua, Cá Chim bây giờ rất vui vẻ, có thể đi và nhảy rất giỏi, tập thể dục đều đặn nên hai chân sau đầy cơ bắp khỏe mạnh. Thú thật, Harry có chút ghen tị với cơ thể săn chắc này đó. Mỗi ngày, tụi mình được đi chơi hai lần cùng nhau nên lúc nào cũng thật là vui. Có lẽ Cá Chim cũng giống như Harry, những vết thương trên cơ thể và tâm hồn nay đều đã lành. Cá Chim đã có một sứ mệnh mới cho riêng mình là chăm sóc và đồng hành với các bạn cún khác nơi đây. Khi các bạn bị la rầy vì kỉ luật, Cá Chim luôn đứng ra bảo vệ. Khi các bạn khác về nhà mới, Cá Chim luôn đi cùng và tiễn các bạn về với gia đình của mình ở khắp mọi nơi Hồ Tràm, Bảo Lộc, Đà Lạt, và cả vùng đất trước đây mang bạn đến với thế giới - Vũng Tàu.

Nhìn lại câu chuyện này, Harry tự hào về Cá Chim và tin rằng, trong những điều bất ngờ nhất, yêu thương sẽ luôn tồn tại để rồi một ngày nào đó, yêu thương lại được trao đi nhiều hơn đến tất cả.





22,728

People reached

2,115

Engagements

↑ +10.1x higher

Distribution score

Boost post



You and 133 others

18 Comments 26 Shares



Figure 33: Storytelling Post

1.3. Post Design

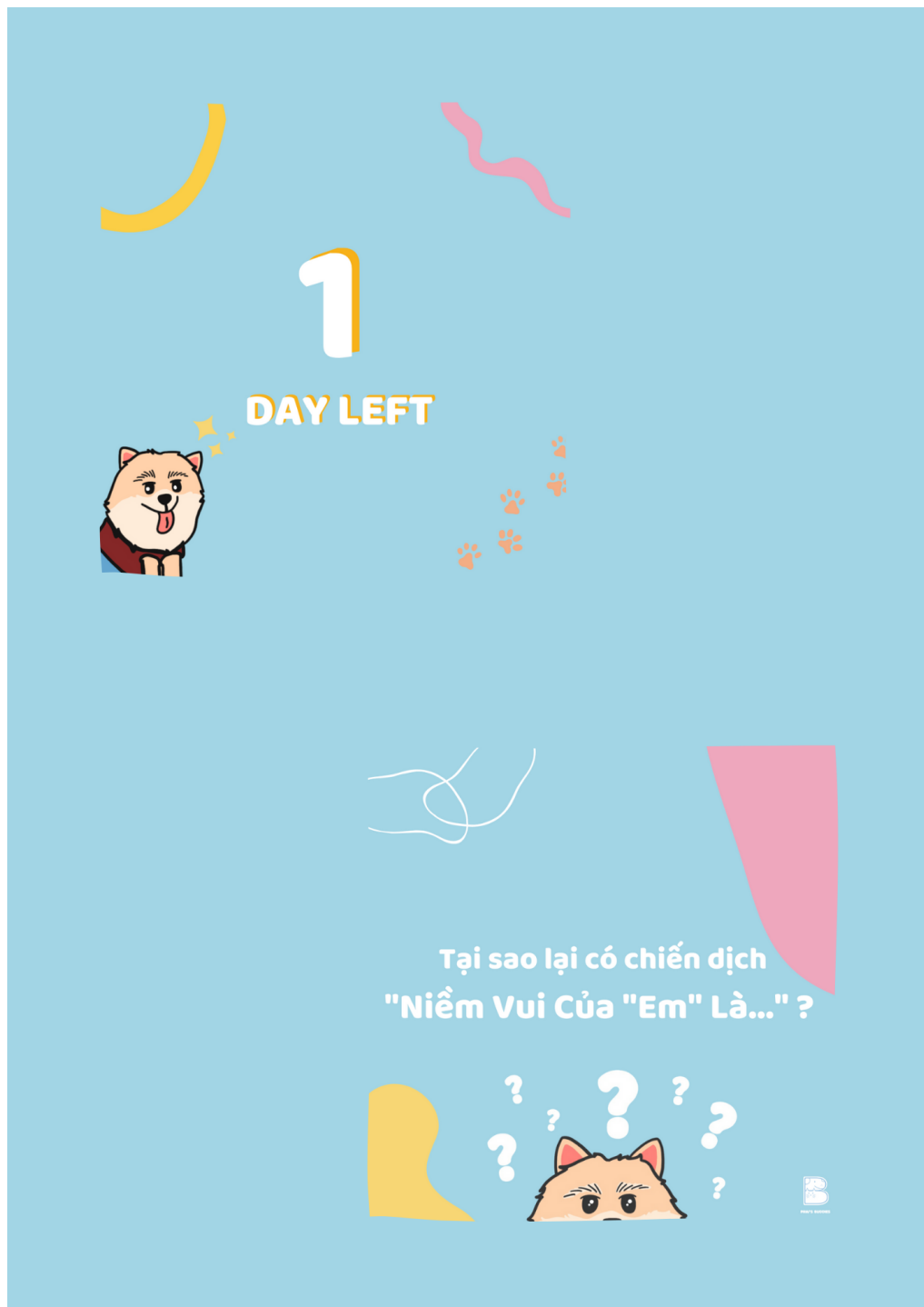




Figure 34: Post Design

2. Event

1.1. Purpose

The exhibition “Niềm vui của “em” là...” which was held in Thao Dien, District 2.

The purpose is for young people to understand the story that dogs and cats have to go through when abandoned and their joy when being rescued and cared for like other healthy cats and dogs. From there, raising the message that every dog and cat has the right to be loved and cared for unconditionally. In addition, this event also raises awareness of young people about the ongoing situation of pet abandonment.

1.2. Content

- On June 23, 2022, Paw's Buddies posted a notice to its followers about the event's information, including what the event included, when, and where.
- On June 26, 2022, the team announced one more activity included in the event, which is the linocut workshop with the combination of SOWAT station, the purpose is to attract people to register and participate.
- Then, on June 30, 2022 Paw's Buddies announced that attendees could bring their pets to join the exhibition.
- And finally, on July 2, 2022, the page posted a reminder for everyone to attend the event. At the same time on that day, Paw's Buddies was also at the

venue to set up and decorate in advance for tomorrow. All work is done quickly and the team prepares everything to deal with a possible crisis.

