



2009-2010 Collegiate Creative Challenge
Briefing

Haven Bay Veterinary Hospital

Briefing Contents

Section 1: Pages 2 - 5

An introduction to the client, Haven Bay Veterinary Hospital. The information in this section is important for two reasons. First, it will help you to better understand the client's business, philosophy and priorities. Second, it provides information that you might want to consider using in your print and online Yellow Pages ads. **NOTE: The client is fictitious, so please do not try to use the telephone numbers or web address to contact Haven Bay.** Please contact Joel Davis at competition@ypa-academics.org with any questions.

Section 2: Pages 5 - 7.

A discussion of the role of print and online yellow pages in the Veterinarian category. Information in this section will help you better understand why successful yellow pages advertising is crucial to veterinarians and veterinary hospitals such as Haven Bay. In addition, this discussion will help you make more informed decisions with regard to advertising targeting and copy.

Section 3: Pages 7 - 10.

Your assignment for the competition and submission procedures.

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Competition Entry Form

Haven Bay Veterinary Hospital

Section 1: Client Briefing

Background Information

Haven Bay Veterinary Hospital, established in 1983, is one of St. Louis' premier animal hospitals. It is located at 2325 Manchester Avenue, St. Louis, Missouri 63110. The hospital's telephone number is 314-738-5683 (314-pet-love). A map of Haven Bay's location can be obtained from any mapping service, such as Google Maps (maps.google.com). The hospital's web site is <http://www.havenbayvets.com>.

Hours of operation are: Monday thru Wednesday (8 am - 6 pm), Thursday (11 am - 9 pm), Friday (7 am - 7 pm), Saturday and Sunday (8 am to 6:30 pm). Haven Bay tries its best to accommodate new and existing clients who need a same day or emergency appointment. Major credit cards and most national animal insurance plans are accepted. Multiple financing and payment options (including no interest payment plans) are also available.

Questions and Answers About the Practice and Hospital

What types of animals do you serve?

Our focus is on small animals. Most of our business involves dogs, cats and rabbits, but we've also taken care of a wide range of small exotic animals over the years such as birds, ferrets, mice and snakes.

Can you describe your hospital in ten words or less?

We are a place of caring, healing, warmth and good humor.

How is this reflected in how you do business?

We have separate waiting rooms for animals that are either very sick or simply get nervous around other animals or people. We schedule exams and consultations in ½ hour or 1 hour blocks so we are never rushed to "move on" to the next animal. We always want to have the time to explain things properly and to listen to and respond to our clients' concerns thoroughly and compassionately. Related to this, we have a special interest in children's relationship with their pets. As a result, we always set aside extra time to talk with them about their unique cares and concerns.

While we keep regular hours - and we're unique in that we're open 7 days a week - we also provide a special telephone number for after hours emergencies. This number (314-pet-help) goes directly to the vet on call.

We are also very proud of our three primary vets, each of whom holds at least one advanced degree or certification.

How would you characterize your staff?

Our staff is extraordinary. We have hand-selected a group of individuals who have a rare blend of emotional and technical/medical skills. They are thoughtful, caring, intelligent people. I'd say that our team is characterized by the following:

- Empathy and Compassion - Our healthcare team really cares about and feels for a sick animal, regardless of whether it is an adorable puppy or a not so huggable boa. Beyond the animals, having pets themselves, they understand the stress and uncertainty associated with a sick pet and they respond in a way that mirrors how they themselves would like to be treated.
- Respect - At Haven Bay, you can feel the difference. Once you enter, you will find that we have a great deal of respect for our patients and clients. This respect translates into a friendly, calm environment where pets and their owners can feel comfortable and at peace. It is this respect that guarantees that our primary focus remains on everyone's comfort and safety.
- Expertise - All staff undergo extensive and ongoing training. Our clinic is unique in that each team member is provided an allowance of \$5,000 annually that can be used for continuing education, advanced training or simply the purchase of new (and often very costly) books or other printed resources.

Where do your clients come from?

We have two main sources of new clients: word of mouth and the Yellow Pages. About one-third of our new clients are individuals sent to us by current clients who obviously are pleased with the service and care their pets receive at Haven Bay. The vast majority of new clients, however, come to us through the Yellow Pages. The printed directory is still heavily used and our advertising in online directories appears to be paying-off.

What are you most proud of?

There are lots of things, but high on the list would be the notes that we receive from our clients. Here are a couple that we particularly like:

Thanks so very, very much for all your wonderful help with "Stormy" over the last few months. The extent of your care and kindness went far beyond what we have experienced with other vets. Your kind approach - treating us like family - made us feel very comfortable and we know "Stormy" felt the same way.

