Dogs Trust Campaign Concepts

Category: Campaigns & Strategy | MBA Digital Marketing Coursework

This is a collection of independent marketing and communications campaign concepts developed through MBA coursework using Dogs Trust as a case study. These projects explore how storytelling, audience insight, and multi-channel digital strategy can be used to increase engagement with animal welfare initiatives, strengthen connection with adoptable dogs, and support adoption outcomes.

Disclaimer:
These concepts were created independently for academic purposes and were not commissioned by Dogs Trust.

Adoption Match Quiz Campaign

Category: Campaigns & Strategy | MBA Digital Marketing Coursework

Goal

Increase awareness of Dogs Trust adoption services and encourage more qualified adoption inquiries by helping potential adopters find dogs that align with their lifestyle, preferences, and home environment.

Strategy

Develop a personality-based matching quiz that helps potential adopters discover dogs that may be a strong fit for their lifestyle before beginning the adoption process.

The campaign was designed to:

- increase engagement with adoption content
- connect users with compatible dogs
- support stronger long-term adoption outcomes

What I Created

- Campaign concept and messaging
- Audience strategy
- Digital advertisement concept
- Social media creative and copy

Planned Distribution Channels

- Social media
- Digital advertising
- Dogs Trust website adoption journey

Intended Outcome

- Increased adoption inquiries
- Improved adopter-dog matching
- Increased engagement with available dog profiles

Visuals

Dogs Trust Adoption Match Campaign — Digital Campaign Concept

A campaign concept designed to connect potential adopters with dogs based on lifestyle, preferences, and compatibility.



Dogs Trust Sponsorship Email Campaign

Category: Email Marketing Strategy | MBA Digital Marketing Coursework

Goal

Develop an email campaign designed to encourage existing Dogs Trust supporters to continue engaging with the organization through sponsorship opportunities.

Strategy

Use audience insights and storytelling to create a supporter-focused email experience that highlights the connection between people and individual dogs while providing a clear path to action.

The campaign focused on:

- creating an emotional connection through dog-centered storytelling
- making sponsorship feel like an accessible way to support animal welfare
- guiding supporters toward learning more and taking action

What I Created

- Audience targeting approach
- Email messaging and copy
- Subject line and preheader strategy
- Email design and layout
- Calls-to-action
- Campaign build using Constant Contact

