STRAY ANIMALS AWARENESS CAMPAIGN FOR SSPCA IN KUCHING

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STRAY ANIMALS AWARENESS CAMPAIGN FOR SSPCA IN KUCHING

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This project is submitted in partial fulfilment of the requirements for the degree of Bachelor of Applied Arts with Honours (Design Technology)

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Prior to this project, my love and compassions towards animals have always been an important part of my life, which is why it became the source of inspiration for this project. Throughout the whole process, there were a lot of emotions, different experiences, and challenges, but God has always provided me unexpected blessings and encouragements that pushed me forward.

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ABSTRAK

Krisis haiwan berkeliah yang berlebihan populasi telah menjadi semakin serius di Malaysia. Walau demikian, masalah ini masih sering diabaikan kerana kekurangan kesedaran dan kebimbangan social terhadap masalah ini dalam masyarakat. Negara lain seperti Singapura, Hong Kong dan Amerika Syarikat telah mengambil tindakan yang serius untuk menyelesaikan masalah ini sejak beberapa tahun sebelum ini, dan hasil usaha mereka telah membuktikan bahawa masalah ini dapat diselesaikan sekitanya kesedaran terhadap ini dapat dirangsangkan dalam kalangan masyarakat kita. Walau bagaimanapun, negara kita masih berada tahap permulaan dalam usaha untuk menyelamatkan haiwan-haiwan berkeliah dan kita masih kekurangan elemen-elemen visual yang dapat membantu meningkatkan kesedaran terhadap ini dalam kalangan masyarakat. Oleh itu, projek ini bertujuan untuk mencadangkan satu kempen kesedaran yang dilaksanakan melalui teknik-teknik pengiklanan Direct Marketing kepada Persatuan Pencegahan Kezaliman Terhadap Haiwan di Sarawak (SSPCA) untuk membantu mereka dalam meningkatkan kesedaran serta mengubah sikap masyarakat terhadap isu haiwan berkeliah.
ABSTRACT

In Malaysia, the crisis of stray overpopulation is getting more and more serious. Due to the lack of awareness and social concern towards the crisis in the local society and many other factors, this social issue is often being neglected. Many other countries such as Singapore, Hong Kong and the United States of America have already started to take serious efforts in solving this problem and there are successful results to prove that the problem is solvable if the awareness towards the issue is educated among the people. However, Malaysia is still at the beginning stage of saving the poor strays and there is a lack of visual elements that could help in creating the awareness among the society. Therefore, the aim of this project is to propose an awareness campaign that implements the advertising techniques of Direct Marketing that could help the Sarawak Society for the Prevention of Cruelty to Animals (SSPCA) in raising awareness, changing public attitudes and behaviour towards the issue of stray animals.
CHAPTER 1

INTRODUCTION

1.1 Background of Study

Stray animals are domestic animals found wandering freely without human supervision (WSPA, 2009). Strays are most commonly found wandering within and around human settlements, because of their dependence on humans for most of their essential resources, such as food, although this may be found indirectly from rubbish disposed by humans (WSPA, 2009).

For decades, stray animals have always been a problem throughout the world. There are many problems that associate with strays, such as road accidents, citizens’ harassment, property damages, environment pollutions, and infectious diseases. There are also many welfare concerns for the stray animals themselves: disease, hunger, aggression between animals and persecution by humans in the form of cruelty, abuse and inhumane methods of killing (WSPA, 2009).

Despite many countries such as Singapore, Hong Kong and the United States of America have already taken serious efforts in solving the problem and there are successful results to prove that the problem is solvable if the awareness towards the issue is educated among the people, due to the lack of awareness and social concern towards the stray animals among the society in Malaysia and many other factors, this social issue is still often being neglected.
In Kuching, stray animals are getting more and more serious. Thankfully, there is a group of loving people who are so concerned about the stray animals that they dedicated their life to fight for the animals’ right; these people are the Sarawak Society for the Prevention of Cruelty to the Animals, or more commonly known as SSPCA. SSPCA is a non-profit organization that served as a refuge, a haven for thousands of stray, abused and abandoned animals (SSPCA, 2012). Sadly, because the problem of stray overpopulation crisis is getting more and more serious, the shelter capacity and resources in SSPCA is reaching its limit (Pang, 2014).

