



# CSR/CSA CAMPAIGN



## PETSMART

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# EXECUTIVE SUMMARY

## FORMATIVE RESEARCH

PetSmart faces a rising demand for sustainable pet supplies and food, reflecting an increased focus on pet well-being. The company addresses this opportunity through three CSR pillars: Healthy and Happy Pets, Empowered People, and Responsible Stewards. PetSmart invests in animal welfare, employee engagement, and sustainability efforts, evident in its \$500M investment in PetSmart Charities, Associate Resource Groups, and Responsible Stewards initiatives. Despite communication primarily through owned media, including an accessible CSR report, recent backlash concerning employee support presents a challenge. PetSmart aims to enhance employee engagement through its Belonging program, addressing concerns and leveraging the CSR/CSA campaign plan to reinforce the Empowered People pillar. We will continue to boost PetSmart's CSR initiatives through our CSR/CSA campaign.

## PETSMART ASSOCIATES

PetSmart aims to enhance the well-being and pride of its Millennial associates, who constitute 65% of the workforce. The campaign focuses on demographics, psychographics, and behavioral insights to address concerns such as employee advancement, diversity, and well-being. As we attempt to diversify and increase associate satisfaction, we have become aware of challenges that include low pay and insufficient two-way communication. The campaign aims to uplift employees, enhance engagement, and bridge communication gaps through community-building initiatives. Our campaign prioritizes two-way communication and transparency, engaging associates through feedback, employee-driven community initiatives, and increased communication. Overall, our effectiveness will be assessed through surveys, emphasizing associates' well-being, engagement, and attitude toward PetSmart. The goal is a 35% increase in employee pride by 2030.

## PETSMART PET PARENTS

PetSmart targets Gen Z college students with pets, aiming to build community and support mental health. The campaign aligns with the responsible treatment of pets in stores, focusing on the needs of both pets and their parent through an analysis of their demographics, psychographics, and behavioral insights. Concerns include responsible pet care and companionship. The campaign addresses these through community-building initiatives and stress relief programs for college students who are accompanied by their fur babies. Our campaign emphasizes building trust amongst our pet parents. Our overall success in this campaign will be determined by the measurement of increased community engagement and mental health awareness. Feedback and reviews gathered through events will contribute to ongoing improvement.



# COMPANY ANALYSIS

PetSmart was founded in 1986 by Jim and Janice Dougherty in Phoenix, Arizona. They are a pet company known for its 1,600 in North America retail stores that have pet supplies and services. PetSmart has around 50,000 employees across 1,660 retail locations, seven distribution centers, and two home office locations. They are known for their pet supplies and food, as well as pet services, such as doggie daycare, training, and grooming. PetSmart focuses its charitable efforts on supporting communities, including pets. According to Forbes, PetSmart ranked 210 on the Best Brands For Social Impact list and 283 on the Customer Experience– All-Stars list (2023). PetSmart's annual revenue from 2021-22 was around \$6.6 billion. PetSmart acquired Chewy in 2017 for \$3.35 billion and has cornered the pet market online as well.

PetSmart's mission statement is "Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they can live more fulfilled lives." They focus on this mission through their five company values. PetSmart's first value is a passion for pets and people, they are devoted to helping pets live their healthiest and happiest lives while serving the pet parents in their community. Their second value is to be "accountable to the pack," they work to deliver on commitments and own the outcomes of their actions. Another value is "learn new tricks," this value upholds that the PetSmart company is looking to try new things and learn from their mistakes. Under this value, PetSmart believes that "Every day is an opportunity to be better" (2023). 'Play to win' is the fourth value stated in their ESG report. With this value, PetSmart embraces challenges, the company takes risks, and celebrates its successes. The fifth and final value is 'united together,' which promotes belonging and inclusivity in the company. PetSmart has faced hardships especially during COVID-19 and this is why PetSmart Charities donated over 7 billion dollars to COVID crisis relief.

J.K. Symancyk is PetSmart's President and CEO as well as the Board Chair of PetSmart Charities. Symancyk engages mostly with CSR/CSA communication through his LinkedIn page. He posts updates about PetSmart's CSR and charity initiatives. Symancyk released a letter shortly after the murder of George Floyd, outlining PetSmart's commitment to Black Lives Matter. In the letter, Symancyk says they are working on a more involved partnership with the Mosaic Associate Resource Group, enhanced reporting and recruiting, and the establishment of an annual scholarship for Black associates and families. In 2022 PetSmart created a new position, VP of corporate social responsibility and sustainability, and hired Joanne Dwyer for this role. Dwyer commented when hired for the role, "The company wanted to have a person who could lead the charge in terms of defining a more robust strategy, especially from a public-facing standpoint" (PRWeek, 2022).