I am writing to thank you for the extraordinarily excellent care I received at your facility following that unfortunate run-in with an unruly house guest. Needless to say the other party will not be on my Christmas card list for this year. Of course I am laying all the blame on the other party because nothing I have ever done has been aggressive, irritating or obnoxious. My recovery has been rapid and I have resumed all my usual activities like retrieving the ball, barking, barking, barking, chasing the squirrels, barking, barking, and playing keep away. Thank you again for restoring me to health. My owners, (I like to think of them as my staff) thank you also. (Sam, the Yorkie).

Thank you very much for saving my cat "Cuddly's" life! I appreciate it a really really, really lot. He's doing better. He's glad to be home and I'm glad to have him. Thanks for taking such good care of him. (Ashley, Age 10).

About the Practice/Services Offered

Haven Bay offers a full range of veterinary services:

- Wellness exams
- Microchips (computerized identification for lost pets)
- Dental procedures, including digital dental radiography
- X-ray and digital radiography
- Vaccinations
- Surgery, including spay/neuter procedures and de-clawing
- Diet and nutrition monitoring and consultation
- Medical grooming
- Dermatology
- Internal medicine
- Pain management
- Geriatric animal care
- Boarding and grooming services

In addition to the services listed above, Haven Bay offers acupuncture. Acupuncture, a supplement to medical interventions, is used to treat a broad range of conditions including gastrointestinal disorders, respiratory problems, neurological and musculoskeletal disorders and skin conditions. Acupuncture treatments are performed in a calm and relaxed manner at Haven Bay by Dr. Touyan Yang, who is board certified by the International Veterinary Acupuncture Society.

Haven Bay offers several discounts for new clients. These include:

- Free initial exam and shots (if needed) for all pets adopted from the Humane Society or similar facility
- \$25 off an initial examination
- \$25 off all services and shots performed during the initial exam
- \$35 off initial holistic treatment

Principal Veterinarians

Dr. Samuel Silver (DVM) shares his home with his wife, Samantha, his two children (Kyle and McKenna) and Goldie (a Golden Retriever), Spot (a Siamese cat), Benny and Teddy (two guinea pigs), and Minnie (the family white mouse). Dr. Silver is a 1990 graduate from the University of Missouri School of Veterinary Medicine. While Dr. Silver participates in general animal care at Haven Bay, his specialty is pet geriatrics and cancer. He is an ACVIM Certified Veterinary Oncologist.

Dr. Michael O'Connell (DVM) shares his home with his wife, Noreen, and Trooper, his horse who technically lives out back. Dr. O'Connell's specialty is internal medicine. He is a ACVIM Certified Veterinary Cardiologist and a Diplomate of the American College of Veterinary Internal Medicine. He is a 1989 graduate of the University of Florida Veterinary School.

Dr. Noreen O'Connell (DVM) shares her home with her husband, Michael, and her horse Tuco, who (in turn) shares a lovely space with Trooper. Dr. O'Connell is a 1993 graduate (with honors) of Tufts Veterinary School. Noreen participates in general animal care and is Haven Bay's chief surgeon. She is a recognized Diplomate of the American College of Veterinary Surgeons. Dr. O'Connell is also a Board Certified Veterinary Emergency Specialist.

Awards, Recognitions and Testimonials

Haven Bay Veterinary Hospital is an AAHA (American Animal Hospital Association) accredited animal hospital. AAHA-accredited hospitals voluntarily choose to be evaluated on over 900 standards in the following areas: quality of care; diagnostic & pharmacy; management; medical records; and facility. Additionally, Haven Bay was awarded "Hospital of the Year" in the 2009 Veterinary Economics Hospital Design Competition.

Dr. Michael O'Connell was the recipient of the 2008 American Veterinary Medical Association (AVMA) Meritorious Service Award.

Dr. Noreen O'Connell was named the 2008 Association for Women Veterinarians Foundation Outstanding Woman Veterinarian of the Year.