1.3. Layout for event

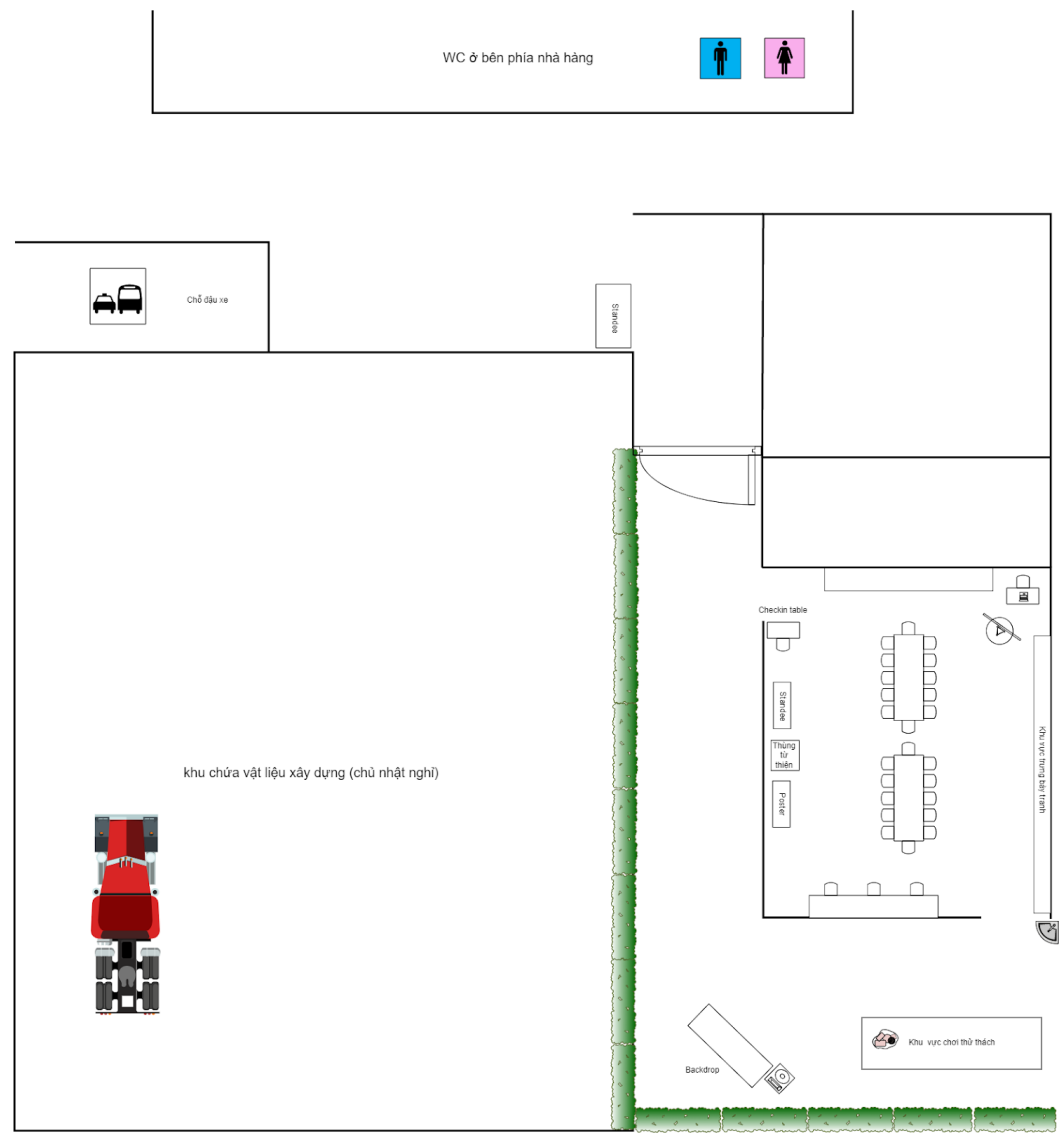


Figure 35: Event Layout

1.4. Design for event

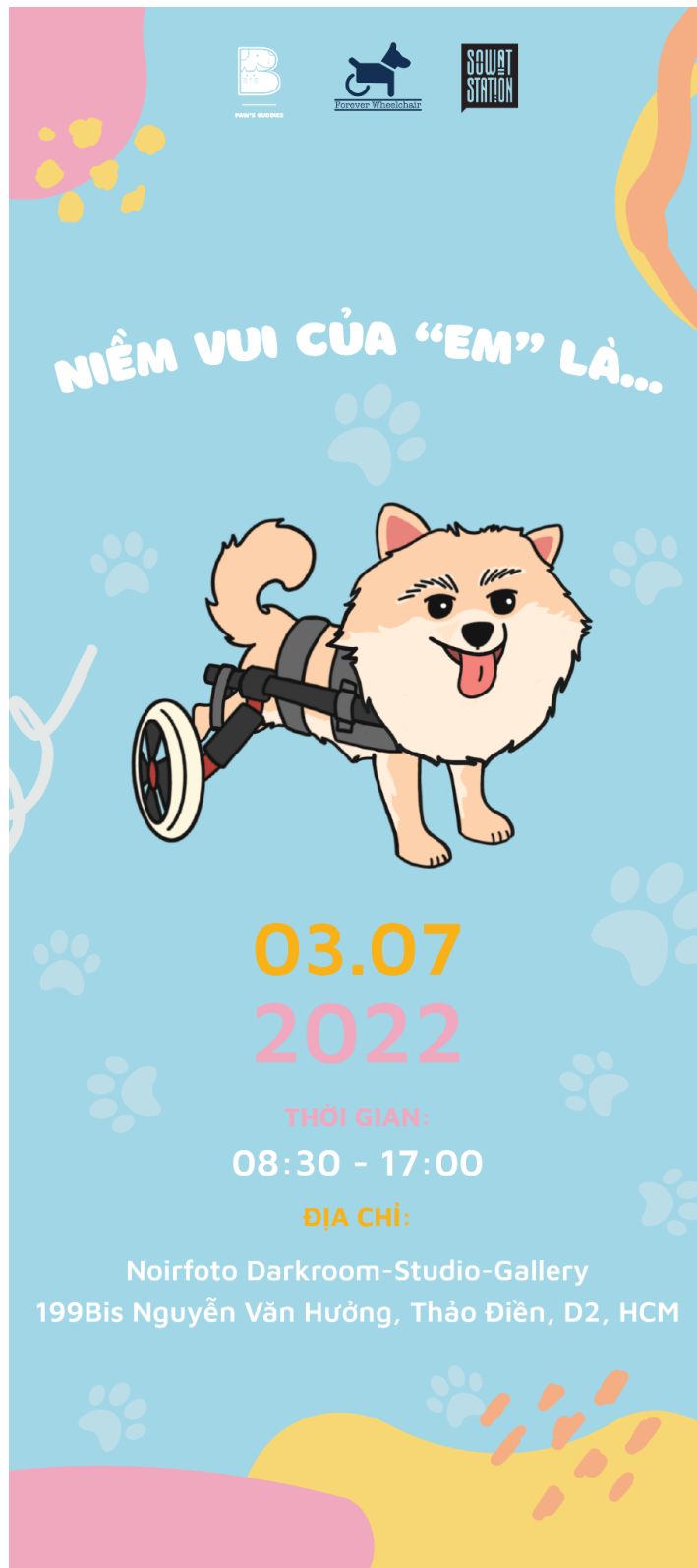


Figure 36: Standee Design

NIỀM VUI CỦA "EM" LÀ

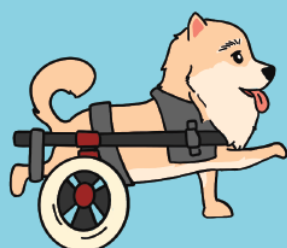


Figure 37: Sticker Design

Chapter 6: Campaign Evaluation

The evaluation goes through sections from the overall Facebook page to weekly performance. Highlight posts and measurements of ad performance are also presented in the following subsections.

