



An Original Case Study of Dawn “Save the Wildlife” by:

Michael Berg

Chelsey Castellano

Linda Meier

Itza Rodriguez

Abigail Smart

Under the direction of Dr. Cho, PUR4401 Fall 2013

December 5, 2013

TABLE OF CONTENTS

Executive Summary.....3

Research.....5

Objectives.....10

Programming (Strategies).....12

Programming (Tactics).....18

Evaluation.....21

Conclusion.....25

Bibliography.....28

Appendix.....30

I. EXECUTIVE SUMMARY

This report was commissioned to examine the impact of the Dawn Saves the Wildlife campaign.

The research draws attention to the impact that the Dawn campaign had after the BP oil spill that led to 5,000 gallons of oil a day to spill into the Gulf of Mexico leaving the waters polluted and animals covered in oil. Dawn was able to raise over \$500,000 and save tens of thousands of animals during the BP Oil spill. Through examination of the mission statement the target publics outlined in the mission statement and focused on throughout this campaign were families, matriarchs, animal-lovers and those affected by an oil spill.

The objectives created were aimed to earn media awareness, create more visits to the website, and increase sales to support the cause. The objectives are as follows: To raise awareness of the latent matriarchs 30-65 through a public relations campaign that generates 500,000 positive media impressions during the length of the one year campaign, to increase the number of website hits by 30 percent among young adults ages 18-24 by December of 2013 and to improve the attitudes in aware matriarchs 30-65 and animal lovers towards Dawn Save the Wildlife campaign by generating a 30 percent increase in sales of the specific Dawn Save the Wildlife bottles of product during the length of a year campaign. These objectives were achieved through numerous tactics and strategies.

Programing used the appeal of ethos to use both positive and negative imagery to draw support for their cause. The campaign showed imagery of ducklings cleaned from the oil by Dawn dish soap as well as penguins covered in oil and not able to swim.

Tactics used by the Dawn Saves the wildlife campaign included special features on the interactive website to build a two way relationship between the public and the cause. This led the public to participate in reciprocity by having the public send thank you cards to volunteers who helped clean the animals. Dawn also donated \$1 from every Dawn bottle with a Dawn Saves the Wildlife logo on it as a tactic.

To evaluate the campaign we would 500,000 positive media impressions during the length of the one year campaign we would evaluate media impressions by analyzing data of different commercials and advertisements to see how many impressions it made and what publics it reached. To see if we increased information publics by 20 percent we would survey users on the website to see find their age. To evaluate the attitude of the publics we would survey consumers and look at sales increase from each year.

It is recommended that Dawn Saves the wildlife continues its relationships it has built with the public and its partners. It is also recommended that Dawn creates more simple ways for the public to create change in their everyday life that will help protect wildlife and the environment. Lastly, we suggest that Dawn Saves the Wildlife focuses on educating people about the proper way to dispose of oil and the effects of improper disposal. We would also recommend that Dawn becomes more environmentally conscious with less packaging of their products and products that don't hurt the environment.

II. RESEARCH

ISSUE:

Dawn's Save the Wildlife campaign works to rehabilitate and reduce the number of animals affected by pollution and harmful oils. Since 1975, this campaign has saved animals all over the country that have been negatively affected by pollution.

In April of 2010, however, a major environmental tragedy created a new issue and demand for Dawn's household dish soap. The BP oil spill in the Gulf of Mexico left many wild animals, such as pelicans and ducks, covered in a black, oily layer of sludge. The spill produced over 5,000 gallons a day, harming many animals in the area. Unfortunately, once oil spills in the water, it is nearly impossible to remove even 10 percent of it. Even today, birds and other animals are experiencing the horrible effects of the oil spill. The oil left birds unable to fly, float or move quickly to hunt their food and escape predators. Many of the states with coastlines on the Gulf, such as Louisiana and Florida, were constantly finding oiled wildlife in very poor conditions of health. (Carey, 2010).



The oil spill caused an increase in wildlife harmed by pollution, but there was another major issue at hand: what cleaning solution can remove oil from the animals without harming their skin?

