



CITY OF SAN ANTONIO 

ANIMAL CARE SERVICES

Briefing on Updates to Marketing Plans

Presented by: Lisa Norwood, *Public Relations Manager*



Campaign Overview



Marketing Animal Care Services

Focus on the dangers of Roaming Dogs

- Bilingual Campaign-Radio, Digital, Television
 - 1000+ total paid ads, awareness messages, digital banners, video and audio stream ads
- Existing radio campaign started in the Spring; 11 stations total
 - Radio ads & digital banners
- Text Message blasts | On hold messaging through COSA
- Television ads to start on KSAT & Univision next week

Adoption push

- Continued event and social media promotion
- On hold messaging in place
- Planned FY24 Adoption and Foster campaign



Campaign Commercials



Roaming Dog Campaign TV Commercials- English & Spanish