1. Overview

Before the start of the campaign, the team had a talk at VOH to give the audience an awareness of the campaign. As a result, the livestream posted on the fanpage of "Saigon FM" received 591 views and 30 comments of concern on this issue.



Figure 38: Paw's Buddies Team at VOH

During the 9 weeks of the campaign (May 24 to present), the Paw's Buddies Facebook page gained 910 likes. The number of hits reached 50,313 and the number of visits to the fanpage reached 951. In particular, the target audience that likes the page focuses on two ages from 18-24 and 25-34 years old. With women making up the majority (58.4%). In addition, the exhibition event also attracted many participants with the number of 67 participants (Including the workshop).

Paw's Buddies Facebook page reach		
Target	20.000	% compared
Actual	51.962	259 %

Table 10 : Paw's Buddies Facebook page reach compare to KPI

Besides the SMART Objective assessment, the number of posts and stories is also compared between weeks. New Pages and Page Reach such as having a prominent growth in weeks 5, 6 and 7. This result is mainly due to articles entering stage 2 and 3 and advertising effectiveness.

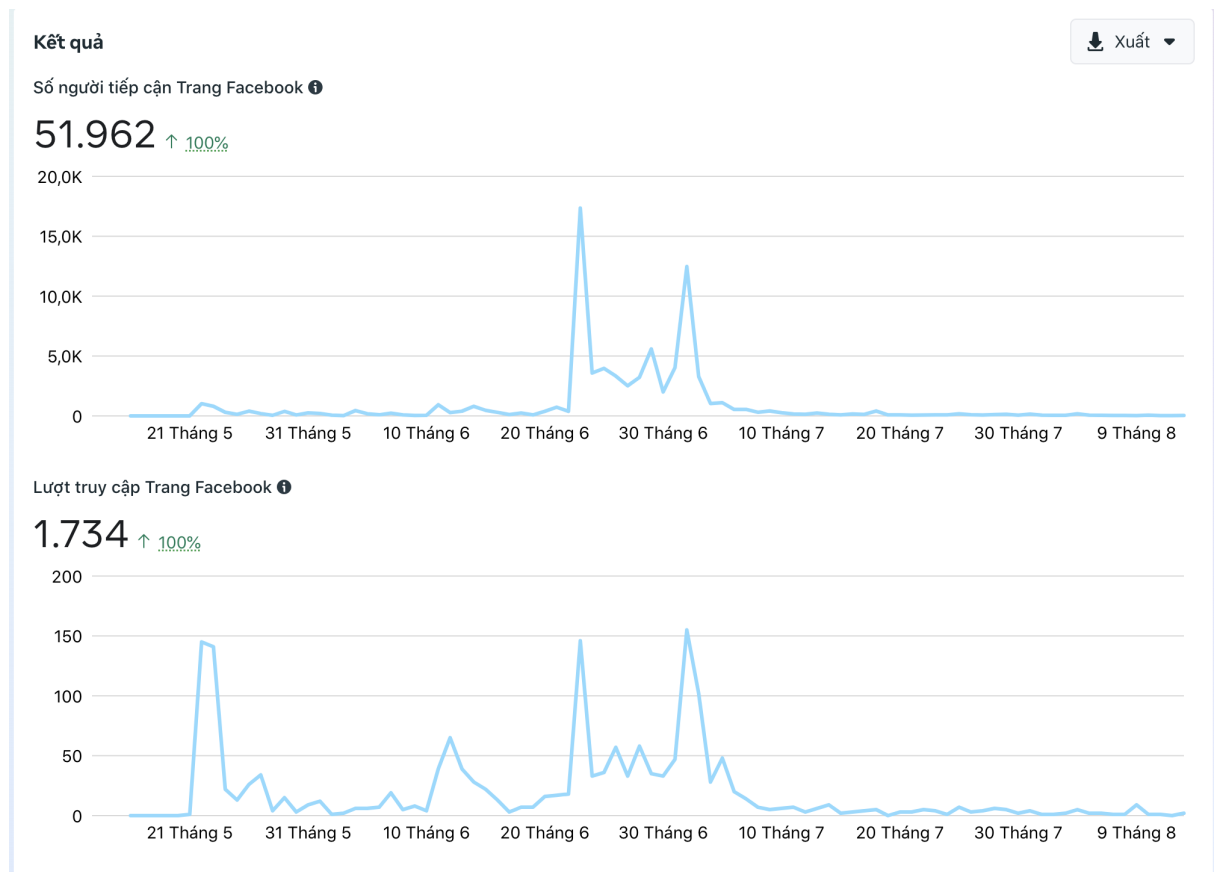


Figure 39 : Paw's Buddies Facebook page reach

PHASE 1: AWARENESS			
NO.	DATE	SHORT DESCRIPTION	POST REACH
01	23/5	Introduce about Paw's Buddies	1.392

02	24/5	Posts increase interaction	331
03	01/06	A picture of your pet	361
04	07/06	Character Hint	391
05	11/06	Introducing the page's mascot	1.442
07	13/06	What is “Niềm vui của em là...” ?	627
08	14/06	World Pet memorial day	1.368
PHASE 2: INTEREST			
09	15/06	Purpose of “Niềm vui của em là...” campaign	683
10	16/06	Introducing Harry, Page's mascot	395
11	18/06	Talk about the audience's pet happiness.	476
12	20/06	Talk about	22.835

		abandoned case	
13	21/06	Introducing Forever Wheelchair	1.483
14	22/06	Harry's life at FW	651
PHASE 3: INTEREST			
15	23/06	Exhibition announcement "Niềm vui của em là"	9.246
16	24/06	Help your pets have fun by?	504
17	26/06	Announcement of SoWat's "Linocut" workshop with registration link	6072
PHASE 4: SPREADING			

18	30/06	Pet allowance in event announced	18.416
19	02/07	Remind to join the event	354
20	03/07	Directions to the event	651
21	03/07	Picture of event	964
22	05/07	Thank you post	465
23	07/07	Introduced about reputable animal rescue organizations	414
24	09/07	Reasons to adopt cats and dogs at the rescue station	216
25	10/07	Note when picking up pets from the rescue station	151
26	13/07	Common types of dog and cat diseases	170

27	16/07	Dangers to cats and dogs when abandoned outside	175
28	25/07	Recap video about event	5.277
29	28/07	Calling everyone not to abandoned their pets during an epidemic	135
30	31/07	Regulations on penalties for beating and cruelly torturing pets in Vietnam	107
31	04/08	Sharing story about the cases rescued by Forever Wheelchair	179

Table 11 : Paw's Buddies Facebook posts reach

2. Highlights

Highlights presents the activities featured on Paw's Buddie's Facebook page, including interactive posts of the 4 phases.

As can be seen in the figure, the most noticed post of phase 1 is the post introducing Harry, the Paw's Buddies mascot in this campaign.