“Trial and error through the years has shown that the dish detergent cleans oil off feathers and fur without irritating the skin.” (For Oiled Wildlife, 2012). Among Gulf spill animal rescue specialist, Dawn’s dish soap is the preferred cleaner. Though the Save the Wildlife campaign had already been in existence for many decades, the issue caused by the oil spill caused a major boost in the need for Dawn’s soap; Dawn donated 50,000 bottles of dish soap to be mixed with water to create a solution that quickly and safely washed the oil out of the animals’ feathers and fur without harming their skin or leaving a harsh residue. (For Oiled Wildlife, 2012).

During the oil spill, Dawn Save the Wildlife to raise over \$500,000 and save tens of thousands of animals effected by the pollution. (Bell, 2010).

ORGANIZATION:

Dawn’s Save the Wildlife campaign includes combined efforts from three companies: Dawn Dish Soap (which is owned by Procter and Gamble), International Bird Rescue and Marine Mammal Center. Though these organizations differ in terms of target audiences and products, they all share a common mission – to rescue and rehabilitate wildlife.

Dawn was founded in 1973, only two years before the Save the Wildlife campaign was introduced. Dawn specializes in creating quality dish soap that will eliminate grease and food residue on pots and pans, but also clean family kitchen messes. Ensuring that the soap is also effective in cleaning and rehabilitating oiled wildlife is also a major priority of Dawn.

Since its introduction 40 years ago, Dawn has become a common and respected household name. (About Dawn, 2013).

Dawn is one of many admired brands owned by Procter and Gamble. Since 1837, P&G has grown into one of the largest companies in the world; they provide their products to over 4.8 billion people a year. P&G's strives to improve customers' lives by providing quality and value through its products. In the world of public relations and marketing, P&G is known for having heart-felt advertising that accurately reflects the effectiveness of its products. The cute and heart-warming baby duck commercials from Dawn Saves the Wildlife fits perfectly into the overall theme of P&G's advertising efforts. (P&G, 2013).

The Save the Wildlife campaign would not be so powerful without its two partners. International Bird Rescue rehabilitates injured or oiled birds in times of emergency, such as the BP oil spill. This organization uses both highly trained staff and volunteers to care for birds all over the world. IBR also performs research to determine how to efficiently care for and rehabilitate birds in times of disaster. (International 2013). Similar to IBR, the Marine Mammal Center researches and rehabilitates animals that have been negatively affected by pollution or disaster. This organization focuses on marine mammals, such as seals and sea otters. (What We Do, 2013). Dawn's two partners, IBR and MMC, are able to combine their efforts to rescue a wide variety of wildlife that was negatively affected by the oil spill or any other sort of pollution.

TARGET PUBLICS:

It seems as though no previous research has been conducted to determine who the specific target publics for this campaign are. As previously discussed, there are technically

three organizations involved in the Save the Wildlife campaign: Dawn, which extends from Procter and Gamble, International Bird Rescue and Marine Mammal Center. Because these companies all differ from each other, it is difficult to define a specific target audience.

However, after examining the mission statements of each company, a general list of target publics can be outlined:

- **Families.** Procter and Gamble is very family-oriented, so they will always be a major target audience.
- **Matriarchs.** It is clear that Dawn and Procter and Gamble target the strong female head of the family, typically a mother aged 30-65, because she does most of the family shopping.
- **Animal-lovers.** The commercials featuring images of cute baby ducks and also depressed oiled pelicans. The positive and negative pathos appeals make the viewer feel both protective and sympathetic to the animals.
- **Those affected by an oil spill.** Those who live in a state that borders the Gulf of Mexico, such as Florida or Louisiana, especially understand the trauma caused by the BP oil spill in 2010. The residents of these states are familiar with the images of destroyed wildlife, therefore, they are more likely to respond to this campaign.
- **Young adults.** Young adults are an ideal target public for this campaign for many reasons. First, they are impressionable as decision makers; they are starting to move out of their parents' homes and make their own purchasing decisions on household products, such as dish soap. Also, they tend to be social media savvy,

making them more likely to interact with the Facebook and Twitter posts. Lastly, they tend to be concerned and knowledgeable about the environment.

III. OBJECTIVES

Dawn Save the Wildlife is a campaign that works with The Marine Mammal Center and the International Bird Rescue that supports wildlife rescue efforts. Some activists criticize Proctor and Gamble for this campaign because they use animals to test new products on. With this campaign Dawn hopes to show all of the good that the product can do for the wildlife.

AWARENESS:

To raise awareness of the latent matriarchs 30-65 through a public relations campaign that generates 500,000 positive media impressions during the length of the one year campaign.

