

Integrated Marketing Campaign - Event

Fall Canadian Pei Expo



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

January
10th,
2025

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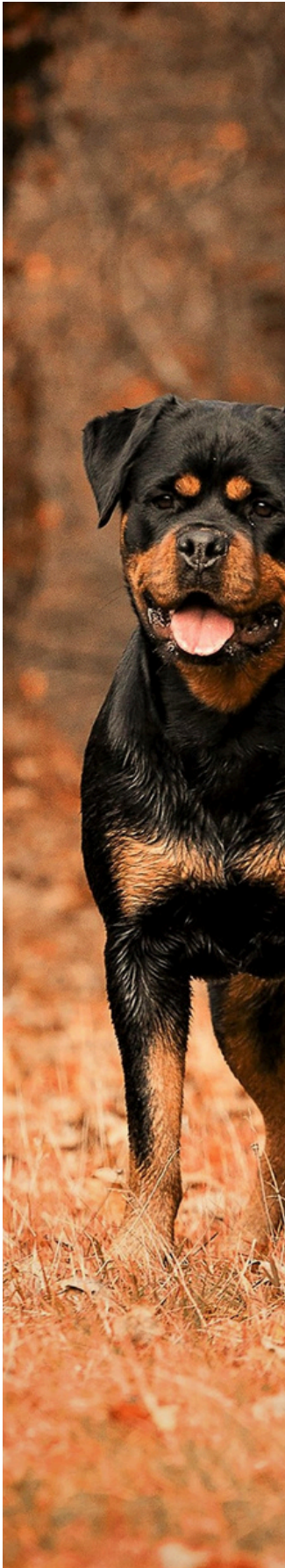


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I. EXECUTIVE SUMMARY

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 receiptal, 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

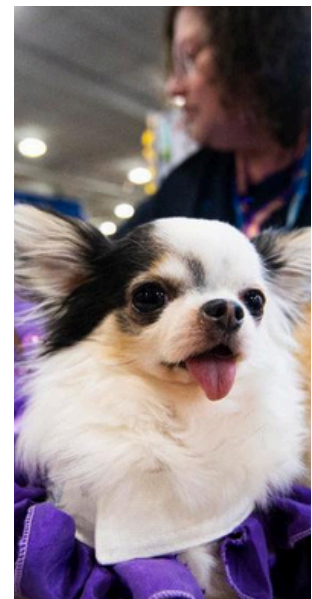


The Fall Canadian Pet Expo is an annual event for pet lovers nationwide. Founded in 1999 and hosted in Mississauga's International Center, it is organized by the for-profit Canadian Pet Expo corporation which also holds Easter, Spring, and Christmas Pet Expos each year. The event features pet shows, 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.