Pets Aren't Memes

What really matters in animal shelter storytelling
A humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users.
90% of Millennials

80% of Boomers

85% of Gen X

AUTHENTICITY MATTERS

- Brands they purchase from
- Nonprofits they support and donate to
- Social media accounts they follow
COGNITIVE OVERLOAD: THE 8 SECOND ATTENTION SPAN

- evolving human brain
  - complex surroundings
  - complex technology
  - complex social interactions
  - ad noise
AD NOISE IS AN EVERY DAY ISSUE

- 5,000+
  Average number of advertisement and brand exposures per day per person

- 86
  Average number of ADS that we have some awareness of per day

- 12
  Average number of ADS that made an impression

- 4
  Average number of ADS that are remembered
Authentic Connection

Limited Attention Span

Marketing Nightmare
Neural Coupling

Social Media Video

 Authentic Connection
MORE THAN HALF OF THE WORLD IS NOW ONLINE.

- 3.8 billion people
  - 51 percent of the world were internet users last year

- 84% of the US is online

- 51.3% with most of us interacting via mobile devices

- 33%
  - One third of our time online is spent on social media sites
  - 16% OTT
  - 16% Music streaming
  - 13% Online Press
  - 22% Other
Digital video watching continues to climb
Video ad completion rates have steadily increased over the past few years, reaching 70% overall in 2017.

Videos influence behaviors
64% of consumers say that watching a video on Facebook influenced them to make a purchase.

And they directly drive conversions
The average video CTR increased slightly in 2017, up to 0.45% from 0.35% in 2016.
THE TOOLS YOU NEED

CELLPHONE

ROYALTY FREE MUSIC

EDITING TOOLS
NEURAL COUPLING

Speaker-Listener

right:

A1+  TPJ
x = 56

IPS  PL
dxPFC  ins
x = 46  x = 36

sta
x = 25

precuneus
x = 5

left:

A1+  TPJ
dxPFC
x = -59 x = -48 x = -34

obFC  sta
x = -26

mPFC  precuneus
x = -5

Synchronous  Speaker Proceeds  Listener Proceeds
RULES FOR AUTHENTIC STORIES

1. **Keep it simple**
   - Beginning
   - Middle
   - End
   - ONE CTA
RULES FOR AUTHENTIC STORIES

2. Keep it honest
   - About a pet
   - About organizational circumstances
   - About need for funding
RULES FOR AUTHENTIC STORIES

3. Keep it real
   • Don't force production values
   • If you audience engages with you, engage back
   • Use your established brand voice
CONTACT INFO

VANESSA FORD
Chief Marketing Officer
Magnitude Management

EMAIL ADDRESS
vanessa@magnitudemanagement.com

PHONE NUMBER
(864) 245 8641