Dawn Save the Wildlife includes an interactive website that involves different ways for the target publics to get involved. Families and young adults are able to log onto www.dawnsaveswildlife.com and participate in the rescue effort by:

- Making promises made to the environment/wildlife that can be liked through Facebook.
- Watching educational videos of the many ways Dawn helps the wildlife, including a documentary with Rob Lowe (spokesperson).
- Add to a mosaic photograph made up of virtual thank you cards from website participants.
- Purchase a reusable bag or Dawn dish soap with the Save the Wildlife logo in order to show consumer support for the campaign.
- Links are available to The Marine Mammal Center and the International Bird Rescue to learn more about Dawn's wildlife strategies and tactics.

ACTION:

To increase the number of website hits by 30 percent among young adults ages 18-24 by December of 2013.

By using Dawn consumers are taking a little step in what is actually the big picture. Dawn's dishwashing soap is used to clean animals after be soaked in things like oil spills. Dawn has pledged to donate one dollar from every purchase of Dawn dishwashing liquid, with the special Dawn Save the Wildlife logo, to support wildlife rescue efforts. With this promise, Dawn hopes to increase sales not only for their company but for wildlife rescue and rehabilitation efforts.

ACCEPTANCE:

To improve the attitudes in aware matriarchs 30-65 and animal lovers towards Dawn Save the Wildlife campaign by generating a 30 percent increase in sales of the specific Dawn Save the Wildlife bottles of product during the length of a year campaign.

IV. PROGRAMMING (STRATEGIES)

Dawn's Save the Wildlife campaign uses many proactive communication and action strategies. Applied action strategies include strategic philanthropy, alliances and audience engagement. Their applied communication strategies include generating publicity and newsworthy information. Websites, alliances with rescue groups, media advertisement and rescue programs are delegated to each of these types of proactive strategies.

STRATEGIES:

The Dawn Saves Wildlife website was designed to be an interactive platform for customers and other people who are interested in protecting wildlife. The website offers a number of unique ways to be a part of the wild life campaign as well as the traditional social media sharing options. Dawn also uses the site to encourage people to use its products and explains by doing so they support a brand that donates to wildlife rescue efforts as part of its corporate social responsibility.

The website uses a combination of proactive communication and action techniques to gain customer loyalty. The website aims to generate newsworthy information by creating links to the Marine Mammal Center and the International Bird Rescue sites which explain their relationship with Dawn. Third party endorsements by these two organizations assures consumers that Dawn is the brand to use when something needs to be cleaned with a delicate touch. (Shogren 2010)

The website is used to promote Dawn's philanthropic values and to provide information on how their donations are valuable to their rescue partners. This strategy is based on one of the core principles of strategic philanthropy, which is to give what you already own. (Smith 125)

ORGANIZATIONAL MEDIA STRATEGIES:

Dawn uses traditional media platforms to increase consumer awareness and audience engagement strategies for their efforts to support wildlife rescue. Dawn has positioned themselves in their advertisements as being the product rescue workers use to clean animals affected by oil spills. This strategy is used to distinguish them from their competitors and aims to give Dawn a unique selling point in the mind of its publics. Dawn maintains their image by continuing to collaborate with their partners at the Marine Mammal Center and the International Bird Rescue.

Dawn also uses their bottles of dish soap to advertise their campaign, create salience and to obtain a positive emotional appeal. The bottles of detergent are labeled with a promise to donate \$1 for every bottle of Dawn purchased to help support wildlife rescue efforts. (Bell 2010) Dawn's strategy is to connect with customers and spark their interests on how they can be a part of the campaign. The salience of the communication strategy is to offer people a way to get involved and a useful product that supports wildlife rescue efforts.

ALLIANCE STRATEGIES:

Another proactive strategy initiated by Dawn is their alliance with The Marine Mammal Center and the International Bird Rescue. The two alliances started as a result of rescue workers who needed a reliable cleaning agent to help animals covered in oil.

