



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

---

**Agenda Item Number:** 8

**Agenda Date:** July 19, 2023

**In Control:** Animal Care Services Advisory Board

---

**DEPARTMENT:** Animal Care Services

**DEPARTMENT HEAD:** Shannon Sims

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

A Briefing on the Animal Care Services Marketing Campaign

**SUMMARY:**

A Briefing on the Animal Care Services Marketing Campaign

**BACKGROUND INFORMATION:**

Animal Care Services has launched a Roaming Dogs awareness campaign in the spring and will continue through the fall.

Animal Care Services has elevated a Roaming Dogs awareness campaign that began this spring with a set of bilingual television spots. The commercials explain the dangers roaming dogs can have in a community—both to vulnerable populations and to the dog itself. The spots, which include an English and Spanish version of both narrative and hard-sell ads.

Combined with a comprehensive radio campaign run and text message blasts, the ad flights feature more than 1000 paid commercials, awareness messages, digital banners, video and audio stream ads placed throughout the market. The television commercials will begin running on KSAT and Univision by next week; they represent the first video ads the Department has been able to place in a number of years. In the coming fiscal year, ACS would like to focus more advertising efforts on pushing adoption and fostering messaging.

**ISSUE:**

N/A

**FISCAL IMPACT:**

N/A

**ALTERNATIVES:**

N/A

**RECOMMENDATION:**

This is for briefing purposes only.