

Integrated Marketing Campaign - Event

Fall Canadian Pei Expo



Waterloo Collegiate Institute
300 Hazel Street
Waterloo, Ontario
N2L 3P2

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January
10th,
2025

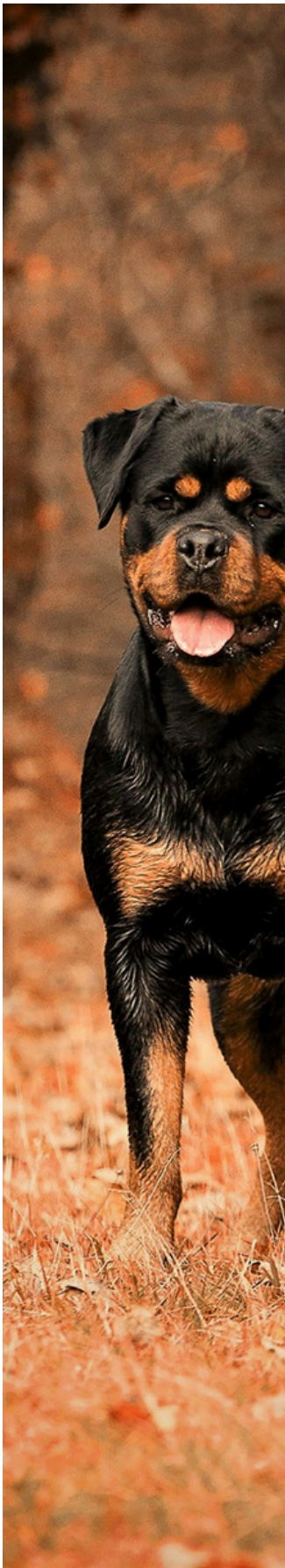


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I. EXECUTIVE SUMMARY

Event Description: The Fall Canadian Pet Expo is an annual, family-oriented event for pet-lovers across Canada. Based in Mississauga, the for-profit corporation hosts over 250 pet-related vendors in its marketplace and holds several pet shows over its two day run-time.

Primary Market:

- Dog owners with young children
- Middle-class millennials
- Seeks out events and makes impulse purchases
- Lives in the Greater Toronto Area

Secondary Market:

- Prospective event sponsors
- Owners of large pet goods businesses
- Looking for increased exposure



Key Objectives: This campaign aims to increase brand presence in the Greater Toronto Area, receive sponsorships from local pet businesses, and improve customers' user experience on the website.

Advertising:

- Yard signs
- Social media marketing with vendors
- Social media giveaways

Personal Selling:

- Attain sponsors

Digital Experience:

- Improve digital UX
- Use SEO and adwords

Sales Promotion:

- “Bring the Family” deal
- “Refer a Friend” deal

Direct Marketing:

- Email previous customers
- Email previous vendors

Public Relations:

- Contact local news
- Add event listings to tourism websites

Metrics

To measure an increase in brand presence, the Expo will track promotions redeemed, Google searches made, engagement with social media, and engagement with emails sent.

To measure sponsorship receipt, the Expo will track the # of sponsors.

To measure an improvement to user experience, the Expo will track cart abandonment during purchasing on the website.

Budget: \$26,606.23

Projected Gross Revenue:
\$1,724,652

Timeline: Aug. 11 -
Sept. 23, 2025

II. DESCRIPTION OF THE EVENT

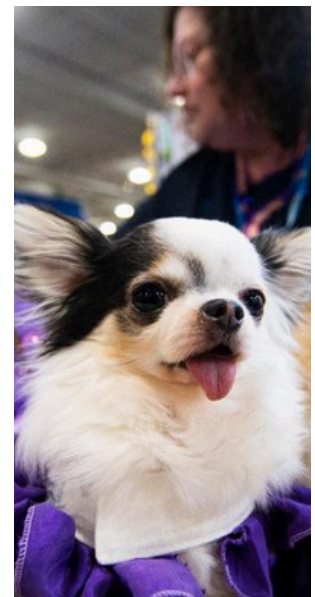


The Fall Canadian Pet Expo is an annual event for pet lovers nationwide. Founded in 1999 and hosted in Mississauga's International Center, it is organized by the for-profit Canadian Pet Expo corporation which also holds Easter, Spring, and Christmas Pet Expos each year. The event features pet shows, a vendor market for pet-related businesses and charities, and activities for families and their pets. These activities are described further in Table 1, featured below.

