

RSPCA: PAWPRINTS MEMBERSHIP AND MAGAZINE

As part of RSPCA's assumed responsibility to animal welfare, is their ongoing commitment to community education. The Paw Prints Club is now the junior membership program for RSPCA and has over 3,000 members Nationally.

The Paw Prints magazine is 'membership exclusive', and is an integral ingredient in keeping junior members engaged with the RSPCA . The membership structure was set to change in 2010, enabling the Paw Prints magazine to target more specifically 7 - 11 year olds.

RSPCA took this opportunity to enlist various creative agencies to present concept options for the magazine re-brand.

We presented a re-brand concept, enhancing the visual aesthetics, layout and structure, to meet the changing needs of a younger demographic. Our concept excited the Paw Prints Ambassadors and we were engaged to execute the project roll out.

One of the key challenges was to find highly cost-effective solution for the redesign of Paw Prints magazine, while maintaining quality and audience engagement.

With the young reader in mind, we proposed to enhance the emphasis on education. Children who subscribe to and read Paw Prints want to learn about animals and how best to care for them. With this simple insight, we recommended a more serious content, written in a child-friendly tone of voice.

We introduced the concept of 'themed editions' allowing the creation of more cohesive magazines. Utilising a standard template, each publication is to have a unique colour palette, image selection and article topics. This sees Paw Prints become a collectable item and a valuable educational resource for years to come.

The final template is user-friendly, with a detailed style guide, allowing for cost effective layout and production of subsequent editions.

RSPCA were so thrilled with the new Paw Prints personality, structure and template, that they decide to re-brand the entire membership material inline with this new creative direction .

The evolved magazine strategy was then applied to the membership model. We created a fun club, giving the children a stronger sense of inclusion. For club members we designed a series of inexpensive but interactive items for their welcome kit, including: passports to collect Paw Prints stickers in, certificates, bookmarks and membership renewal forms. These components support the overarching objective of continued interest in the RSPCA and its activities.

RSPCA and Fresh are both confident that the new look Paw Prints membership and magazine will attract, engage, inform and connect with the hearts of all Australian children with a love for animals.