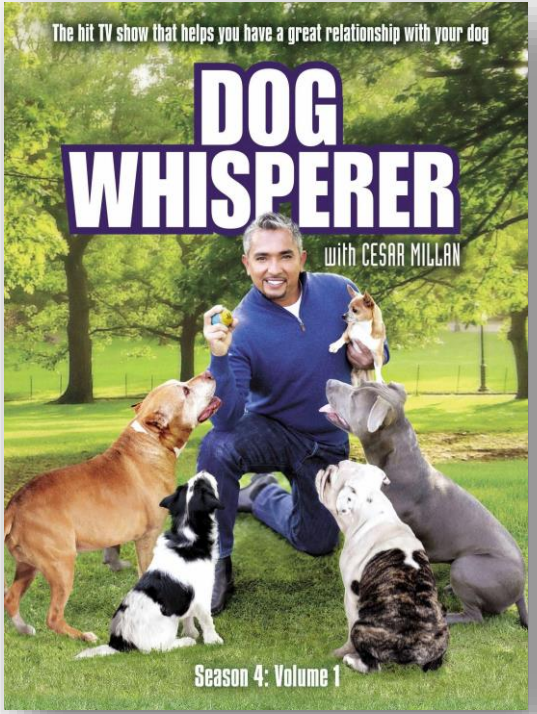
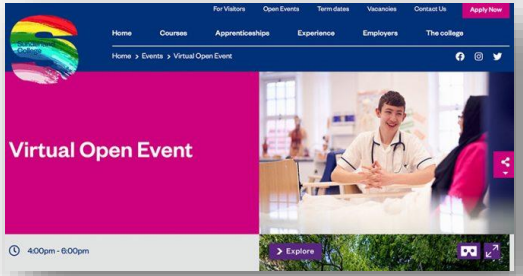
SPCA Ramat Gan
and Vicinity
The New Normal

"Saving just one pet won't change the world,
but surely the world will change for that one pet."
- Hilary Swank

Case Study



And of course, most events are done virtually these days



LIVE

Online Adoption Day

- Every weekend, a 2-hours long live broadcast will be hosted on our Facebook page, which has almost 30k likes.
- It will be open to the public, anyone interested in adopting can join to learn more about our pets and our organization.
- The viewers can ask specific questions, and our team will respond for everyone to hear the details.
- During the live, there will be a fundraiser button – whoever can't adopt - can donate!

The Dog Training YouTube Series

- Whether you need help with potty training your new adoptive dog, reducing the violent behavior, aggression, and barking, or understand the fundamentals of dog behavior, we are here to help.

- The Series contains 20 videos while each of them is 20-minute long and it will be posted on our YouTube channel. They will include our dog trainers and the rescue dogs of the shelter.

- The rescue dogs will be shown and trained in the video, especially because most of them do have behavioral issues.

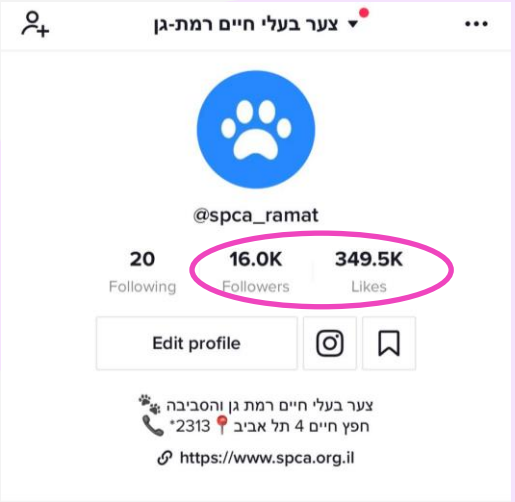
The Dog Training TikTok Series

- Alongside the YouTube series, short snippets of 1-minute long training videos will be posted on our TikTok account.

- These short videos will teach kids the basics of positive-reinforcement in dog training through games, and training exercises.

