

CASE STUDY

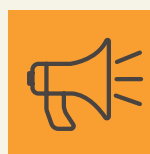
Promote pet adoption through collaborations and partnerships



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At Purina we're pet lovers and do whatever we can to help abandoned pets find new, loving homes. We support pet adoption in a number of different ways via partnerships, programmes and campaigns.

At every step of the adoption journey, we work to raise awareness amongst pet lovers. We establish collaboration partnerships with rehoming shelters and other pet adoption organisations, create and empower adoption platforms and even strive to influence governments and laws all in the cause of helping those who cannot speak for themselves.



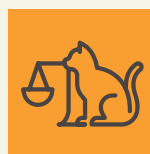
We **create awareness** through media coverage, online activations, in-store campaigns and events.



We **partner and collaborate** with shelters and other organisations by donating food and pet merchandise, welcome packs for new owners, via employee volunteering and promoting our partners and their work at our own events.

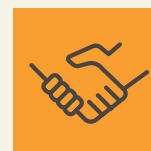
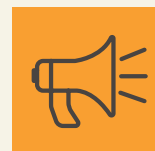


We **offer support** via adoption platforms where we also develop educational guidelines on the benefits and responsibilities of pet adoption.



We work together with our partners to **influence politicians and decision makers** to create a better life for pets.

The un-adoptables



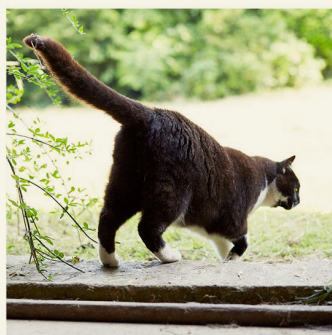
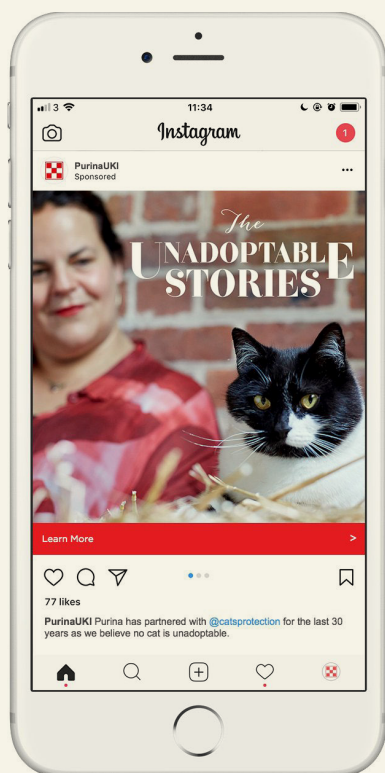
Promote pet adoption through collaborations and partnerships

In the **UK**, as part of creating awareness among pet lovers, we worked with our partner, the feline welfare charity **Cats Protection** on a consumer and in-store campaign to drive a pro-adoption message. The creative concept centred on the insight of **the un-adoptables**: whilst most cats find a loving home almost as soon as they come in, since the UK is home to millions of cat lovers, some cats have to wait a little longer. Sometimes this is because they are older, have pre-existing medical conditions, or are a little shy. Other times it is even due to the colour of their fur: black and white and all-black cats are less popular.

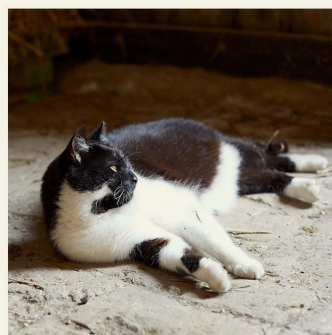
We therefore wanted to champion these ‘un-adoptables’ as our heroes, but instead of tales of woe we focused on why these cats’ differences and quirks made them perfect for owners with specific needs.



Our partnership with **Cats Protection** dates back to the 1980s. Over the years, we have supported a variety of awareness and fundraising initiatives including the National Cat Awards. In addition, each year we supply subsidised food for cats in its adoption centres and branches across the country, helping to ensure a healthy, well-balanced diet for cats and kittens.



Wanted: Cat lover allergic to cats. Meet Samantha & Belle.
 "I'm allergic to cats, so I'm not exactly what you'd describe as a typical cat person. I've always wanted my son Henry to feel the happiness that cats can bring but I couldn't have a cat living in the house."



"When I chatted to Cats Protection about adoption, they didn't look at me as if I was bonkers, they saw me as the possible answer to one of their cat's very unique needs. That cat was Belle. She had always loved being outdoors as she was a little anxious around people."



"After 9 months in care, Belle's love of the outdoors made her the most adoptable cat in the centre. She really is the perfect cat for me and Henry. It just feels so good to be able to give her a home. She now has her own warm dry outbuilding and lots of land to explore. We take it in turns feed her and she can be affectionate but she's also a real character."