The International Bird Rescue Research center has claimed Dawn as their cleaning agent of choice since 1978. When the Exxon oil spill happened in 1989, Proctor and Gamble used this crisis as an opportunity to donate hundreds of cases of their Dawn product to the IBRRC. In 2010, Proctor and Gamble donated thousands of bottles of Dawn to the Marine Mammal Center after the BP oil spill happened in the Gulf of Mexico. (Smith 139)

Dawn's 40-year alliance with the Marine Mammal Center and the International Bird Rescue has framed their corporate philanthropy to support wildlife rescue efforts. Their longtime support helped save over 75,000 marine mammals affected by oil spills. (P&G 2013)

Since 1975, Dawn has donated 50,000 bottles of dish soap to wildlife rescue programs. (Marine Mammal) This year they will donate \$1 million to help fund rescue programs at the Marine Mammal Center and the International Bird Rescue. (P&G 2013)

These programs help to rescue, rehabilitate and educate their communities on ways they can help keep these animals safe. Currently, the International Bird Rescue is treating 85 different types of birds at their Los Angeles and San Francisco locations. (IBR 2013) The Marine Mammal Center currently has 10 sea lions and has successfully released 49 over the past two months. (MMC 2013)

MESSAGE:

The key message of the campaign is to explain how Dawn helps support wildlife rescue efforts. Dawn's alliance with the Marine Mammal and International Bird Rescue organizations has been successful in providing key messages to Dawn's intercessory publics and consumers.

RHETORIC ELEMENTS:

The ethos of the Dawn Saves Wildlife message is communicated through the campaigns spokesperson and partners. The pathos of the message uses both positive and negative appeals which helps to avoid some barriers of effective communication. The logos presents facts and statistics to create an accurate interpretation of the message for Dawns publics. Dawn uses verbal communication to create salience and clarity in the campaign message.

Rob Lowe has been the celebrity spokesperson for the Dawn Saves wildlife campaign and uses his celebrity status to influence the campaigns reach. Lowe's involvement with the campaign is effective in communicating to Dawn's publics because he has credibility and charisma. Dawn's wildlife rescue partners at the Marine Mammal Center and the International Bird Rescue possess the three C's of effective communication which are credibility, charisma and control.

Lowe is a surfer, fisherman and spends a lot of time with his family on the ocean. Lowe's lifelong commitment to animal rescue organizations have been the base for his credibility on the subject. Lowe's interest in animal activism started at 15 when he donated his winnings from the television game show "The \$10,000 Pyramid" to the Cleveland Amory Fund for Animals. (Parade 2013)

Lowe's familiarity from movies and recent television shows like Parks and Recreation, gives him recognition as a relevant actor in today's entertainment world. Lowe's similarity and likability with his audience is a reflection of his past addictions, fatherhood and other cultural values. Attractiveness is less important than credibility but Lowe has been name one of People's 50 most beautiful people. (CNN 2013)

Dawn's partners at the Marine Mammal Center and the International Bird rescue have generated the three C's of effective communication. Their credibility is validated through news coverage and the organizations transparency. The Marine Mammal Center have been rescuing animals since 1975 and the International Bird Rescue have been rescuing animals since 1971. Their knowledge and expertise come from years of hands on wildlife rescue situations. These organizations have proven their competence and status as wildlife rescue leaders with the help of their knowledgeable staff. (IBR 2013)

The Marine Mammal Center and the International Bird Rescue have been published in the New York Times and many other news platforms that helped their familiarity with audiences. These organizations have many volunteers, employees and interns who share common values.

The wildlife rescue organizations have control over their audience but not in an aggressive way that seeks to dominate. Instead, the rescue organizations use facts and statistics to prove their message relevance to their publics. The organizations have established both guilt and virtue appeals woven into the fabric of their authoritative approach. (Smith 183)

Pathos is an approach based on positive and negative emotional appeals. It's how people get their information, make decisions and how they will act based on those decisions. (Smith 197) Dawn's commercials use the love appeal to create compassion, sensitivity and sympathy for the animals covered in oil. (Smith 196) The company implements a virtue appeal with their documentary using people to showcase improvement, esteem and altruistic benefits of volunteering. Outtakes of the Big Picture documentary were put together for a bloopers video which is used to create a humor appeal.

While dawn doesn't use overwhelming guilt appeal, it is woven into the fabric of the message. The imagery of animals covered in oil is meant to create some type of emotional reaction from viewers. In the Dawn commercials, after the animals are cleaned, they are released and viewers watch the animals run back home towards the water. At the end of the commercial, information is given to viewers about how they can help save wildlife. This message is effective because it leaves people with a choice to either do something or do nothing.