TikTok

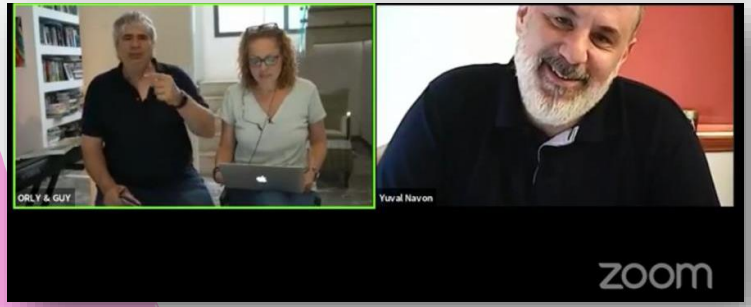
- Since we created the TikTok account, it became very popular, thus these videos will reach a huge young audience, which will help raising awareness among the kids.



Taking the article to the next level

Yuval Navon, the CEO of the organization, is a very charismatic and a wise person.

He should be invited to one of the night shows / morning shows (For example: Hazinor, Orly and Guy)

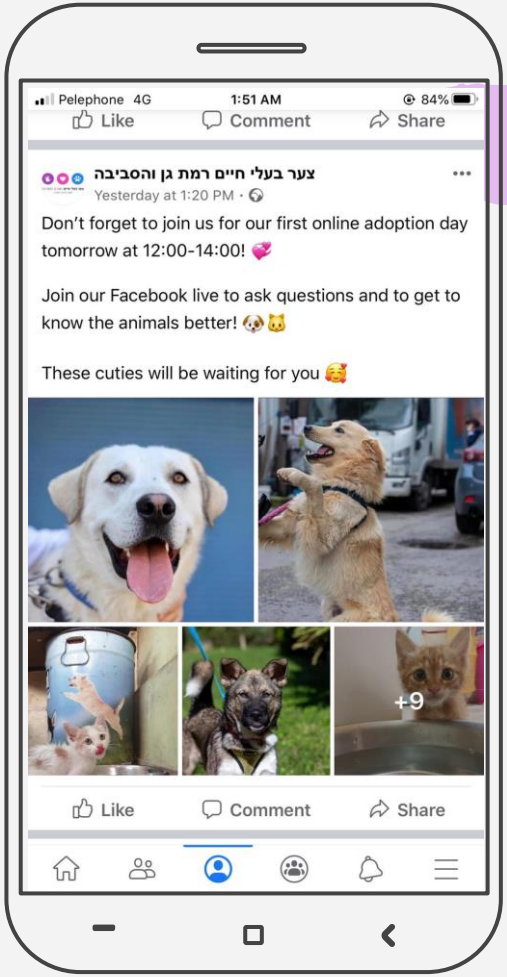


Yuval on The Orly and Guy morning show recently

Digital Plan

This will be posted as an ad + on Facebook and Instagram stories

Digital Plan

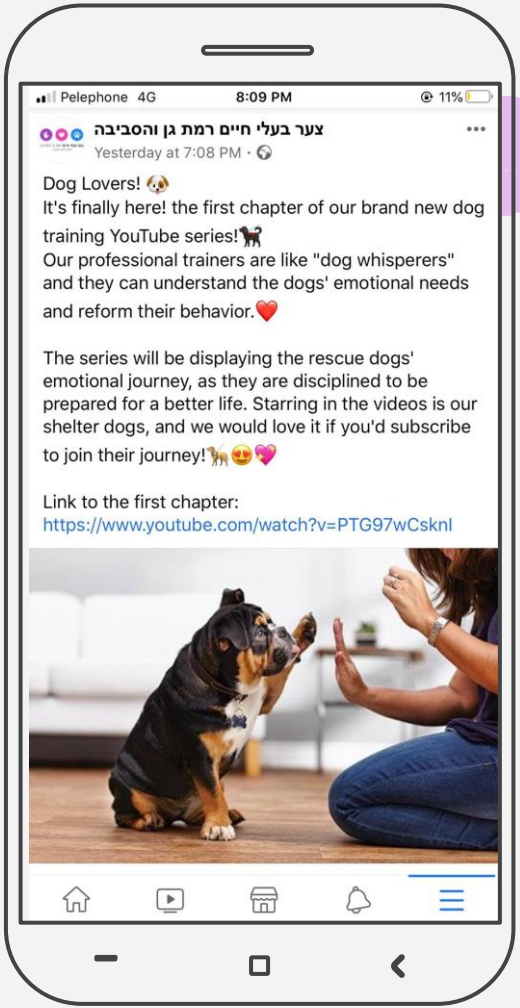


Facebook post

Digital Plan

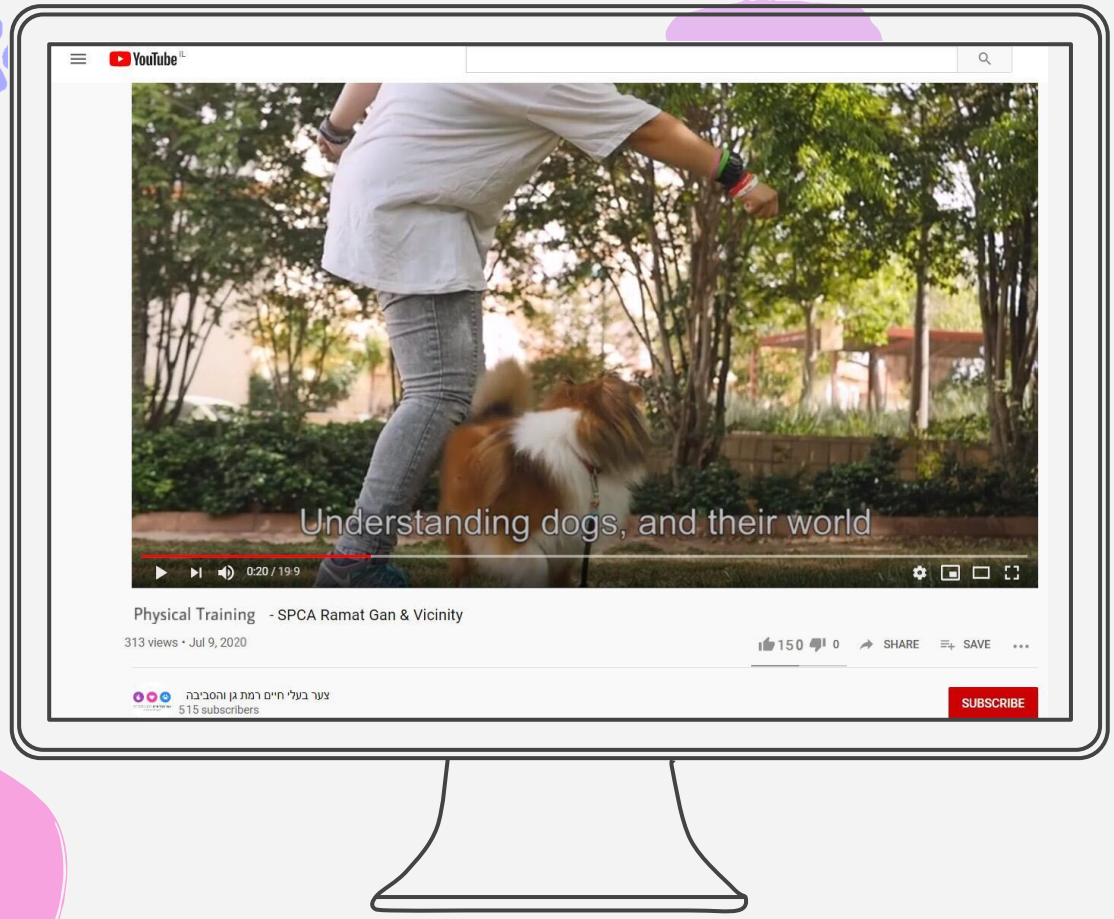
TikTok Video

Digital Plan



Facebook post

Digital Plan



YouTube Video

Thanks for listening!

SPCA Ramat -Gan and Vicinity

Rawand Wakim and Aya Alemy