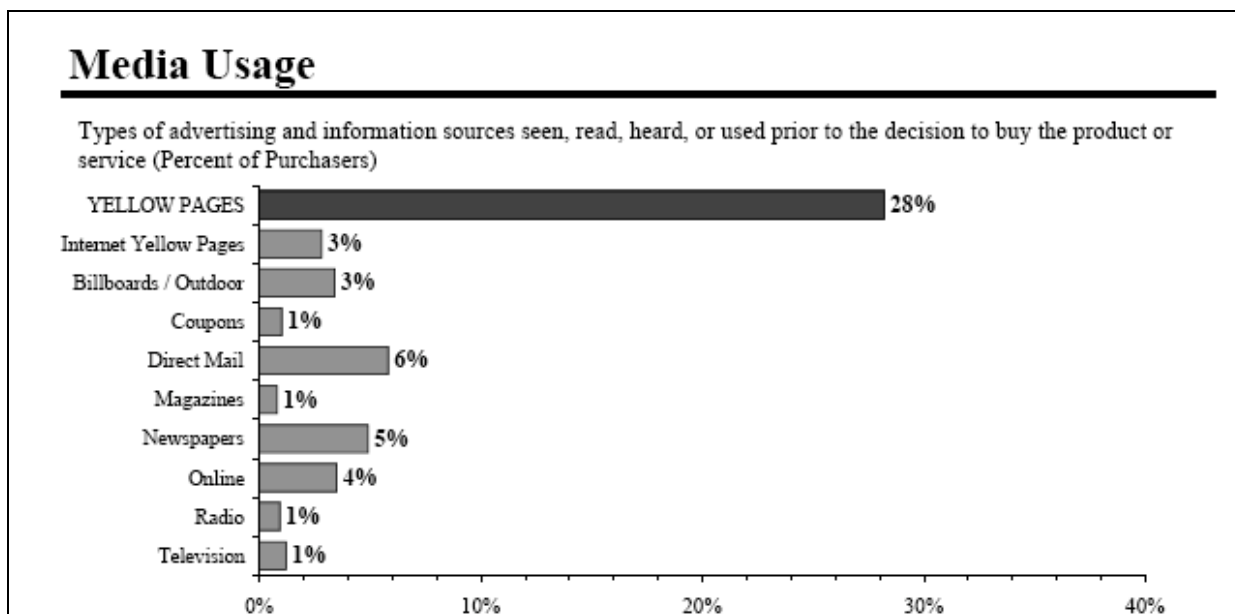
Additional Client Information

If you have any questions regarding Haven Bay, please contact Joel Davis at competition@ypa-academics.org.

Section 2: Veterinarian Advertising in the Yellow Pages

Print Directories

"Veterinarians" is the 14th most frequently referenced heading in the print Yellow Pages. In an average year, adults make about 171 million references to this heading. The print Yellow Pages are, in fact, the most heavily used medium when consumers are deciding which veterinarian to contact. As the chart below illustrates, when a medium is involved in the purchase decision, almost 30% of all consumers turn to the Yellow Pages, a significantly higher level than all other competitive media.



Source: Yellow Pages Association

Most directory users are searching for care for a dog (56%) or cat (25%). Their most common needs are: vaccination/shots (25%), neutering/spaying (14%), check-ups (11%), medicines/treatment for illness/antibiotics (9%), emergency treatment (7%) and groom/shampoo/clip (5%).

According to Knowledge Networks/SRI, individuals with two types of mind-sets turn to the “Veterinarian” print Yellow Pages heading.

- Slightly less than half of all consumers turn to the "Veterinary" heading without the name of a particular veterinarian or veterinary hospital in mind. These consumers read a great deal of the display ads (on average about five ads) and they decide which veterinarian to contact based on what they see in the advertising. It is essential that Haven Bay Veterinary Hospital’s Yellow Pages advertising appeal to these individuals as it does not advertise in any other medium other than the Internet.¹
- The remaining group of consumers turn to the Yellow Pages with the name of a specific veterinarian in mind. However, in spite of knowing in advance whom they want to contact, these consumers also read the ads in the Veterinarian heading (on average about four ads). This allows Yellow Pages veterinarian advertisers one final opportunity to reach and influence these consumers.

Both types of consumers are actively engaged in the Yellow Pages and rely on the information contained in a Yellow Pages advertisement. When these individuals are asked to identify the types of “nuts and bolts” information they generally want to see in directory advertising, the primary responses are:

- Business name
- Business hours and days
- Telephone number
- Types of services offered
- Location
- Contact information

Beyond these general directory information needs, consumers turning to the “Veterinarian” heading also say that the following information is important:

- Years in practice
- Areas of specialization
- External verification of expertise (memberships, associations, degrees, honors)

Beyond these “logical” attributes, consumers also say that the following attributes are important when choosing a veterinarian:

- Veterinarian is kind and gentle
- Veterinarian is respectful and informative

(The prior discussion of needs and behaviors is important and should be considered as you think about appropriate copy points for your directory advertising.)

¹ This is a common occurrence. Almost all advertising expenditures for veterinarians and veterinary hospitals (84%) is in the printed Yellow Pages directory.