Table 1: Summary of events

Shows	Vendors	Activities
<ul style="list-style-type: none">• Cat agility show• Creative pet grooming show• TICA cat show (beauty pageant)• Small animal, aquatic animal, & plant showcase	<ul style="list-style-type: none">• 250 vendors at booths selling or advertising goods• E.g. Pet food/treats, pet grooming/care• Humane Society & other non-profits	<ul style="list-style-type: none">• Dog agility ring• Pet ball pit• Interactive lure course• Balloon animals, face painting

The Expo has two primary revenue streams. Its first revenue stream is ticket sales, which cost \$14 for adults and \$10.50 for seniors and children over the age of 6. Tickets are sold at the door and online on their website. In 2024, the Expo took place over the second weekend of September and attracted approximately 90,000 ticket purchasers. Its second revenue stream is the rent it collects from vendors who choose to display their goods and services at the event. The price of a booth at the Expo ranges from \$312.91 to \$1,041.87 depending on the area's size, location, and what the business sells. Vendors may also choose to sponsor the Expo by contributing an additional \$3,000 to \$20,000 in exchange for increased advertising space at the event. In 2024, the Expo had over 250 vendors and sold out their booth allotment. These two revenue streams complement one another as vendors incentivize consumers to buy tickets and increased consumer attendance incentivize vendors to buy in.



II. CAMPAIGN OBJECTIVES

The objective of this campaign is to develop the Fall Canadian Pet Expo's brand recognition in the Greater Toronto Area (GTA), the metropolitan area of 6.8 million where the event takes place. Additionally, consumers should recognize its brand promise of being a "fun, family-friendly event" for all animal lovers. Finally, all marketing should convey a sense of community that uniquely includes households' pets.



These larger goals can be broken down into three key objectives:

1. Increase brand presence in the GTA
2. Receive sponsorships from prominent local pet businesses
3. Increase customer satisfaction by improving user experience (UX)

III. TARGET MARKET

The **primary target market** of this campaign are middle class dog owners living in the GTA with young children. These individuals create revenue for the Expo through ticket sales. The key attributes of this target market are summarized below in Table 2.

Table 2: Ticket purchaser market segmentation

Demographic	<ul style="list-style-type: none">• Dog owner• Middle class with a household income greater than \$56,000• Between the ages of 28 to 43 (Millennial/Generation Y)• Has children between the age of 6 to 12
Psychographic	<ul style="list-style-type: none">• Family-oriented and seeks family-friendly events• Emotionally attached to pet• Interested in animal-related products and showcases
Behavioral	<ul style="list-style-type: none">• Makes regular non-essential purchases for pets• Brings their pet everywhere
Geographic	<ul style="list-style-type: none">• Lives in GTA

The **campaign's primary target demographic** are Millennial dog owners with young children and household incomes greater than \$56,000 per year. As dogs are the pet most often taken out of the household, dog owners are more likely to bring their pet to the event than less transportable aquatic or avian animals. This allows them to participate in the Expo's pet-exclusive activities. Furthermore, the Expo's family-oriented marketing targets parents of children between the ages of 6 and 12: families with young children often seek out communal activities, a tendency that diminishes with teenagers. Only one parent must be exposed to marketing for the family to attend, increasing the return on investment per individual.