The logos of the Dawn Saves Wildlife campaign is based on a factual proposition that seeks to increase awareness and build a better understanding of the issue. Dawn enhances their message through commercials, documentaries and other forms of visual evidence to increase effectiveness. Testimonials and endorsements are made by Dawn's wildlife rescue partners and the companies that support those organizations. The campaign uses statistics, such as the number of animals rescued, 75,000 since 1975, to gain strong evidence about their issue.

Dawn avoids confusing verbal communication in their messages and uses clear, quality and easy to read vocabulary for all demographics to understand. By using appropriate vocabulary, Dawn minimizes the number of barriers that may affect the message clarity such as semantic and demographic noise. The salience of the Dawn Saves Wildlife message is its unique third party endorsement by the Marine Mammal Center and the International Bird Rescue. Specifically, Dawn can use this to more effectively advertise their product to consumers.

V. PROGRAMMING (TACTICS)

Dawn's Save the Wildlife campaign incorporates many different communication tactics to reach their target audience. The campaign includes organizational media, advertising and promotional media.

WEBSITE:

Dawn displays many tactics on its interactive website. One of Dawn's organizational media tactics is Facebook. Dawn uses Facebook to get people involved in their Dawn Saves the Wildlife campaign. On their website, there is an option to allow people to make a "wildlife promise." The wildlife promise is a bubble that has a pledge phrase such as, "I promise to protect wildlife by respecting park signs." To make the promise, Dawn has incorporated the Facebook "like" button inside the bubble. Dawn has used their Facebook account to their advantage. They have been consistently active on a weekly basis publishing various pictures of animals and their stories. Dawn also makes it a priority to respond to any questions their customers may have. They currently have over 683 thousand likes.

On Dawn's website, as part of their website strategy, they have a section called "Be a part of the Big Picture." This is a mosaic where someone can leave a thank you card to a wildlife rescue worker. The thank you card includes your name, state, and your message. On the mosaic, you can scroll over the image and see all of the other thank you cards people have left from all over the country. The final image on the mosaic features happy, rescued ducklings.

Another promotional tactic Dawn used on this campaign was their donation giveaway bags on their website. Every week for a limited time, they will be donating two thousand

reusable shopping bags to people who enter the giveaway. This shopping bag is a way to help get the message out to others who are not aware of the wildlife problem. It is also a way for Dawn to use it as free advertising.

ADVERTISEMENTS:

Dawn also used a lot of advertising and promotional media in their campaign. Dawn came out with Dawn Saves the Wildlife limited edition soap bottles that features a duck, seal, or a penguin on the front of the bottle.

Dawn has also taken the advantage of current oil spills, such as the BP oil spill, by advertising their product with commercials. This strategic tactic allows for Dawn to raise money when their target publics are most aware of the issue. Dawn's commercial shows ducks drenched in oil being cleaned off by Dawn's detergent. It not only shows how well the product works but also how animal friendly it can be. This is a way to show that Dawn can be used for multiple uses, not just for washing dishes.

ALLIANCE:

Dawn has been teaming up with the Marine Mammal Center and the International Bird Rescue since the beginning of the Dawn Saves the Wildlife campaign. When Dawn came out with the specialty bottles of dish soap they made a promise to their alliances. With each bottle sold, Dawn will donate one dollar to the Marine Mammal Center and the International Bird Rescue until they reach one million dollars. On each bottle, there is a code that the consumer can enter in on their website to activate the donation.

Dawn also created a 9-webisode documentary series that can be seen on their website as well as YouTube. It is narrated by Golden Globe and Emmy-nominee, best-selling author, Rob Lowe. “The documentary series highlights Dawn’s wildlife partners, International Bird Rescue and The Marine Mammal Center, offering inside looks at the difficult journeys of animal patients and how rescuers and volunteers advance wildlife conservation each day.”(Dawn Expands) This is a great tactic Dawn chose to do because the documentary gives insight on how much work really goes into caring for animals and conserving their wildlife. “The 9-webisode documentary series spotlights stories of animal patients rescued by Dawn’s wildlife partners, including a newborn seal pup abandoned by his family after unwanted human interaction, and an ailing pelican contaminated by boating oil.” (Dawn Expands)

“Dawn hopes that the donation and documentary will help International Bird Rescue and The Marine Mammal Center in their goals of educating the public about the impact everyday choices can have on wildlife and honoring the deeply committed volunteers who have helped rescue and rehabilitate countless distressed baby seals and oil-covered birds.” (Tatum, 2013)

Dawn’s communication principles and communication tactics are very effective in their Dawn Saves the Wildlife campaign. Dawn’s main objective is to inform people about the issue of conserving our wildlife. Dawn does this by informing the public on their website as well as their Facebook page with pictures, videos and documentaries. Dawn also reaches their audience with their commercials showing how effective the dawn detergent is.