As you develop your ads for Haven Bay, keep in mind that the image conveyed by a Yellow Pages ad, particularly in the "Veterinarian" heading, is very important. If the image is professional, friendly and inviting, then consumers are more likely to read the ad and contact the advertiser. As you develop Haven Bay's Yellow Pages advertising, be certain that the ad is conveying the proper image.

With regard to demographics, individuals who turn to the print Yellow Pages "Veterinary" heading tend to be females (married with children) with relatively higher incomes. Their age span is broad, ranging from 25 to 64.

- 78% are female
- 61% have household incomes over \$40,000

The type of print Yellow Pages ad you need to develop for Haven Bay is described in Section 3 of this briefing.

Internet Yellow Pages

Internet Yellow Pages provide names, addresses and telephone numbers for local and national businesses. An individual comes to one of the Internet Yellow Pages sites (for example, <http://www.superpages.com> or <http://www.yellowpages.com>), types in a business category or specific business name, and the site then provides business information. The types of search results provided by an Internet Yellow Pages directory reflect the searcher's level of specificity when initiating the search. When a business category is the basis of the search, the Internet directory provides a listing of all businesses that fit the search criteria. However, when a specific name is the basis of the search, then the results page provides only the information relevant to the target business.

Basic listings which give just name, address and telephone number are provided at no cost to businesses by the directory publisher. Similar to the print directory, however, Internet Yellow Pages permit businesses to expand their basic listing. While specific expansion options differ across Internet Yellow Pages sites, common additions to a basic listing include: additional lines for advertising, links to e-mail, maps and additional information, links to the advertiser's web site, and additional space for graphics and logos.

Similar to the print yellow pages directory, all Internet Yellow Pages allow advertising. While options differ across sites, the most common options include home page advertising and within and around the search results. In some Internet Yellow Pages directories, advertisers also have the option to have their ad displayed before consumers actually begin to browse through their search results. In this case, the ad may be displayed on an intermediary search page.

The type of Internet Yellow Pages ad you need to develop for Haven Bay is described in the following section.

Section 3: The Competition Assignment

A complete submission consists of three ads:

- two Yellow Pages print directory ads (one full page ad and one half-page ad).
- one Internet Yellow Pages (IYP) ad.

Two Print Directory Ads

Haven Bay places ads in different St. Louis directories and it is therefore important that regardless of size, all of their ads share common layout, visual and copy elements.

Prior to starting your ads, you will want to review the general principles for excellence in yellow pages advertising (located at: <http://www.ypa-academics.org/UYPII/section4.html>) as well as other veterinary advertising.² Once you have reviewed this advertising, you might want to discuss with others on your team - and your professor - what you consider to be the strengths and weaknesses of various advertisers' approaches. You might also want to review winning ads from prior competitions (you can begin at <http://www.ypa-academics.org/cc/index08.html>).

Ad Size and Color

Two print directory ads are required.

- The first ad is a full page directory display ad. It has dimensions of 7" (wide) x 8" (tall).
- The second ad is a half-page directory ad. It has dimensions of 7" (wide) x 4" (tall).

Please make certain that these ads are of the proper dimensions. Ads of incorrect size will not be judged.

Your print directory ads can use any color scheme you desire. It can use any color(s) or combination of colors for type, background and/or illustration(s). The ads, for example, can use black or color on a white or yellow background, or they can use color throughout the ad for type, pictures and background. The choice of color(s) is entirely up to you.

You have a wide range of options for graphics. You can use any clip art or stock photos from other sources providing that they do not violate any copyright restrictions. If you are using a copyrighted photo or other graphic (beyond those discussed for use in the mandatory elements section below), please attach a release form or proof of purchase to your entry. Please indicate on your entry form if your submission contains original artwork and the source of the artwork (e.g., that you drew it yourself). Finally, since the client is fictitious, should you desire, you can use any stock veterinarian photo to represent Dr. Silver and Drs. O'Connell. Many such photos (as well as animal photos) can be found and purchased at very low cost from 123rf (<http://www.123rf.com>) or dreamtime (<http://www.dreamstime.com>).

² Directions for locating other veterinary advertising are:

- Go to the AT&T Real Yellow Pages web site: <http://www.attrealyponline.com/>
- Type "veterinarians" in the Search box.
- Type the name of a large city in the Location box (for example, Los Angeles, CA).
- Press GO.
- Click on a specific directory (if needed).
- Use the PREV and NEXT buttons on the top of the page to browse the heading.

