

## CREATE A PRINT CAMPAIGN WHICH MOTIVATES PEOPLE LIVING IN DUABI TO ADOPT A DOG FROM AL MAYYA K9 ADOPTIONS

AT AL MAYYA K9 ADOPTIONS WE BELIEVE THAT EVERY DOG DESERVES A SECURE, LOVING HOME OF THEIR OWN. IN FACT, WE'RE PASSIONATE ABOUT IT.

### BACKGROUND

We rescue dogs from streets, wastelands, puppy farms and cages, and welcome them into the growing Al Mayya family with the aim of one day finding them their perfect place of refuge.

The organisation began from a love and devotion for dogs, and a passion to help them out of bad situations. We realised the absolute need for human intervention to turn these dogs lives from horrific conditions/situations to a happy ever after.

Unfortunately in the UAE a lot of dogs get abandoned by their families through no fault of their own, mostly due to people returning to their country of origin. Abandoning a loyal family pet to a life of uncertainty. The UAE also struggles with a large population of stray mixed breed dogs, this is mostly due to abandoned pets, un-educated owners who neglect to spay and neuter, and turn unwanted puppies onto the streets. We aim to tackle this problem by ensuring that all our available dogs for adoption are spayed and neutered before going to their forever homes.

### HOW IT WORKS

The process for adoption with Al Mayya K9 is as follows –

Adoption questionnaire to be completed via the website Once this is completed the person will either be accepted or not accepted as a potential owner. They will find out by email or text if they have been approved.

House check Once the questionnaire has been approved, we sometimes ask to take out a house check, this involves a general check of the house the dog will live in and if it's a safe environment.

Meet and Greet is arranged when we have found a suitable match with both owner and dog, and if all goes well and we are happy with the potential owners then they are able to adopt the dog from Al Mayya.

### KEY MESSAGES:

YOUR DOG IS PART OF YOUR FAMILY THEREFORE ABANDONMENT SHOULD NEVER BE AN OPTION.

CRUELTY IN ANY FORM IS TOTALLY UNNECESSARY AND UNACCEPTABLE TO US AT AL MAYYA K9.

FOREVER LOVING HOMES ARE FOR LIFE.

IF YOU HAVE ROOM IN YOUR HEART AND YOUR HOME, PLUS A LITTLE TIME AND PATIENCE TO SPARE, A DOG COULD BE THE BEST FRIEND YOU NEVER HAD.

DOGS GIVE UNCONDITIONAL LOVE, ALL WE NEED TO DO IS LOVE THEM BACK.

### THE CHALLENGE

We want you to create a print campaign that will motivate and encourage people living in Dubai to adopt a dog whether it is a pure breed, mixed breed or stray.

One of our biggest challenges we face as an organisation is the number of dogs that need rescuing and having the space and facilities to rehabilitate them. The number of dogs needing help is always more than the kennels we have.

We have a lot of **mix breed** and **stray dogs** that stay with us for **long periods of time**. People are put off of adopting mixed breeds because they aren't a pure breed and think that they are untrainable. In fact, we find the mix breeds can be the most loyal, gracious pets, as they appreciate the people who have shown them love and helped them. We often have the same issue with larger dogs, pure or mixed, just because of their size.

### WHAT TO CONSIDER/INSIGHTS

One of our main tips to people would be, for people when considering adopting a dog, that they think about **choosing a dog that suits their lifestyle**.

For example – are you an active person? Do you spend lots of time outdoors? Would you prefer a dog that is happy to stay at home and watch tv with you? At Al Mayya K9 Adoptions we always ask people to consider the duration of their stay in the UAE and that owning a dog is a lifetime commitment. A dog's life span can be between ten to fifteen years, depending on the dog's breed.

#### **Reasons dogs are left behind in Dubai:**

Many dogs are abandoned or left behind in Dubai when people and families move countries. Some breeds (especially snub nose breeds) are unable to be flown by airlines, transporting animals can be very expensive and sometimes dogs cannot be flown in certain temperatures making it difficult for owners to take dogs with them.

The responsibility of owning a dog isn't thought about before buying. Al Mayya believes a dog should be part of your family and not left when times get hard.

### TARGET AUDIENCE

Our criteria for our target audience is based on how committed and responsible they are. We love to find people that are as passionate about dogs as we are. **We don't accept anyone under the age of 21**. Their house must be a **safe environment** for a dog, they need to show us that they have the **patience, knowledgeable** and will have time to be a **responsible** owner.