VI. EVALUATION

EFFECTIVENESS:

The Dawn Saves the Wildlife campaign has been successful in rescuing 75,000 animals since 1975. The campaign has been successful in helping animals effected by major oil spills as well as informing the public about how improper disposal of oils effects wildlife.

The campaign successfully impacted rescue efforts wildlife by supporting The Marine Mammal Center and The International Bird Rescue. They have donated over 50,000 bottles of dish soap to wildlife rescue (Marine Mammal).

The campaign had many had an active participation with the internet community by having users participate in their mosaic photograph made up of thank you cards for volunteers. The use of social media created the Dawn Facebook page to have over 683 thousand likes. The Dawn Saves the wildlife The Big Picture includes nine episodes of The Big Picture. The most popular episode was a call to action “Time to Make a Difference” with over 3 million views. The second episode “Seal Pups Love Milkshakes” was also a highly viewed episode with almost 1 million 400 views. Dawn currently has 2,730 subscribers to their YouTube Channel (Dawndish).

EXTENSIVE RESEARCH:

The campaign has spanned over 40 years and has reached many demographics. To find the most relevant information our team decided it would be best to conduct research after the campaign to see what the public currently thought. Some of the new techniques the campaign has used cannot be compared to previous data due to different approaches such as social media. Many of the objectives reference achievements awareness of the campaign which can be easily measured without a comparison to data before the campaign started. By doing research after the

campaign the company saves time and money to put towards awareness and education of protecting the wildlife.

EVALUATIVE TECHNIQUES:

Since our group created objectives we could not gather data on it. We analyzed how we would evaluate if our objectives were met. The first objective was to raise awareness of the latent matriarchs 30-65 through a public relations campaign that generates 500,000 positive media impressions during the length of the one year campaign. We would evaluate this by analyzing data of different commercials and advertisements to see how many impressions it made and what publics it reached.

The second objective was to increase the number of website hits by 30 percent among young adults ages 18-24 by December of 2013. This would be measured by a survey from users that visit the website to see what their age is.

The third objective is to improve the attitudes in aware matriarchs 30-65 and animal lovers towards Dawn Save the Wildlife campaign by generating a 30 percent increase in sales of the specific Dawn Save the Wildlife bottles of product during the length of a year campaign. This would be achieved through surveying the public to see what their attitude was. We would also look at amount of sales increased by 30 percent for the Dawn bottles with the Dawn Saves the Wildlife logo on it.

The post evaluation should include various techniques. For the Dawn Save the Wildlife campaign our group decided that surveys and focus groups would be the most effective way to measure the impact of the campaign on the attitudes in latent, aware and apathetic matriarchs. These evaluation techniques should be conducted at the established end date for the campaign. Media impressions would be used to evaluate how many impressions the campaign. Data used

from the website would be used to measure how many new information-seeking aware and apathetic young adults, and families went to the website.

The surveys would be on the back of every bottle of dish detergent that donates a dollar to wildlife protection. The bottle would have a website link were consumers could easily access the survey. There would also be a telephone number to complete the survey over the phone for those who don't have internet access. Surveys would be accessible through a link at the end of each YouTube video on the campaign and at the end of the documentary. This evaluation method would aim to evaluate and measure the awareness and acceptance of objectives by a broad range of people. The content of survey questions would contain questions about the awareness of how the wildlife is affected by oil through major disasters as well as every day occurrences. Survey questions would focus on if the public was educated about proper oil disposal techniques and small efforts they could make to help save the wildlife. Lastly the survey would focus on seeing if the audience was aware of the impact of the Dawn Saves the Wildlife campaign. The focus group would do an in depth study on how the tactics changed perceptions of the public and what would be more effective way. The focus group would analyze the gaps that were missed for certain demographics in our target groups.

