



Action Project Reference: 65-02

Organisation: Animals Fiji

Action Project Proposal:

“Brand Management and Analysis”

Who Are Animals Fiji?

West Charity Trust Society (operators of Animals Fiji) was established in late 2011 in Fiji by four Trustees to support initially via fund-raising activities what was then the Nadi branch of the SPCA Fiji (based in Suva) due to the SPCA's increasingly limited resources at the time. There had been no permanent Veterinary services outside of the Capital City of Suva for over 3 years at that time; the SPCA Fiji Nadi Clinic was staffed by a Vet Nurse and a Full-time Volunteer Technician.

By June of 2012, the West Charity Trust Society now trading as Animals Fiji owned 90% of the clinic's assets, 100% of the drugs / medical supplies and was providing Veterinary services (welfare and revenue generating) via sourcing of international volunteer Vets. In July of 2012, SPCA Fiji could no longer support the Nadi clinic in any meaningful way and Animals Fiji took over operations.

Since 2012, via international volunteers and new staff, Animals Fiji has been able to provide full-time veterinary services initially just in Nadi, but now four other clinics in Fiji:

- Savusavu (since 2013 to present),
- Lautoka (since Jan 2016 to present),
- Labasa (since Jan 2016, to present) and
- Taveuni (since Jan 2016 to March 2019)

As well we have provided various other out clinics throughout Fiji, which by 2019 averaged 25 annually in various areas of Fiji.

In addition to our 2011 registration as a Fiji charity, Animals Fiji has been registered in NSW, Australia since 2012 for fund-raising activities and is operated there by two volunteers who are long-term animal welfare supporters. In early 2017, thanks to a very generous individual supporter, we were able to register as a US 501 (c) 3 charity as well.

Our charity organization has and is supported and able to operate thanks to various volunteers over the years; whom we are extremely grateful to.

Mission:

Animals Fiji is a registered Fijian and US charity with a focus on animal welfare. We operate Veterinary clinics and welfare services in the Western and Northern Divisions of Fiji (a human population of over 600,000), where owners can seek treatment for their pets, livestock as well as wildlife. We operate as a welfare agency operating outreach programs and clinics throughout Fiji. One of our four clinics, Nadi, also functions as a shelter taking in strays, injured and abused animals, who are treated and re-homed. Our most critical goal is to reduce the epidemic of stray and diseased roaming dog and cat populations that plague villages, towns and rural areas, through de-sexing (spay/neuter) programs. We ensure basic veterinary services and animal care education are available to as many Fijians as possible.

Long Term Aims & Vision:

Mission Statement: To improve the welfare of all animals--domesticated & wildlife--resulting in better lives for both the animal and humans of Fiji, while helping to build a society without animal cruelty.

Fiji has many positive opportunities to change the lives of animals (domesticated and wildlife) and therefore humans.

For the long-term goals, we wish to not only make our own shelter obsolete, but all shelters in Fiji. Growing the proactive approach of desexing and trap-neuter-release (TNR) programs prevents unwanted puppies and kittens from being born to then live deprived lives.

We want to see more action taken by the community to help us on our animal welfare and education journey, which will be achieved through a formal education curriculum that starts in primary and is expanded to secondary. This also will go hand in hand with further legislation to protect animals.

And more education and job opportunities for the veterinary industry in Fiji, which is growing, but needs more. Animals Fiji would love to be an internationally recognized organization for tropical veterinary medicine training drawing talented veterinarians from around the world.

Current Challenges:

The largest problem, as it is in most industries and causes at the moment, is the global economy and lack of disposable income for donations. Donations are what allow our organization to function. It therefore makes it difficult for us to find new markets to donate to our causes.

The second biggest issue is a shortage of veterinarians due to no qualified veterinarian schools in Fiji.

Given the above, it limits our time and effort ability to develop new concepts or programs.

Further Information:

We require an intern to complete a full analysis on how our organization as a brand is perceived domestically and internationally (especially in major donating markets). More of a focus internationally, as that is where more donation dollars are going to come and where we have to compete more. This will allow planning on how we can better achieve our objectives with marketing.

Key areas to cover in the brand analysis:

- 1) Is our vision coming across in our brand currently?
- 2) If not or how can we make it clearer - what do we need to do achieve that objective (maybe both short term and long term)?
- 3) A strategy to help us reach our objective? Again, both short and long term?
- 4) Look into and suggest specific tactics/strategies that might increase our brand success (and their associated costs)

Key marketing objectives:

- 1) Gain more of a global presence—especially through social media. This will lead to more donation and awareness of our work, which will allow us more resources to do more.
- 2) Have a clear path / guidelines to follow for our domestic and international marketing.

Brands that inspire us include:

- 1) Soi Dog – done really well with their international reach. They even got Ricky Gervis to be an ambassador for them.
- 2) ASPCA – an organization that has adjusted their focus over the last hundred (or more) years they have been in operation from shelters to education (industry & public), facilitator / community organizations, and disaster relief.
- 3) Animal Aid Unlimited – more similar to our situation and internationally recognized for what they are doing.
- 4) Humane Society International – again like ASPCA. MAJOR player in the animal welfare industry. They have the Animal Care Expo, which I've attended.
- 5) Another example -
https://chewonthis.maddiesfund.org/2020/11/one-easy-way-your-animal-shelter-or-rescue-organization-can-get-some-marketing-help/?utm_medium=email&utm_source=blog-post&utm_campaign=regular-blogpost&utm_content=marketing-help-for-shelters

Key Research & Discussion Areas:

Ideas to kick start your research...

PLANNING AND DELIVERY

- What is the aim of their current marketing & social media strategy?
 - How can you adapt their current work in order to make it more effective?
- Who is their target audience?
 - How will you ensure that your campaign targets this audience?
- What social media platforms do they currently use?
- What other social media platforms could they use?
- Are there any successful branding examples from similar organisations that you could use in comparison?
- How could they make their social media campaign more sustainable?
 - Can you create templates for posts or a timeline to enable the momentum to continue after the end of your project?

CONTENT

- If Animals Fiji are appealing to different audiences, how can they meet the needs of all these audiences through their brand?
- What tone of voice, level of vocab and assumed knowledge will you use to develop your content?
- What visual content do they need? (e.g. images, video clips)
 - How will you create these?
- What are competitors doing to successfully portray their brand online? Can you use examples from this for inspiration in your analysis?

BARRIERS

- What are the main areas for improvement you can identify within the brand?
- What are the potential solutions to these problems?
 - It might be useful to identify these.
 - Can you provide resources to help tackle these challenges?

EVALUATION

- Has your project met the original objectives set out in this action project PDF?
- Are there any areas you feel it might be useful for Animals Fiji to research into further?
- How will you ensure that Animals Fiji can utilise and develop the resources you create for them?

Useful Links and Resources:

Website: <https://www.animalsfiji.org/>

Facebook: <https://www.facebook.com/animalsfiji/>

Further Reading:

- <https://www.aspcapro.org/>
- <https://www.who.int/westernpacific/news/q-a-detail/one-health>
- <https://www.avma.org/resources/animal-health-welfare/animal-welfare-education>
- <https://www.worldanimalprotection.org.in/our-work/animal-welfare-education/animal-welfare-schools>
- <https://www.icam-coalition.org/>
- <https://www.alleycat.org/>

Further Questions

Are there any questions you would like to ask Animals Fiji to assist in completing this project?

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