Mandatory Elements

Both print directory ads must contain the following elements:

- Haven Bay Veterinary Hospital's name and address.
- Haven Bay Veterinary Hospital's web address: www.havenbayvets.com
- Haven Bay Veterinary Hospital's regular and emergency telephone numbers. The regular number is 314-738-5683 (314-pet-love) and the emergency number is 314-738-4357 (314-pet-help). You may use either the numeric or "word" version of each telephone number.
- Mastercard, Visa and American Express logos. You may download these from the Internet using a simple Google or Yahoo image search.

The following are optional elements:

- Haven Bay does not have a logo and as a result, none is required for the print advertising. You are free to design and include a logo should you desire.
- A map showing Haven Bay's location.

Beyond the prior mandatory visual and copy elements, ad design and copy elements for both directory ads is entirely up to you.

Please double check your ads to make certain that all mandatory elements are present in your ad prior to its completion and submission. Ads that do not contain all required elements will not be judged.

One Internet Yellow Pages (IYP) Ad

Your entry also consists of one Internet Yellow Pages ad. The ad should measure 2 3/4" (wide) x 1" (high). Please make certain that this ad is of the proper dimensions. Ads of incorrect size will not be judged.

The ad may be in any combination of colors.

Prior to starting to work on this ad, you will want to review the veterinary ads that appear in the Internet Yellow Pages directories. The following link will take you to ads specific to the St. Louis market:

http://www.yellowpages.com/Saint-Louis-MO/Veterinarians?search_terms=veterinarian

You can also search other markets using the same search term.

Mandatory elements

The **only** mandatory components of your IYP ad is the business name and the principal telephone number (you may use either the numeric or word version). Assume that the ad will be automatically linked to Haven Bay's web site. We strongly recommend that your submission show some consistency across ads for print and IYP, that is, that the ads seem part of the same campaign (for example, by using the same tagline and core graphic approach).

The guidelines for the use of graphics in your print ad apply to your IYP ad.

Competition Timing and Submission

Only properly mounted ads which contain all mandatory elements and which are submitted on time will be judged, so double check your ads and plan your schedule to ensure that your entry **arrives** by the deadline of April 23, 2010. Please note that given the large number of entries received, we cannot acknowledge receipt of an individual entry. We suggest that you mail your entry in a way that provides proof of delivery. Entries received after the deadline will not be considered unless the delay in receipt is due to carrier problems.

A complete entry, which should be shipped or mailed in a single package, includes the following:

- a full page print directory display ad mounted on 9" x 12" black foam core board with a completed and signed entry form affixed to the back. **The last page of this case provides the entry form.**
- a half-page directory ad and IYP ad mounted on a 9" x 12" black foam core with a completed and signed entry form affixed to the back. (This form can be a copy of the form attached to the back of the full page ad.) The print directory ad should be mounted on the top and the IYP ad should be mounted on the bottom, both on the same side of the board.

Ads cannot be returned, but do remain the property of the entrants. No ads will be used or placed in any media (beyond the posting of the winning entries on the YPA web site) without the entrants' permission.

Please send your entry to:

Yellow Pages Association
820 Kirts Blvd, Suite 100
Troy, MI 48084-4836

Information and Assistance

We are certain that questions will arise once you begin working on your entry. If you have a question, please first read the current FAQ (http://www.ypa-academics.org/cc/compet_qa_creative.html) which is updated as new questions come in. If you still have any questions, please contact Dr. Joel Davis, the academic advisor to the competition, at competition@ypa-academics.org.



Entry Form
2009-2010 Collegiate Advertising Competition

*** This form must be included with the competition entry ***

Name of College or University _____

Address _____

Department _____

Name of Faculty Sponsor _____

Today's Date _____

The signature(s) below indicates my (our) agreement that:

- The project entered in the YPA Creative Competition represents my (our) own work.
- Projects will not be returned.
- All winning projects become the property of YPA. Names, photos and likeness of winning students may be used by YPA with permission but without additional compensation. YPA may distribute winning projects to its members or others without compensation as long as student authorship is noted. YPA may post winning entries on its web site without compensation as long as student authorship is noted.
- I (we) indemnify and hold harmless all individuals and organizations associated with the competition [including, but not limited to, the Yellow Pages Association, association directors and members, competition judges, competition supervisors and coordinators] from any and all damages, losses or claims (known or unknown) resulting from participation in the competition
- I (we) have read and agree to abide by all competition rules and regulations.
- I (we) agree to assume any and all risks involved in the preparation of the project and in participation in the competition.

	Printed Names:	Signatures:	Email
Student 1:	_____	_____	_____
Student 2:	_____	_____	_____
Student 3:	_____	_____	_____
Faculty Sponsor	_____	_____	_____

In the event that YPA needs further information, please contact:

(name) _____ (at telephone) _____.