The mean age of first-time mothers in Ontario is 32.2 years, making Generation Y (Millennials) most likely to have children in the desired age range. Millennials are between the ages of 28 and 43 and are known to have strong emotional attachments to their pets: 54 percent of Canadian Millennials view themselves as “pet parents,” the highest percentage of any age group. Millennials also have a 25 percent higher post-tax annual income than Generation X and almost half of Millennials surveyed by Edward D. Jones & Co., L.P. identified as “spenders” rather than “savers.” Since the average yearly cost of living in the GTA for a four-person family is \$49,000, Millennials with household incomes greater than \$56,000 per year have disposable income and are likely to make purchases at the Expo.

The campaign’s primary target psychographic are individuals who seek out family events and prioritize pet-related recreation over other activities. This group also enjoys “window shopping” and live performance, making them interested in the Expo’s vendors and pet shows.

The campaign’s primary target behaviors include impulse purchasing, making individuals more likely to participate in the marketplace. Another behavior includes bringing pets to events, making individuals more likely to bring their pet to the Expo.

The target geographic consists of individuals who live in the GTA, increasing the event’s local brand presence.

The secondary target market of the Expo are prospective sponsors who own large pet goods businesses and are looking for increased exposure. The key attributes of the secondary target market are summarized below in Table 3.

Table 3: Sponsor market segmentation

Firmographic	<ul style="list-style-type: none"> • Sells small, cheap, physical goods (easily displayable) • Over 100 employees • Annual profit margin of over 15 percent • Annual profit over \$700,000 • Maintains physical location
Needs	<ul style="list-style-type: none"> • Wants to increase customer base in GTA



IV. CAMPAIGN ACTIVITIES AND SCHEDULE

Advertising: Advertising is crucial when developing a business' brand presence; it makes individuals aware of the company and establishes its reputation. In this campaign, the Expo will be advertised through yard signs, its vendors, and by generating "buzz" on social media.



First, 75 yard signs promoting the event will be staked into the ground beside 50 major intersections in Mississauga. The signs will be 24 by 18 inches and brightly colored with significant contrast between the background and text.

They convey three central pieces of information: the name of the event, the date of the event, and that the event is pet-focused. Crucially, it remains minimalistic and easy to read so that individuals do not need to be focused on the sign to absorb its contents. Additionally, this advertisement is placed such that individuals who live in the region are exposed to media advertising the Expo repeatedly; depending on their commute, they may see the signs multiple times each day. According to the Mere Exposure effect, discovered by Robert Zajonc, this continual exposure builds a positive perception of the Expo in consumers' minds.



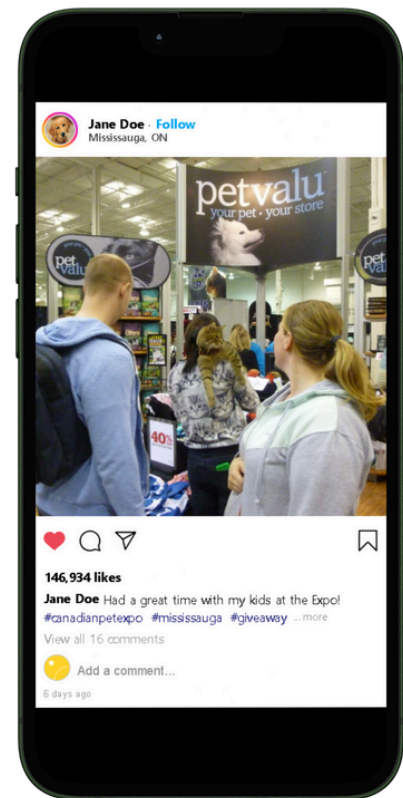
Second, when a booth has been purchased, vendors will be given a set of Expo marketing materials. The current bank of marketing resources for exhibitors is limited to poster-style online graphics. During this campaign, it will be expanded to include short videos, large, physical signage, and images taken from previous events. This makes marketing efforts appear more unified.

