**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 2: ACTIVITY 3**

**Pairs Activity**

**Animals are not clowns**

The combined efforts of two separate animal rights organisations from Portugal (Acção Animal and Liga Portuguesa dos Direitos do Animal (LDPA)) sought to discourage the public from visiting circuses that exploited animals as part of their show.

The ‘Animals are not clowns’ advertising campaign was intended to heighten people’s awareness of the poor and cruel conditions and treatment of the animals.

**Your challenge**

* Read the case study that you can find here or research it online: (https://sites.psu.edu/frasscrclblog/2014/10/14/animals-are-not-clowns-campaign)
* In pairs, draft a press release aimed at influential editors of popular newspapers and magazines that supports the campaign and amplifies the message.
* Share your release with others in your group to gather and give feedback about how effective you believe the press release would be at gaining coverage for the cause.

**Challenge guideline**

* Your press release should be no more than 500 words.
* Remember, this is ‘earned’ media, so your release must have power and impact to persuade editors to include it in their publications; how will it represent important new news?