Marketing Channel

- Email marketing
- Supporter engagement journey

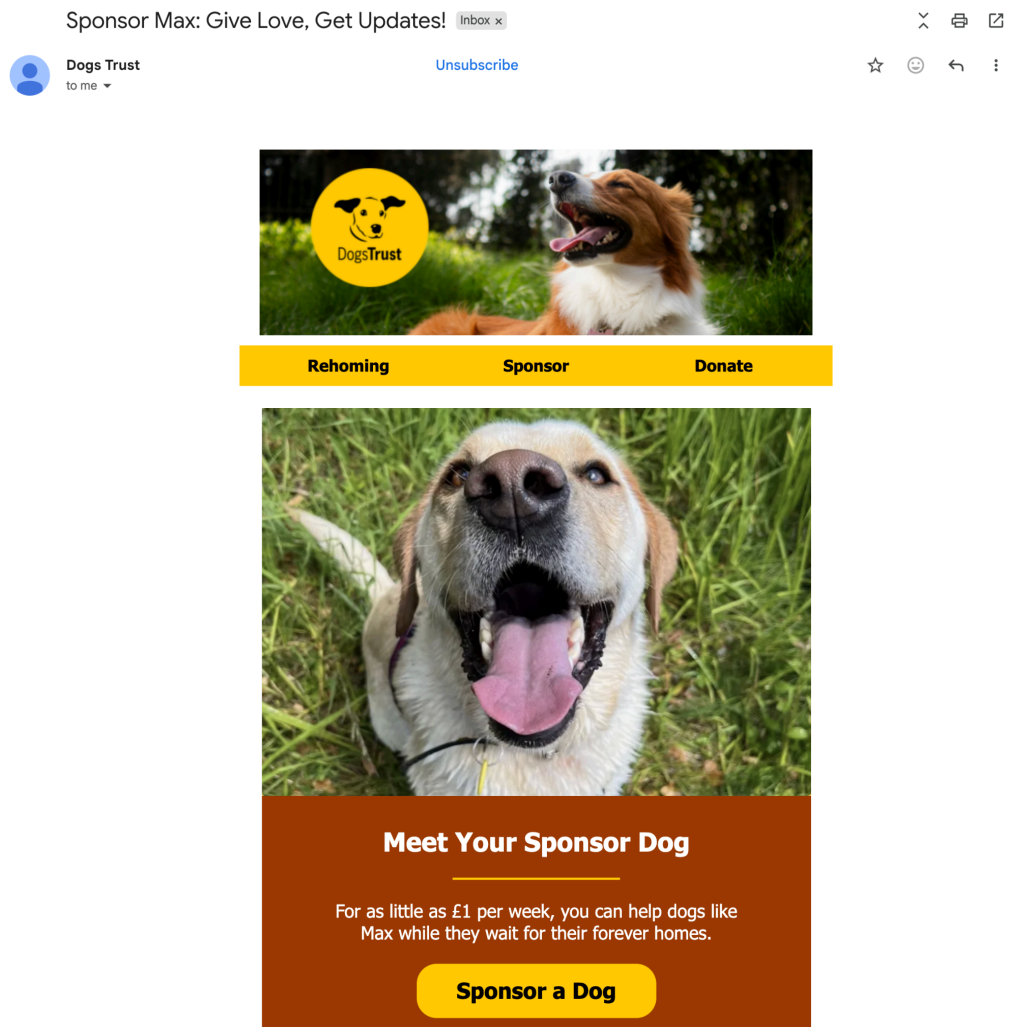
Intended Outcome

- Increase sponsorship interest
- Strengthen supporter connection
- Encourage continued involvement with Dogs Trust

Visuals

Dogs Trust Sponsorship Email Campaign — Email Design Concept

Designed in Constant Contact using Dogs Trust branding, imagery, and supporter messaging to encourage engagement with dog sponsorship.



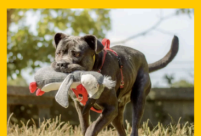
How Your Sponsorship Helps

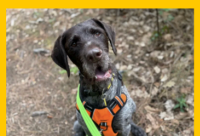
- Running rehoming centers
- Heating dogs' kennels
- Washing bedding
- Providing food and treats
- Supplying enrichment toys
- Supporting training and vet care

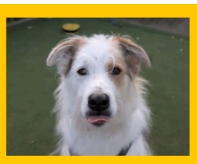
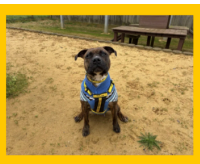
What Sponsors Receive

- A photo certificate featuring your sponsored dog
- Updates throughout the year about how your dog is doing
- A chance to stay connected to a dog in need
- The opportunity to support all dogs in Dogs Trust care

Find a Dog to Sponsor





Every dog is different. You can choose a dog who reminds you of a beloved pet or simply one whose story speaks to you.

Browse Sponsor Dogs

Follow us on social media

DogsTrust

Dogs Trust | 2 Wakley Street | London, EC1V 7LT GB

Unsubscribe | Update Profile | Constant Contact Data Notice

Dogs Trust “A Day in My Paws” Social Campaign

Category: Social Media Strategy | MBA Digital Marketing Coursework

Goal

Increase engagement with adoptable dogs by helping audiences connect with each dog’s personality, daily life, and story.

Strategy

Develop a storytelling-focused Instagram campaign that highlights dogs in care through behind-the-scenes content, personality traits, and adoption-focused messaging.

The campaign uses:

- carousel posts
- short-form storytelling
- interactive Instagram Stories features

to build emotional connection and encourage users to explore adoption opportunities.

What I Created

- Instagram carousel campaign concept
- Caption strategy
- Hashtag strategy
- Engagement strategy
- Measurement framework

Campaign Channels

- Instagram feed (carousel posts)
- Instagram Stories

- Adaptable for Facebook and other social platforms

Intended Outcome

- Increase interest in adoptable dogs by helping audiences build an emotional connection through personality-driven storytelling and daily life content.

Measurement

Engagement and performance metrics used to evaluate impact, including:

- Engagement rate (likes, comments, shares, saves)
- Story interactions (polls, replies, stickers)
- Website traffic to dog profile pages

Visuals

“A Day in My Paws” — Instagram Campaign Concept

A storytelling-focused social media campaign designed to highlight the daily lives, personalities, and adoptability of dogs in care.