To measure the data of how many new information-seeking aware and apathetic young adults, and families went to the website we would look at the amount of growth of new individual IP addresses that visit the site. Through social media interaction and giving out reusable bags we would gather data about the person's age and location to see if they fit our target market.

EVALUATION QUESTIONS:

The Dawn Saves the Wildlife campaign included many tactics that helped us to measure our objectives. As a group, we came up with questions to ask to effectively evaluate our objectives. These questions were:

- By January 2014 what was the percent of increase of information-seeking aware and apathetic young adults, families?
- Were there 500,000 amount of media impressions made by the campaign from January 2013 to January 2014?
- By January 2014 what percent of people surveyed understood ways to properly dispose of oils?
- Did the social media get increased traffic by individual users by 20 percent by January 2014?
- How many new participants watched The Big Picture documentary by Rob Lowe by January 2014?
- How many new Dawn dish soap with the Save the Wildlife logo were sold by January 2014 to show customer support?

VII. CONCLUSION

SUMMARY OF RECOMMENDATIONS:

Through evaluating the Dawn Saves the Wildlife campaign we have created recommendations to have a more successful campaign. We created suggestions that would help better evaluate the campaign through research of target publics, objectives, and evaluation techniques.

The campaign did not have objectives that we could find so new objectives were created to effectively measure campaign success. We created objectives that included specific, measurable, achievable, realistic and time-defined goals. These objectives concentrated on target publics reached and impact the campaign was having on the latent public.

We created ways for the campaign to evaluate if the objectives were successful at the end of a year. Since the campaign has been an ongoing project we wanted to evaluate recent tactics and strategies. To evaluate success we focused on surveys, media impressions, and increase of sales with the Dawn Saves the Wildlife logo on it. These techniques aim to evaluate overall awareness and acceptance of the campaign by the public.

BUILDING RELATIONSHIPS:

Dawn created their campaign to be interactive with the public and use the appeal of ethos to draw the public into participating in the campaign. The campaign focused on using images of the animals to appeal to animal lovers, environmentalists, and those effected by oil spills. Dawn has been able to make long lasting emotional connections with its publics making their campaign a success for the last 40 years.

Dawn set up its website to make it easy for the public to interact and create action. The website makes it easy for visitors to pledge to make a difference as well as support the effort to

save the wildlife. Dawn created a way for the public to thank volunteers for their efforts in working with wildlife. This creates a better relationship between Dawn and the volunteers as well as Dawn and the public viewing their website. It makes it easy for people to participate in reciprocity at home and show appreciation to the volunteers.

Dawn was successful at maintaining relationships by interacting with users on Facebook. They have 683 thousand Facebook likes on their website and interact with comments on their Facebook. They are likely to respond to tweets on Twitter. Their Youtube channel is set up similarly to their website and lets users have discussions about the documentary and wildlife issues.

Dawn used tactics to build relationships through reciprocity, responsibility, reporting and relationship nurturing to inform and involve their public. This created a support among the community and desire to get involved in one of the actions Dawn made possible.

SUGGESTIONS FOR CONTINUATION:

Dawn successfully achieved many objectives by using tactics that used the appeal of ethos which led to a call to action. The call to actions were simple for the public to do because they were laid out by Dawn. In continuing the campaign it would be beneficial to focus on ways that the public can easily get informed about how to minimize damage to wildlife that they could do in their everyday life.

We also suggest that the company starts a movement to be more eco-friendly. This could include less packaging in their bottles and a green line of products that are environmentally safe. This campaign would further the Dawn Saves the Wildlife campaign and show that Dawn felt strongly about the environment.

Since the campaign has been going on for 40 years and doesn't seem to have an end point it would be helpful for Dawn to create timed measurable goals when they create new tactics.

This would measure the effectiveness and impact of the new tactics compared to the following of supporters they already had.