Finally, individuals who post pictures of themselves or their pets at the Expo on Instagram, X (Twitter), or Facebook with the hashtags #canadianpetexpo, #mississauga and #giveaway are entered into a random draw for one of five \$50 Ren's Pets gift cards. This will create an influx of social media content about the Expo, increasing the popularity of the event's hashtag and associating it with Mississauga. Additionally, vendors with social media accounts with more than 100,000 followers will be given two free tickets to the Expo to use in a giveaway that consumers can enter by liking the post, tagging two others, and following the Canadian Pet Expo social media account on the relevant platform.

This creates “buzz” about the event online which is vital to increasing brand presence: 68.8% of Millennials use social media regularly. Furthermore, a key selling point for event sponsors is exposure on the Expo's social media accounts.

Sales Promotion: Sales promotion increases demand for a product or service for a limited time by prompting an immediate response from consumers. This is vital for accelerating ticket sales throughout the Fall Expo's season. Two sales promotions will run during the campaign: the “Refer a Friend” promotion and the “Bring the Family” promotion.

The first sales promotion is the “Refer a Friend” deal which serves to stimulate word-of-mouth by giving customers an incentive to recommend the Expo to others. This promotion is crucial as word-of-mouth is the primary way ticket-purchasers hear about the event. When customers complete an online ticket purchase, they may send anyone they choose a one-time promotion code that gives them a 10 percent discount for their next purchase with the Canadian Pet Expo. If that promotion code is redeemed, the referrer receives a promotion code for a 20 percent discount on their next purchase. This style of promotion encourages customers to purchase more tickets at once to make further use of the discount code. It also necessitates the original ticket purchaser to come to the event in future years to make use of their reward.



The second sales promotion is the “Bring the Family” discount which encourages families to attend the Expo. During this promotion, ticket bundles will be available for families to purchase. Two adult passes and two youth passes can be purchased for \$40 instead of \$50. A “pet pass” will also be included at no additional cost, positioning individuals’ pets as part of the family.

Digital Experience: The Expo’s website is its primary means of communicating with its customers; all information about the event can be found online. Therefore, it is crucial that this information can be quickly and easily found by consumers. Three key strategies will be used to improve consumers’ digital experience: Search Engine Optimization (SEO), sponsored ads, and updates to the website.

Table 4: Search result keywords

Family activities, family activities this weekend, family activities near me, cute dog videos, cute animal videos, pet show, pet event, indoor dog parks, indoor dog parks near me

Additionally, the website will be altered to increase ease-of-use, accessibility, and aesthetic appeal. The alterations that will be made are summarized on the next page in Table 5.

Table 5: Improving digital UX

Enable one-click checkout	To reduce basket abandonment, autofill checkout information with payment details they have previously entered and/or saved.
Easy to subscribe	Allow consumers to subscribe to receive email notifications when an Expo event is taking place soon.
Add payment options	Accept PayPal, Stripe, Venmo, and Apple Pay as online payment options.
Accessibility features	The website should be screen-reader accessible for the visually-impaired and have large-text options.
Aesthetic appeal	Several images replaced with silent looping clips from previous Expos. Increase size of floor plan and add simplified legend of major locations in the venue.

Personal Selling: The personal selling component of the campaign focuses on the secondary target market: large pet goods businesses. It aims to attain more Gold, Platinum, and Diamond Sponsors. According to the Expo’s existing sponsorship model, these sponsors give the event \$3,000, \$6,000, or \$20,000 respectively.

Sponsors receive several benefits, including listings on the Expo's website, features in Expo marketing, signage and product placement throughout the event, and free tickets and coupon codes for giveaways.


Though sponsors represent a significant amount of the Expo's revenue, no efforts have been made in previous years to reach them. To fulfill this unmet need, five salespeople will be hired to acquire sponsors for the Expo. They will reach out to businesses that have purchased booths at the Expo, segment them, and create customized sales presentations to convince them to provide funding for the event.