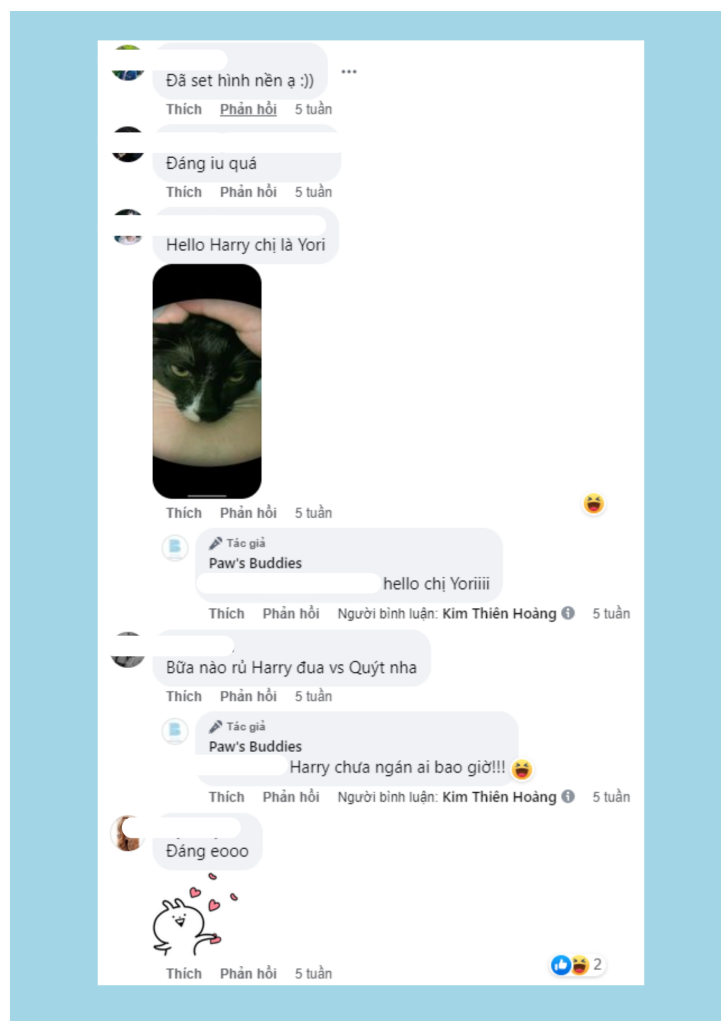
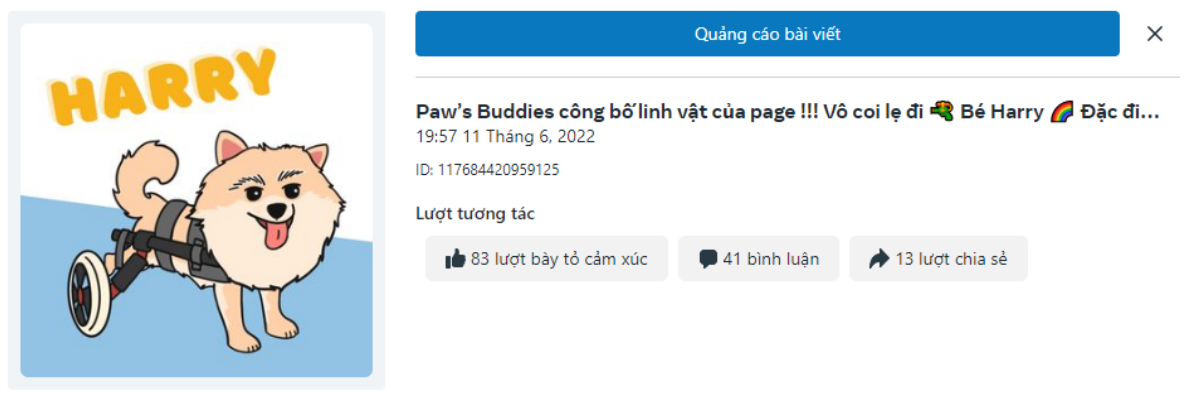
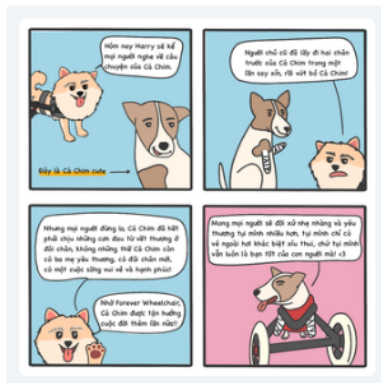


Figure 40 : Phase 1 highlight post

Next to phase 2, the article tells the story of a real dog named "Cá Chim", which has received everyone's attention.



Quảng cáo bài viết



Câu chuyện "Cá Chim" - một người bạn đặc biệt của Harry 🐶 Từ ngày Harry ...
20:00 20 Tháng 6, 2022

ID: 121337987260435

Lượt tương tác

👍 1.151 lượt bày tỏ cảm xúc

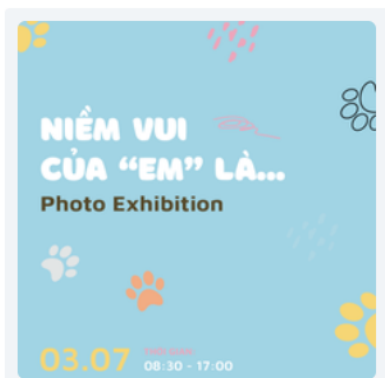
💬 40 bình luận

🔗 26 lượt chia sẻ



Figure 41 : Phase 2 highlight post

Followed by phase 3, the main focus of attention is the introduction of the exhibition event "Niềm vui của “em” là...", with the hope that everyone will participate to understand more about the stories of the dogs which were rescued by Forever Wheelchair.



Quảng cáo lại

THÔNG BÁO SỰ KIỆN TRIỂN LÃM ẢNH: “NIỀM VUI CỦA “EM” LÀ...” 🐶 Harr...
19:20 23 Tháng 6, 2022
ID: 122440923816808

Lượt tương tác

👍 322 lượt bày tỏ cảm xúc

💬 33 bình luận

🔗 26 lượt chia sẻ



Figure 41 : Phase 3 highlight post

Finally at phase 4, the post that gets the most attention is the recap video about the event, this recap video is about the activities happening at the event and shows that people are enjoying the event.



Figure 42 : Phase 4 highlight post

3. Social Ads

The ad audience on both platforms is the campaign's target audience. The advertising budget is mainly allocated to the Facebook page with three posts.

Age	18-25
Location	Ho Chi Minh City.
Interest	Dog and Cat Lovers

Table 12 : Target audience to set ads

The use of advertising to reach the target audience for the purpose of post engagement and promoting the event.

Ad #1 24/06/22	Performance	
	Reach	6.874
	Post engagement	320
	Cost per post engagement	625đ
	Amount spent	200.000đ
Ad #2 28/06/22	Performance	
	Reach	5.412
	Post engagement	142
	Cost per post engagement	702đ

	Amount spent	100.000đ
Ad #3 01/07/22	Performance	
	Reach	3.225
	Post engagement	29
	Cost per post engagement	2.759đ
	Amount spent	80.000đ

Table 13 : Ads Performance

4. Exhibition Event

4.1. Effective Communication:

Before the Exhibition Event, Paw's Buddies published 5 articles to invite the community to attend the Event.