VIII. BIBLIOGRAPHY

- (2013, July 18). Robe Lowe, international bird rescue on CNN [Video file]. Retrieved from <http://blog.bird-rescue.org/index.php/2013/07/rob-lowe-international-bird-rescue-on-cnn/>
- About Dawn. (2013). Dawn-dish. Retrieved from: <http://www.dawndish.com/us/dawn/aboutdawn>.
- Bell, Melissa. (2010). Dawn Dishwashing Detergent Saves Lives. Washington Post. Retrieved from: <http://www.washingtonpost.com/wp-dyn/content/article/2010/06/15/AR2010061501694.html>
- Carey, John. (2010). Can We Rescue Oiled Wildlife? *National Wildlife Federation*. Retrieved from: <http://www.nwf.org/News-and-Magazines/National-Wildlife/Animals/Archives/2010/Can-We-Rescue-Oiled-Wildlife.aspx>
- Company. (2013). Procter and Gamble. Retrieved from: http://www.pg.com/en_US/company/index.shtml
- Dawn Expands 40-year Commitment to Wildlife Rescue with \$1 Million Donation and New Documentary Series Featuring Rob Lowe. (2013). P&G Corporate Newsroom. Retrieved from: <http://news.pg.com/press-release/pg-corporate-announcements/dawn-expands-40-year-commitment-wildlife-rescue-1-million-d>
- Dawn's Oil Spill Ad (VIDEO): Wash Your Dishes AND Save Animals. (2010). Huffington Post. Retrieved from: http://www.huffingtonpost.com/2010/05/11/dawns-oil-spill-ad-video_n_571772.html
- Ellen DeGeneres Shows Her Animal Instincts and Makes a Difference with a New Environmental Campaign. (2012). PR Newswire. Retrieved from: <http://www.prnewswire.com/news-releases/ellen-degeneres-shows-her-animal-instincts-and-makes-a-difference-with-a-new-environmental-campaign-71268177.html>
- For Oiled Wildlife, Dawn Cleans Best. (2012). Discovery News. Retrieved from: <http://news.discovery.com/animals/endangered-species/dawn-detergent-oil-spills-animals.htm>
- Holthaus, David. (2010). P&G's Dawn to help fight oil spill. Cincinnati News. <http://news.cincinnati.com/apps/pbcs.dll/article?AID=/AB/20100503/BIZ01/305020011/>

- Hollow, M. (2013, August 19). Rob lowe on surfing and the sea. In Parade. Retrieved November 27, 2013, from <http://www.parade.com/58830/michelechollow/rob-lowe-on-surfing-and-the-sea/>
- International bird rescue. (n.d.). In International bird rescue. Retrieved November 16, 2013, from <http://www.bird-rescue.org/>
- Tatum, Hunter. (2013). Rob Lowe, P&G team up to help dirty birds. The Business Journal. Retrieved from: <http://www.bizjournals.com/cincinnati/news/2013/07/16/rob-lowe-pg-team-up-to-help-dirty.html>
- Miller, Gerri. (2013). Rob Lowe Helps Dawn Save Wildlife. Mother Nature Network. Retrieved from: <http://www.mnn.com/lifestyle/arts-culture/stories/rob-lowe-helps-dawn-save-wildlife>
- Newman, Andrew Adam. (2009). Tough on Crude Oil, Soft on Ducklings. New York Times. Retrieved from: http://www.nytimes.com/2009/09/25/business/media/25adco.html?_r=0
- Rob Lowe Dishes on 'New Day.' (2013). CNN. Retrieved from: <http://newday.blogs.cnn.com/2013/07/18/rob-lowe-dishes-on-new-day/>
- Shogren, Elizabeth. (2010). Why Dawn is the Bird Cleaner of Choice in Oil Spills. National Public Radio. Retrieved from: <http://www.npr.org/templates/story/story.php?storyId=127999735>
- Smith, R. (2013). Formulating action and response strategies. In *Strategic planning for public relations* (4th, pp. 125, 139). New York, NY:Routledge.
- Smith R. D. (2013). *Strategic Planning for Public Relations* (4th ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Stein, Lindsay. (2012). Dawn Increases Wildlife Program Outreach. PR Week. Retrieved from: <http://www.prweekus.com/pgs-dawn-increases-wildlife-program-outreach/article/235632/>
- Vellandi, Mario. (2009). Dawn Saves Wildlife with Cause Campaign. Sustainable Brands News. Retrieved from: http://www.sustainablebrands.com/news_and_views/articles/dawn-saves-wildlife-cause-campaign
- What we do. (2013). Marine Mammal Center. Retrieved from: <http://www.marinemammalcenter.org/what-we-do/#.UpNYwsSkpQg>

Wong, Elaine. (2009). Dawn Eyes Facebook for Cause Marketing. Ad Week. Retrieved from:
<http://www.adweek.com/news/advertising-branding/dawn-eyes-facebook-cause-marketing-106207>

IX. APPENDIX