Direct Marketing: The Expo requires customers to provide their email addresses when purchasing tickets online. Over time, the event has accumulated an extensive bank of email addresses for previous attendees. Two weeks prior to the event, emails will be sent to each address informing them that the Expo is coming up. Consumers can click anywhere in the email to be redirected to the ticket sale page on the website, making it as convenient as possible to make a purchase. This design is eye-catching, colorful, conveying a "fun" image. It also features an image of a family with their pet. This encourages consumers in the primary target market to picture themselves and their family attending the event.

The Expo will also send emails to vendors from previous years. This email contains specific information about booth prices and has a muted, professional appearance.



Public Relations: Before the event, local news outlets will be contacted, including CNN, City News Toronto, The Toronto Star, CTV News, Global News, The Local, and TorontoToday. These sources will be given a dossier of event information that they will be invited to publish. In addition, the Expo will hire one photographer and one videographer to attend the event and create a bank of footage. This footage will be sent to those same media outlets after the event concludes. Furthermore, Expo will increase its digital presence by increasing the number of websites that mention the event. The Expo will contact popular trip planning websites like Trip Advisor, To Do Canada, and the City of Toronto website and request that listings mentioning the event are added.



Timeline, August 11th to September 23rd	
Week 1 (Aug 11-17)	<ul style="list-style-type: none"> • “Bring the Family” promotion starts • Website improvements made, SEO/Adwords keywords purchased • Personal selling outreach begins • Vendor promotional package created and distributed to current vendors
Week 2 (Aug 18-24)	<ul style="list-style-type: none"> • Personal selling lead qualification begins • Trip planning websites contacted, Expo listings added
Week 3 (Aug 25-31)	<ul style="list-style-type: none"> • Vendors w/ 100,000+ followers given free tickets, giveaway starts • “Refer a Friend” promotion starts • Personal selling sales closed, sponsor incentives provided
Week 4 (Sept 1-7)	<ul style="list-style-type: none"> • Yard signs placed • Emails sent to returning customers • News outlets contacted with event information
Week 5 (Sept 8-14)	<ul style="list-style-type: none"> • “Refer a Friend” promotion ends
Week 6 (Sept 15-23)	<ul style="list-style-type: none"> • Social media giveaway information posted on all Expo platforms • Photographer and videographer attend event, compile footage • Event footage sent to media outlets

VI. BUDGET

Marketing campaign budget for the 2025 Fall Canadian Pet Expo			
Product	Quantity	Cost per Unit (USD)	Total Cost (USD)
Personal selling	400	\$30.00/hour	\$12,000.00
Personal selling commission	12	100.00/sale	1,200.00
Website design	N/A	1,043.37	1,043.37
Website accessibility	N/A	3,589.65	3,589.65
Marketing materials design	20	150.00/design	3,000.00
Photography	24	150.00/hour	3,600.00
Yard signs	75	4.75/sign	356.25
Gift cards	5	50.00/card	250.00
SEO	500	0.30/click	150.00
Adwords	500	0.30/click	150.00
Miscellaneous	N/A	N/A	1,266.96
Total			\$26,606.23

VII. KEY METRICS

Increase brand presence in the GTA

- 4,500 “Bring the Family” packages are purchased (20% of average annual attendance)
- 5,000 “Refer a Friend” tickets redeemed in 2025
- #canadianpetexpo hashtag usage increases by 10 percent
- Gain 1,000 followers on Instagram
- 10% increase in Google searches including “Canadian Pet Expo”
- 10,000 click-throughs on emails to returning customers
- 50 click-throughs on emails to returning vendors
- 1,000 click-throughs on “adwords” sponsored results

Receive sponsorships from prominent local pet businesses

- Attain one Diamond Sponsor through personal selling
- Attain ten Platinum Sponsors through personal selling
- Businesses from the GTA make up 70 percent of sponsors

Increase customer satisfaction by improving user experience (UX)

- Reduce cart abandonment by 30%

VIII. BIBLIOGRAPHY

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