- Posts have an average reach over 5.000 reach
- The most prominent is the post announcing about that visitor can bring their pet with over 18.000 reach







	[English Below]  MANG NGƯỜI... 30 Tháng 6 6:00	Bài viết	Quảng cá...	18.450	575
	Bài viết: "🌟Bật mí hoạt động thú ... 27 Tháng 6 23:03	📌 Quảng cáo		5.412	97
	NGHỆ THUẬT IN KHẮC LINOCUT L... 27 Tháng 6 6:11	Bài viết	Quảng cá...	411	11
	🌟Bật mí hoạt động thú vị trong tr... 26 Tháng 6 6:00	🚀 Bài viết	Quảng cá...	6.072	187
	Bài viết: "THÔNG BÁO SỰ KIỆN TRI... 24 Tháng 6 6:05	📌 Quảng cáo		6.874	180

Figure 43 : Event Announcement posts

During the event, due to weather factors, few people attended in the morning, but after Paw's Buddies updated the image at the event. In the afternoon, the number of participants suddenly increased. Including the appearance of Ms.Thu, founder of Forever Wheelchair.

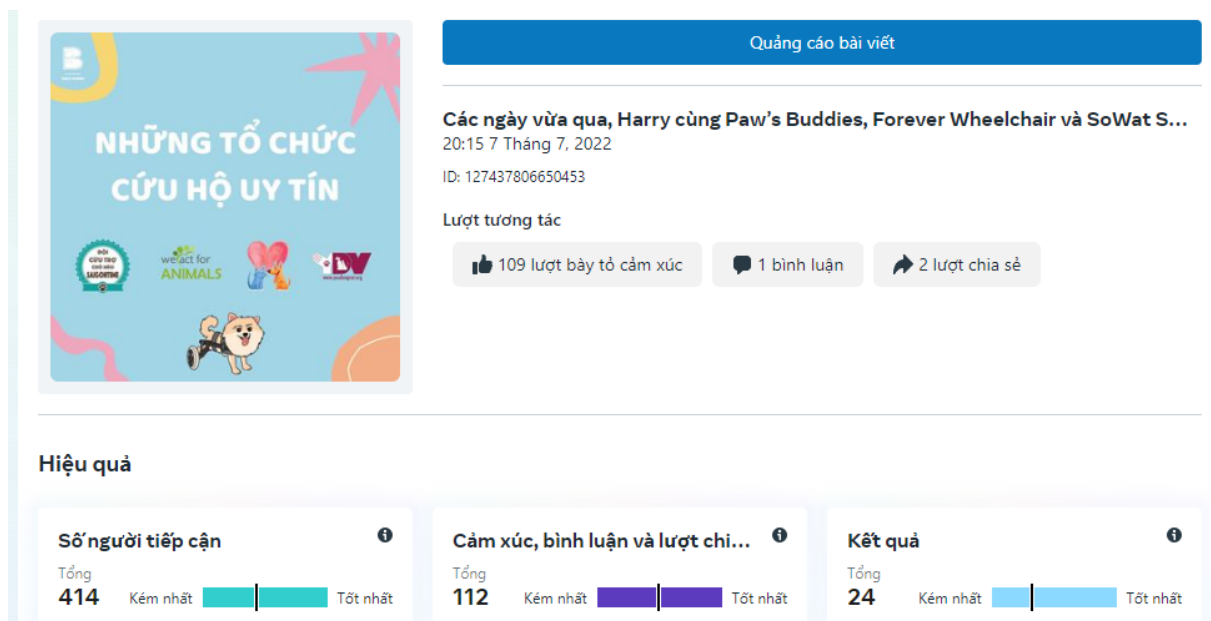


Figure 44 : Ms.Thu and Mr.Oscar at event

With the participation of Ms. Thu, the event in the afternoon also featured more activities, including a workshop of SoWat Station and the opportunity for

attendees to listen to the stories that Ms. Thu shared about her journey to rescue dogs and cats.

After the event, Paw's Buddies have published a post to thank everyone for participating. And after that is the series of education posts to make people understand more about the situation. Furthermore, the team wants to raise the awareness for young people to convince them to instead buy a new pet, they could adopt abandoned or handicapped pets from other cat and dog rescue organization. These articles also receive a lot of attention from others.



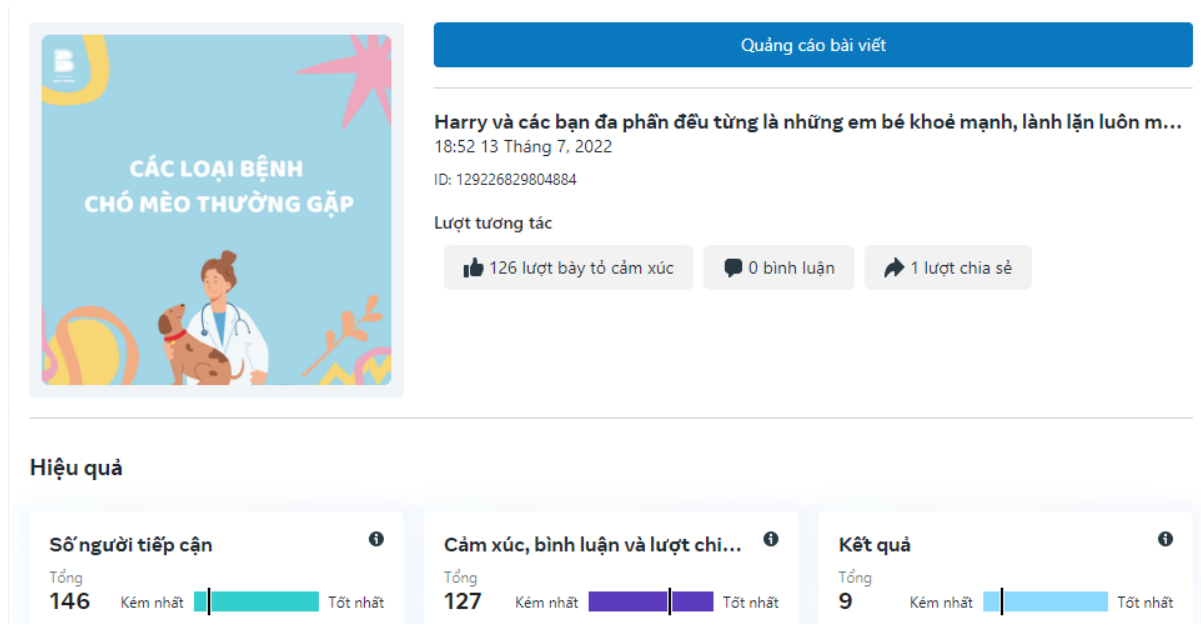


Figure 45 : Information posts after event

4.2. Registration results:

As many as 67 people attended the show, most of whom knew about the show through advertising and through Forever Wheelchair. The common age range is between 18-25 years old. In addition, the event also attracted the attention of many foreigners living and working in Ho Chi Minh City.