1.2 Problem Statement

Majority of Malaysian are lack of awareness and social concern because the young generations are influenced by the older generations which are mostly not educated with the social concern towards stray animals. A lot of people are also lack of the education about proper animal care that could cause the stray overpopulation. On the other hand, many people have incorrect attitude when keeping pet. There are also people who like to follow trends by choosing the breed when buying pet (Pang, 2014). Today, SSPCA in Kuching is still at a beginning stage in saving the poor strays and although numerous campaigns have been carried out to create awareness among the society, there is still a lack of visual elements that is impactful enough to change the public’s attitude towards the issue. Therefore, there is a desperate need in educating the local society about the issue by organizing an awareness campaign that are
associated with Direct Marketing in advertising techniques that could raise awareness of a product or service, change public attitudes and behaviour.

1.3 Research Objectives

The objective of the research is to study the visual aspects in the advertising techniques of Direct Marketing that allow non-profit organizations to communicate straight to the customer. The second objective is to study the effectiveness of Direct Marketing as a promotional strategy in creating awareness and educating the public regarding the issue of stray animals. The final output of this project is to design an awareness campaign that could educate the society in Kuching regarding stray animals via various channels of Direct Marketing.

1.4 Research Questions

The questions guiding this project are: What are the visual aspects in advertising techniques of Direct Marketing that allow non-profit organizations to communicate straight to the customer? How effectiveness is Direct Marketing as a promotional strategy in creating awareness and educating the public regarding the issue of stray animals? What could be design an awareness campaign that could educate the society in Kuching regarding stray animals via various channels of Direct Marketing?
1.5 Scope of Research

These researches is focused on the visual aspects in advertising techniques and design an awareness campaign via various channels of Direct Marketing for promoting stray animals by SSPCA. The target audiences are pet lovers aged from 26-30 in Kuching, Malaysia.

1.6 SWOT Analysis

Strength : With the supports from a well-known non-profit organization like SSPCA, the awareness campaign could gain greater credibility.

Weakness : Because SSPCA is a non-profit organization, with a very limited financial resource it increases the difficulty to design an awareness campaign that could educate the society in Kuching regarding stray animals via various channels of Direct Marketing.

Opportunity: This project could create a huge impact towards a better coexistence between human and domestic animals by changing public’s attitude towards the issue of stray animals.

Threat : There are still a lot of misconceptions and prejudice towards stray animals among the local public in Malaysia, especially the adults who do not concern about the animals’ welfare even if they are well educated.
1.7 Suggest of Media

Various channels of Direct Marketing such as online tools, direct mail, direct response media, print advertising will be used as the media for this project.

1.8 Significance of Study

This project is significant in that it can affect social action. “Human companion animal overpopulation is a problem of human creation with significant human costs that can only be addressed through human action” (Frank, 2004). Heavy reliance on euthanasia has been used to curb animal overpopulation for decades. An informed population will be able to make educated decisions regarding animal adoption and welfare (Marston & Bennett, 2003). This project will reinforce why people should adopt from SSPCA and how to provide proper care for the animal.

1.9 Limitation

Animal photography is required for this project in order to capture the emotions of the stray animals. However, this is very a challenging task due to the poor lighting condition in SSPCA and the inability to communicate with stray animals.
1.10 Definitions of Terms

- **Stray animals** are domestic animals found wandering freely without human supervision (WSPA, 2009).
- **SSPCA** is the abbreviation of Sarawak Society for Prevention of Cruelty to Animals (SSPCA, 2012).
- **Direct Marketing** is a relational marketing process driven by information that takes place in a context of concern for the privacy of customer data (Roberts & Berger, 1999).

1.11 Summary

This chapter explains how this project will strive to raise awareness, change public attitude and behaviour towards the issue of stray animals. With the aid of Direct Marketing, not only SSPCA but also the entire community of humans and domestic animals will benefit from having an informed population that could understand the responsibility of a human in ending the miserable fate of the strays.
CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, articles from e-books, journals and websites are collected to be reviewed in order to have a better insight about the issue of stray animals and also methods that could be implemented to raise the awareness towards that issue. These articles are mainly focused on the problems that caused by the issue and also ways to promote an awareness campaign for a non-profit organization such as SSPCA. The insights that are gained through this review could act as a guideline in conducting this research.