# INDUSTRY ANALYSIS

The United States has the largest pet market in the world due to the overall health of pets today. More pets in the U.S. are living longer, requiring more in veterinary costs when these animals hit an elderly age. Families across the United States are looking at their pets as a part of the family. The annual gross of the pet industry in the United States is over \$320 billion, this number is expected to grow to nearly \$500 billion by 2030. A majority of the pet industry's income comes from food and snacks. There has been an increase in pet supplements and vitamins throughout the industry as well. According to Statista, "PetSmart, formerly known as PetFood Warehouse, is an American retail chain that focuses on the sale of pet products as well as services, such as grooming and training. With revenue numbers reaching about 6.6 billion U.S. dollars during the fiscal year of 2021/22, which ends on January 31, PetSmart was the leading pet retailer in the United States". Due to COVID-19, there was a massive boom in the pet industry with over 12.6 million U.S households adopting a pet.

# CONSUMER ANALYSIS

In North America, pet owners are looking for more sustainable options to increase the health and well-being of their pets. According to Mintel, 35% of pet owners in the United States are looking for treats that support a specific health issue (2023). Pet owners have been struggling with the lack of nutrition in pet foods and are looking for alternative options to add the necessary vitamins and nutrients to their diet. Pet owners (38%) are looking for all-natural pet foods (2023). Pet consumers are also looking for more sustainably made pet foods and products. Many pet parent consumers with a dual income and no children tend to spend more money on their pets. According to a new Pew Research Center survey, most Americans (62%) own a pet, including about a third (35%) who have more than one. Nearly all U.S. pet owners (97%) say their pets are part of their family. This statistic shows that PetSmart's consumers want to provide the best care for their pets because they truly think of them as family members. Tying this into our CSR/CSA campaign, a huge pillar amongst our Pet and PetParents creative strategy is implementing resources and opportunities to support mental health and wellness. According to the Power of Pets by NewsInHealth, interacting with animals has been shown to decrease levels of cortisol (an stress-related hormone) and lower blood pressure. Other studies have found that animals can reduce loneliness, increase feelings of social support, and boost your mood. Given this information, we know we can increase the livelihood and overall wellness of GenZ College Students through our CSR objectives.



# COMPETITIVE ANALYSIS

## PETCO

PetCo is PetSmart's largest direct competitor. PetCo was founded in 1965 in California and has around 26,000 employees. Its CEO is Ron Coughlin and the company is known for its retail stores that provide pet supplies and services, similar to PetSmart. PetCo is the second largest pet in-store retailer with 1,500 retail stores. Another competitive advantage that PetSmart holds is they have pet hotels within their stores and pets can stay overnight while pet parents are away. During the pet's stay at the hotel, they can also get groomed and bathing services before the pet parent picks them up. PetCo has decided for right now that they do not want to incorporate pet hotels within their stores which ultimately puts them at a disadvantage and PetSmart ahead as a competitor. PetCo's reputation is that they treat their animals unethically which puts them at a disadvantage as a competitor. According to Statista "PetSmart had a 29.2 percent share of pet store market revenue in 2022, a larger proportion than any other pet supply shop in the United States.

## PET SUPPLIES PLUS

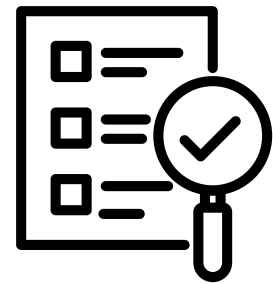
Pet Supplies Plus is the third largest pet in-store retailer with about 600 locations in 34 states, less than half of PetSmart and PetCo. Christopher Rowland has been the CEO of Pet Supplies Plus since 2014. The company has been recognized for exceptional performance in areas including financial strength and stability, growth rate, and system size. Pet Supplies Plus has also been recognized for sustainable growth within the pet category and named a 'Top Growth Franchise' by Entrepreneur Magazine (Cision, 2020). Pet Supplies Plus is a Michigan-based company that prides itself on clean and healthy dog grooming and self-service pet wash stations. While still a smaller player in the U.S. pet market, Pet Supplies Plus has been growing steadily.

## INDIRECT COMPETITORS

PetSmart's indirect competitors are Amazon, Walmart, and Target. These stores are considered indirect competitors because they carry similar products to PetSmart but also carry other items outside the realm of pet products. These entities also have a strong online presence with online stores. PetSmart leveled the playing ground with these indirect competitors by acquiring Chewy in 2017.