4.3. During the Event:





Figure 46 : Pictures at event

4.4. Feedback:

Bạn thấy sự kiện lần này như thế nào ?	Sau khi đọc những câu chuyện của các bạn cún ở đây, bạn cảm thấy như thế nào ?	Sau khi tham gia triển lãm, nếu gặp những trường hợp tương tự bạn có sẵn sàng giúp đỡ các bé không ?
Rất thú vị, dễ thương.	Các bạn rất tội nghiệp, và đáng thương	Mình sẵn sàng
NÊN CÓ THÊM HOẠT ĐỘNG ĐỂ KẾT NỐI MỌI NGƯỜI HƠN	THƯƠNG CÁC EM CÚN HƠN	SẼ GIÚP ĐỠ
Khá tốt	Vui	Tất nhiên rồi
Good	Các bạn cún rất nghị lực	Donate cho các tổ chức cứu trợ chó mèo
Ý nghĩa và dễ thương	Thương các bé hơn	Ok
Good, very nice	Nice to see how those dogs are being helped	Yes
Sự kiện rất là ý nghĩa và vui, mình cảm thấy vui và hạnh phúc khi tham gia sự kiện này.	Mình cảm thấy thương cho các bé cún vì trước đây mình cũng nuôi một bé nhưng bị người ta đánh bả và bắt mất nên mình rất đồng cảm và thương các bé ở đây.	Đương nhiên rồi
Ok	Thích	Ok
Tốt	Xúc động	Có
Chủ đề khá thú vị và ý nghĩa	.	Vâng. Nếu có điều kiện
Mình thấy các bạn có sự chuẩn bị về hình ảnh, đồ trang trí, nhân sự	Mình thấy vui vì các e đã được giúp đỡ	Okie
Rất đáng yêu	Cảm thấy đồng cảm với các bé và cảm ơn hai anh chị đã giúp các bé có thể sống vui vẻ tiếp tục	Có

Bạn thấy sự kiện lần này như thế nào ?	Sau khi đọc những câu chuyện của các bạn cún ở đây, bạn cảm thấy như thế nào ?	Sau khi tham gia triển lãm, nếu gặp những trường hợp tương tự bạn có sẵn sàng giúp đỡ các bé không ?
Ý nghĩa, và truyền cảm hứng	Cảm động và mong muốn sẽ giúp các bạn cún.	Yes
Độc lạ dành cho những em thú cưng khiếm khuyết, rất ý nghĩa và truyền cảm hứng tốt đẹp	Rất đồng cảm, và rất ý nghĩa	Giúp đỡ và đồng hành cùng các em
Hấp dẫn	Buồn	Có
Tuyệt vời lắm ạ	Mình cảm thấy rất thương cho các bé và những việc mọi người đang làm rất ý nghĩa ạ	Sure
rất thú vị	cảm động	tất nhiên
Tốt	Cảm động	Ok
Tốt	Cảm động	Có
Good	Cute	Yeah
Rất tuyệt vời ạ. Các bạn chuẩn bị rất chu đáo, nhiệt tình. Mọi thứ đều hoàn hảo. Khách mời dc take care từ A->Z. Thật là mê quá đi ạ ... 100đ ạ 🥰	Thật tội nghiệp các bạn cún ạ. Mong cho các bạn sẽ lun vui vẻ , khỏe mạnh và dc đồng hành cùng những người chủ thật sự yêu thương các bạn	Đương nhiên rồi ạ
Rất vui. Mình tham gia workshop cảm thấy thật thú vị vì chưa làm linocut bao giờ. Triển lãm có rất nhiều các bé chó khuyết tật dễ thương	Mình thấy xúc động và khâm phục tinh thần của chủ và các bé. Mình cũng có cơ hội hiểu rõ hơn về cuộc sống và hành trình của các bé và gia đình các bé	Chắc chắn có
Linocut vui, có nhiều câu chuyện về những trường hợp không may của các em thú cưng, lan toả được thông điệp và giúp mình nhận thức được sự quan trọng trong việc chăm sóc và nuôi thú cưng. Ban tổ chức chu đáo.	Ở trên	Có
Vui!!!! Tuyệt vời dù hơi đau môi vai gáy :))	Thương các em... muốn bắt cóc về nuôi	Có
rất tuyệt vời	hay lắm ạ, cảm thấy còn nhiều cuộc sống của các bé đáng thương	có ạ
tuyệt vời	xúc động và cảm ơn gia đình bạn Thư đã yêu thương chăm lo cho các con	yes
rất vui và ý nghĩa	mình thấy khá xúc động bởi những câu chuyện của các em	Tất nhiên
Bạn thấy sự kiện lần này như thế nào ?	Sau khi đọc những câu chuyện của các bạn cún ở đây, bạn cảm thấy như thế nào ?	Sau khi tham gia triển lãm, nếu gặp những trường hợp tương tự bạn có sẵn sàng giúp đỡ các bé không ?
Rất hay	Cảm động	Có thể sẽ có
thú vị và ý nghĩa	mình cảm thấy xúc động bởi những câu chuyện của các bé cún	có
không gian xinh	cảm động lắm ạ	tất nhiên
Mình thấy sự kiện rất ý nghĩa làm mình thấy thương các bé hơn	mình đã theo dõi Forever Wheelchair từ trước và rất thương các	dạ có ạ
vui	thấy nên sống có trách nhiệm với thú cưng của mình hơn	có ạ
khá thú vị nhưng chưa có nhiều góc	thấy tức giận về những người làm các bé cún đau	có
gặp các bé thú cưng em rất thích ạ tại ba mẹ không cho em nuôi	em muốn nuôi một bé cún	dạ có
rất thích	bùn	dạ có
mình rất hứng thú tham gia sự kiện lần này	thấy mình cần chăm sóc bé cún của mình kĩ hơn để không bị lạc	có
rất vui, cả mình và chó đều được trải nghiệm	rất tội các bé	có chứ
cũng thú vị	mình không đọc hết nhưng thấy khá buồn khi đọc bài của bé Cá	có
bình thường	rất cuốn hút	để suy nghĩ
hay, có ý nghĩa	khá hấp dẫn, ngắn gọn xúc tích	có
Mình rất thích chủ đề của các bạn	mình thấy rất thương những bé cún	có ạ
thông điệp tích cực	rất cảm ơn Forever Wheelchair đã giúp các bé như vậy	có
rất ý nghĩa mình thích lắm	có rất nhiều trường hợp tệ như vậy nhưng bản thân không biết	có

Table 14 : Event Feedback

The event aims to create sympathy between visitors and abandoned and disabled pets, so through this photo exhibition and stories, everyone has had positive feedback about the event. Nearly 100% of participants said they would help if they encountered similar situations on the street. With the aim of increasing awareness and calling for action, the exhibition has called for the help of many attendees, and raised everyone's sense of responsibility about the current situation.

5. Real cost

NO	CONTENT	INTO MONEY
1	Running ads	380.000đ
2	Print	2.056.000đ
3	Decoration	3.280.000đ
4	Equipment	700.000đ
5	Human Resource	2.990.000đ
6	venue rental	2.000.000đ
Total		11.806.000đ

Table 15 : Actual Expenses

Donation:

Donation box: 1.676.000 VND

Sowat Station (30% profit): 630.000 VND

Summary: 2.306.000 VND

Although the cost of the event is quite high compared to the amount raised, it has also contributed to helping the poor pets at Forever Wheelchair own a set of prosthetic legs. After donating, Lucky (one of the cases at Forever Wheelchair) got his dream wheelchair. And most importantly, after this campaign and event, we have raised your awareness when encountering cases of abandoned and disabled pets through empathy. The more people have the sense, responsibility and action, the less pets will encounter unnecessary problems.