2.1 Stray Animals

Stray animals are general term given to any domestic animal found roaming freely without human administration. Stray rely on humans for most of their basic resources, such as food, although this may be found indirectly from rubbish discarded by humans. The relationship between humans and domesticated animals has been going on for thousands of years (Kool, 2010). We have a responsibility to care for them. As Richard Kool (2010) stated, “It is not choice one should feel free to make, but that we have duty to show concern to and reduce the suffering of animals” (p.88). For example, prohibits animal cruelty and encourages people to be kind to animals because it teaches human how to be kind to one another. Kool (2010) continued, “It is a concern for
human behaviour that is at the core of concern about humane treatment of animals” (p.85). Kool (2010) also points out, “in the end, simply put, kindness is good and cruelty is bad wherever it is exhibited” (p.94).

Animal overpopulation is a problem that human have caused by ourselves because we have bred and domesticated animals for thousands of years (Frank, 2004). As what Frank stated, “human companion animal overpopulation is a problem of human creation with significant human costs that can only be addressed through human action” (p.107). One of the most effective stray animal control strategies that could be implemented is via education. From a long-term perspective, education can be considered as one of the best solution to control stray animal, as human have to understand our responsibility of owning an animal and their biological and psychological needs in order to avoid the recurrent of pet abandonment (WSPA, 2009). However, it is not a simple task to educate and change human’s irresponsible attitude towards the animal. Therefore, to ensure the education can be executed well and effectively via organizing an awareness campaign, a promotional strategy that could help the public to understand the message of “adopting a pet could solve the problem of stray animals” directly and easily must be implemented in the campaign. One of the most suitable promotional strategies would be Direct Marketing.
2.2 Direct Marketing

According to Roberts and Berger (1999), direct marketing is a relational marketing process driven by information that takes place in a context of concern for the privacy of customer data. By collecting and using detailed customer data, it generates marketing strategies that are more focused and enable communications to a narrower defined market segment or individual buyers (Roberts & Berger, 1999). However, direct marketing is more than just a communication tool. Direct marketers seek to connect directly with attentively targeted segments or individual consumers, usually on a one-to-one, interactive basis, in order to obtain measurable instant customers’ feedback (Kotler & Armstrong, 2010).

Today, direct marketing can be consider as a very popular marketing approach among non-profit organizations for the purposes of reaching audiences, raising revenues, and cultivating long-term relationships with customers (Arnold & Tapp, 2003). Researches have proved that non-profit organizations can enhance customer identification with the organization by implementing communication strategies that can be executed particularly well with direct and interactive marketing techniques (Bhattacharya, Rao, & Glynn, 1995).

The factor of why direct marketing is more suitable for non-profit organizations is its characteristics that differentiate it with general marketing. First, it addresses directly to the list of customers through its advertisements by using taglines that could “speak” directly to the audiences. From the taglines, it seek to a specific “call to action” that allows the audiences to immediately
realize what responds or actions should be taken after watching the advertisement. Furthermore, it proves to the audiences by convincing them that there will be positive return after their respond (Roberts & Berger, 1999). By doing so, it could also help to foster prospects emotional awareness among the audiences.

Apart from that, in this highly competitive and digitized world, direct marketing can be a very powerful tool that provides the non-profit organizations great advantages in grabbing the attention of the potential market. It benefits the organizations by allowing them to mail and communicate directly with the customers who are interested. Besides being one of the most cost-effective marketing strategies, it can help to build personal connections with the customers and provide direct feedback, which can be used to supervise and re-evaluate the current marketing strategy (Bickford, 2013).

All these benefits have proven that direct marketing is a suitable promotional strategy for a non-profit organization like the Sarawak Society for Prevention of Cruelty to Animals or SSPCA. Hence, it will be implemented for the awareness campaign to educate the public regarding the issue of stray animals.
2.3 Summary

After reviewing all the relevant articles collected from journals, books, magazines and even websites, the researcher had gained better insights and more understanding about the issue of stray animals and how to implement direct marketing as a promotional strategy for the Stray Animals Awareness Campaign by SSPCA in Kuching. From this study, it is proven that direct marketing is able to help to attract the attention of the intended audience and convey the message to them. By implementing direct marketing strategy on the awareness campaign, the message of “adopting a pet can solve the problem of stray animals” could reach out to more audiences. As there are a lot of channels in direct marketing that can be used to communicate directly with the public, it is also easier to educate them about the issue of stray animals in a wider scope with very minimal cost. Therefore, several channels in direct marketing will be selected to be nicely design for the awareness campaign in order to attract the audiences’ attention.