Chapter 7: Conclusion and Recommendations

1. Conclusion

The campaign has reached the target audience of 18-25 as the original goal, but it also reached the potential customers aged 25-44 thanks to “Forever Wheelchair” for sharing our posts. The campaign “Niềm vui của”em” là...” with the desire to spread love for pets, increase awareness and responsibility for young people about abandoned and disabled pets through stories. The campaign has attracted the attention of young people who commented on the fanpage and feedback about the event, they also created memories for themselves and their pets. Within 9 weeks of implementation, the campaign has reached more than 50,000 people. The posts on the fanpage have received a lot of positive attention from everyone. Other campaigns will often use creepy, pitiful images of pets to spread and make viewers feel sad, but there will be a group of people who feel that those images really bring negative feelings for them. So when the campaign “Niềm vui của “em” là...” is implemented, we always use bright images and positive writing style to bring joy and comfort to the readers. Looking at bright

animals gives the effect that no matter how bad the situation is, these poor pets can still be helped to have a brighter future. With the posts drawings with bright colors and aspirations. This is the difference between our campaign compared to others. We want to bring a positive feeling to everyone, with this campaign as the first shot of Paw's Buddies so that later can open more pet community campaigns.

2. Lesson learned

Through 9 weeks of campaigning, we have learned lessons for ourselves to implement better campaigns in the future.

First, understanding your target audience is extremely important. Carefully studying the behaviors and preferences of the target customer group will assist planners to optimize communication or communication plans more effectively. As in this campaign, the behavior of this age group of customers using social networks affects the strategy of the campaign.

Second, risk management is an integral part of campaign planning. We have predicted the risks to avoid affecting the plan and built the right solutions. This act can prevent situations such as lengthy project schedules and high project costs from occurring. In this campaign we did not list all the possible risks, so some problems are inevitable.

3. Recommendations

We realize that Gen Z is very care about pets these days. They are very active in sharing pictures of themselves and their pets on social networking sites and they

are also very concerned about the problems that pets face. Because of that, Paw's Buddies with the mission of spreading positive messages about pets so that everyone can understand and join hands to help, we are always looking for ways to help abandoned and disabled children, along with that. is to share as many stories as possible to reach more people. For this campaign, we engaged the audience by sharing the story of an abandoned and disabled puppy so that viewers can feel more empathy and love for their pets.

To maintain interaction, we constantly upload images and articles so that the audience does not forget themselves. Planners should also learn about the behavior of their target customers to plan accordingly.

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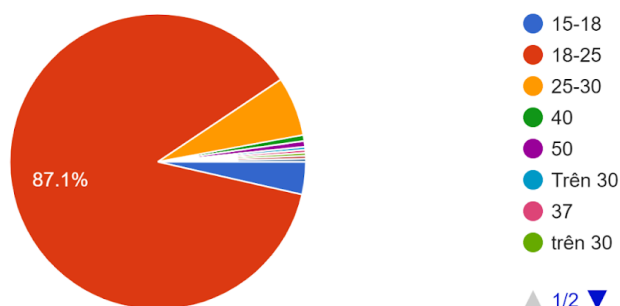
<https://www.colorpsychology.org/shades-of-blue/>

Appendix

Quantitative

Độ tuổi của bạn

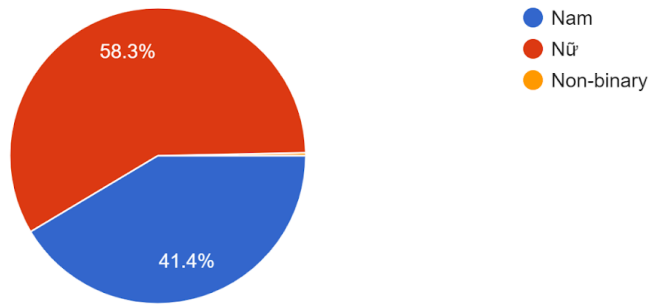
309 responses



The average age of the people doing the survey

Giới tính

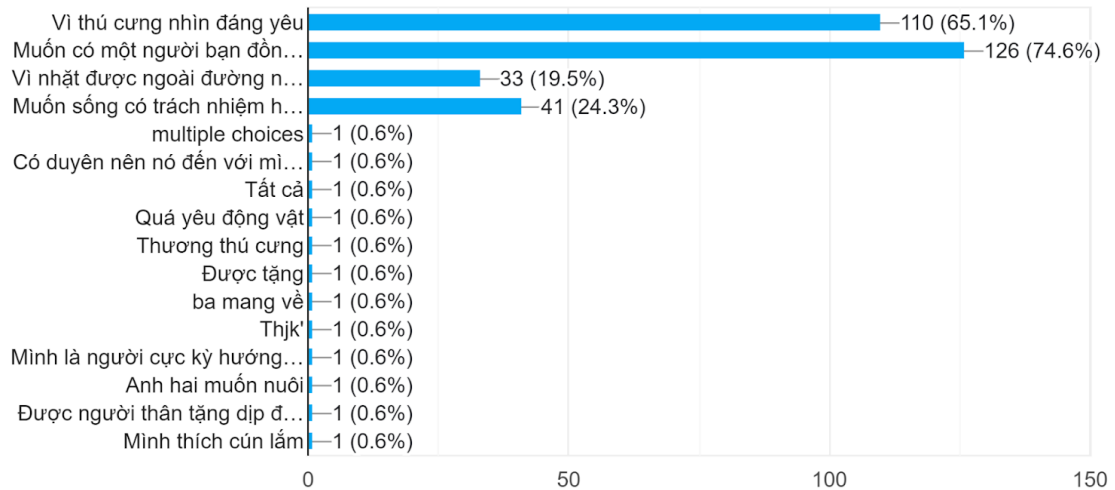
309 responses



Gender of the people doing the survey

Tại sao bạn lại nuôi thú cưng ?

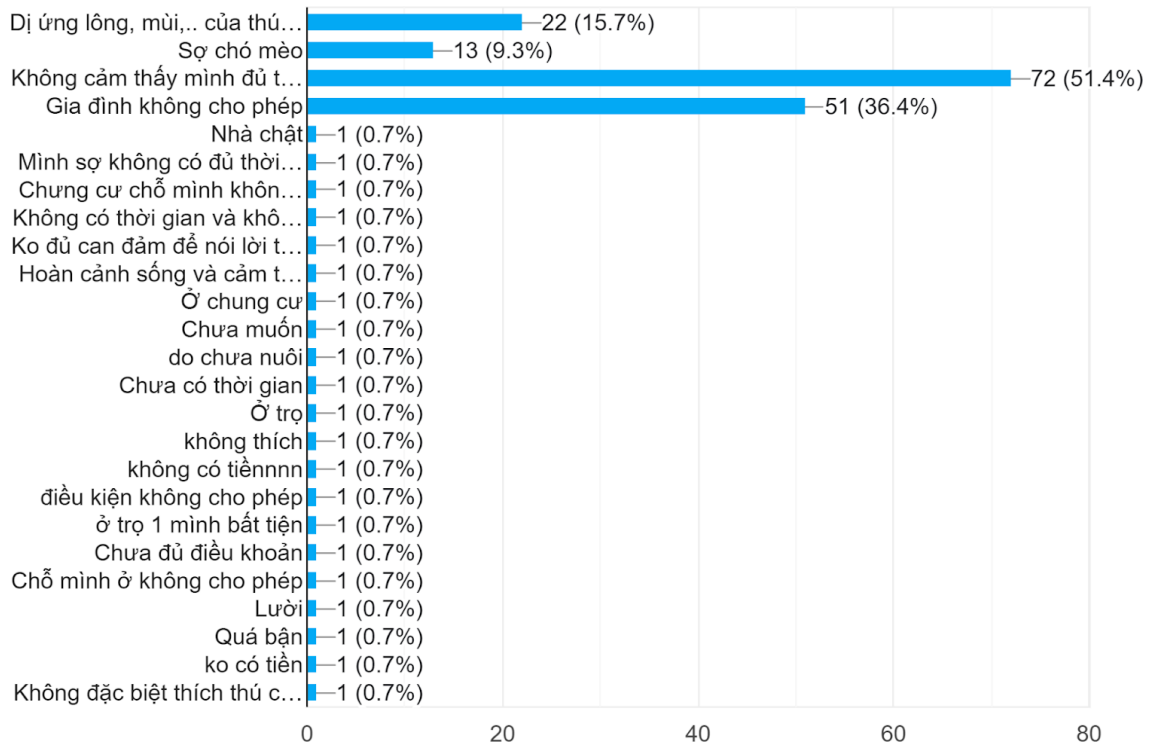
169 responses



Reasons why people want to adopt a pet

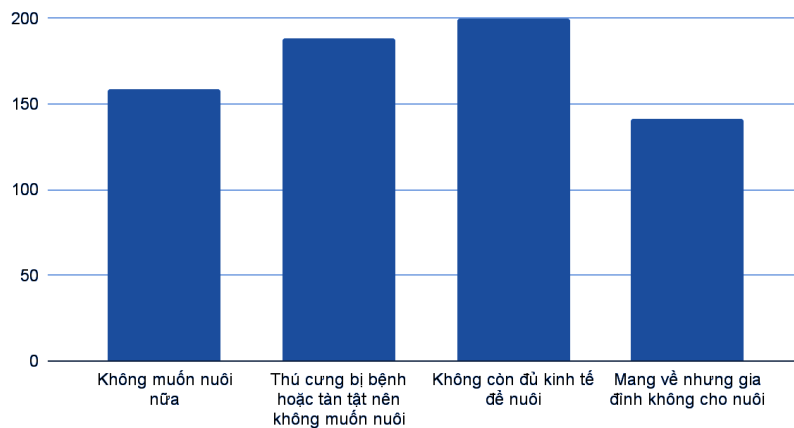
Tại sao bạn không nuôi thú cưng?

140 responses



Reasons why people don't want to adopt a pet

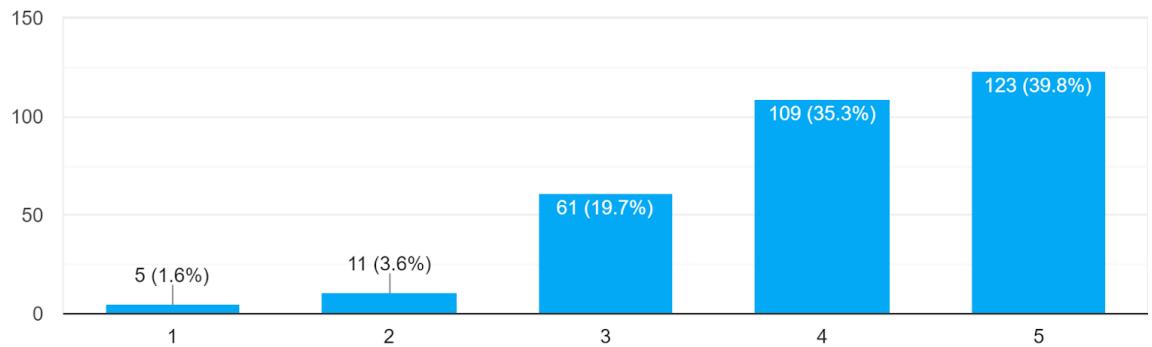
Points scored



Reasons why people abandon their pet

Bạn có quan tâm về việc bảo vệ động vật ở Việt Nam hay không ?

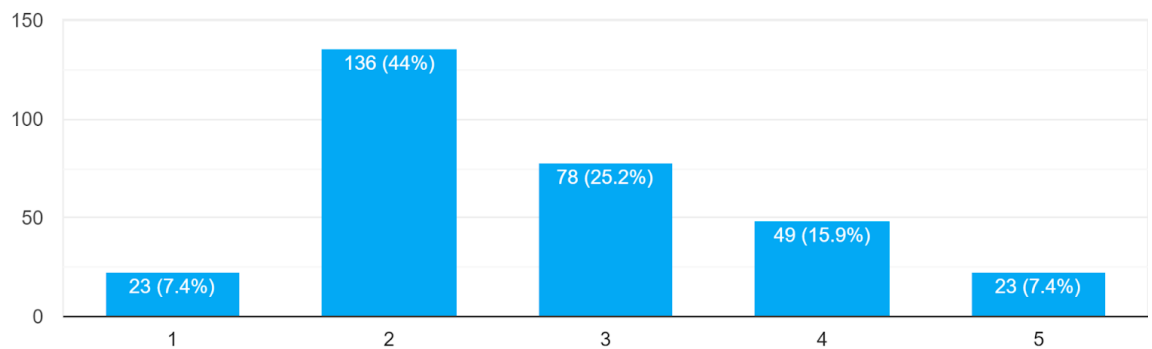
309 responses



The level of concern about animal protection in Vietnam (from “Don’t care” to “Very concerned”).

Theo bạn đánh giá truyền thông Việt Nam hiện tại về việc bảo vệ động vật như thế nào?

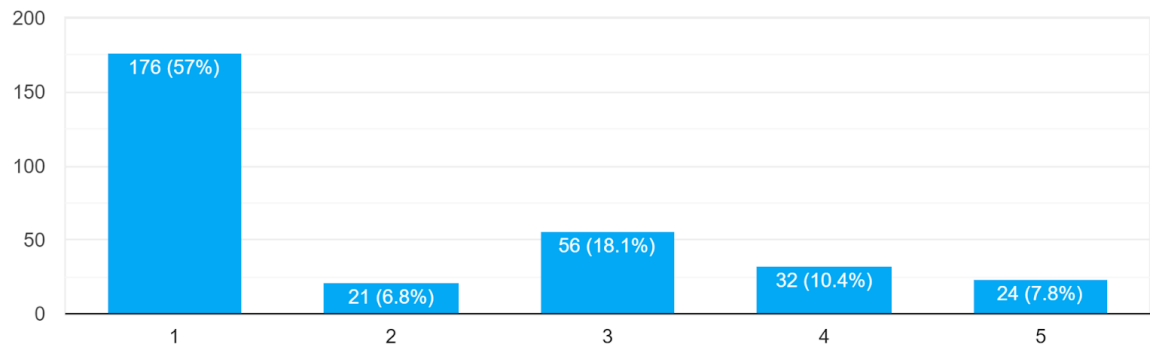
309 responses



Rating the current assessment of the Vietnamese media on animal protection (From “Very Bad” to “Very Good”).

Bạn có biết tới tổ chức "Forever Wheelchair" không?

309 responses



Level of awareness of the organisation "Forever Wheelchair"

Qualitative



Paw's Buddies have a meeting with Ms. Thu