# EVALUATION AND INTERPRETATION



After researching PetSmart and the external factors that impact the company, we plan to use this information to inform our CSR and CSA campaigns. PetSmart has been successful in the past communications of CSR and CSA but there is room for improvement. Being the largest pet store in the United States, there are a lot of issues PetSmart stakeholders expect the company to respond to. The three main pillars of PetSmart's CSR program are healthy and happy pets, empowered people, and responsible stewards. The United States pet marketing has been steadily expanding and is expected to continue to rise. As the pet market expands, so will PetSmart's CSR and CSA objectives. PetSmart is the leading pet store in the U.S. and has stood out among its competition since its conception.

With the pet consumer market changing, PetSmart has to change with it. Millennials and Gen Zs have been opting to get a pet rather than have a baby due to the economic parameters. This is flooding the market with new pet parents and we plan to address this in our CSA campaign. Focusing on these younger pet parents will allow PetSmart to open up to new consumers and increase goodwill toward the brand. Consumers are increasingly adopting pets for companionship, creating an opportunity for PetSmart to shine a light on mental health programs.

PetSmart associates have been asking for better pay and support from the company. We also plan to address this in our campaign. Increasing community and pride in PetSmart as an employee will increase PetSmart employee relations. Happy workers are the cornerstone of the PetSmart business and this campaign will reflect this.



# CSR/CSA ISSUE ANALYSIS

Concern for more sustainable pet supplies and food has been on the rise in the past couple of years. There has been an explosion of real food alternatives for the traditional pet foods. Many pet owners in the U.S. want more products and services that increase the health and well-being of their animals. This increased need for sustainability is an opportunity for PetSmart to fill the needs of these pet consumers. There has also been a growing interest in the treatment of PetSmart's associates. The public wants a company's employees supported and treated well, this is important to increase a brand's reputation. This recent backlash on PetSmart's lack of support for employees is a CSA concern for the brand.

Overall, PetSmart's corporate board engages in CSR and CSA issues. J.K. Symancyk, the President and CEO of PetSmart is an involved member of PetSmart Charities and has posted to LinkedIn on several occasions to bring awareness to these charities. PetSmart's level of participation with stakeholders would be placed at collaboration on the IAP2 Spectrum of Participation. PetSmart works to engage with its stakeholders but needs to work harder to initiate the communication and actions its stakeholders desire.

PetSmart's CSR efforts can be categorized into three pillars: healthy and happy pets, empowered people, and responsible stewards. The first pillar is healthy and happy pets, this pillar focuses on ensuring the welfare of animals in their care and communities. PetSmart has invested \$500M in PetSmart Charities to "transform the lives of pets" (PetSmart, 2022). Under this first pillar, PetSmart works to prioritize animal welfare, provide industry-leading pet care training, revolutionize veterinary care, and engage in responsible pet sourcing and sales. PetSmart Charities works to transform the lives of pets and pet parents, support communities in their time of need, and expand access to veterinary care.

PetSmart's second pillar of CSR is empowered people. PetSmart has partnered with multiple Associate Resource Groups to increase employee engagement, this participation increased 120% in PetSmart's 2022 fiscal year. Some of these Associate Resource Groups include Pride at Work, Women Inspiring Strength and Excellence, Mosaic, StartSmart, Serve, and AVID. PetSmart is focused on its associate's health, safety, and well-being. They launched PetSmart's Belonging program which serves as their diversity, equity, and inclusion strategy. Other ways PetSmart is working to empower its employees is through diverse talent and representation, increasing professional development, and engaging their associates.



# CSR/CSA ISSUE ANALYSIS



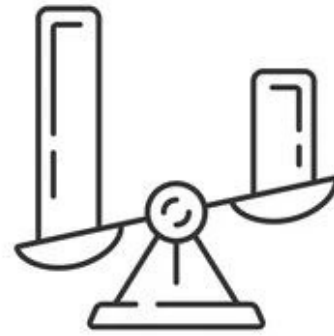
PetSmart's third pillar, Responsible Stewards, works to uphold its sustainability promises. In PetSmart's 2022 fiscal year, 58% of waste was diverted in stores and 60% in distribution centers (PetSmart, 2022). The way the company is working towards sustainability is through strong governance and business practices, which led to the hiring of a VP of Corporate Social Responsibility. PetSmart has also worked toward responsible consumption through the use of LED and other renewable energy sources. They are working on reducing their water footprint, diverting waste from landfills, increasing sustainable products, and increasing ethical and sustainable sourcing.

PetSmart's communication comes mostly through its owned media, and its websites. They include an easily accessible CSR report on their website and have more information on their initiatives on their corporate website. The most recent initiative PetSmart has been working on is its Belonging program. This program focuses on increasing employee relations through talent, culture, and community. PetSmart has an Instagram account for its charities, this is where they post about their initiatives through their charities. Their CSR/CSA communication is clearly outlined throughout their website, with some communication coming from social media or news sources.

PetSmart works hard to communicate and collaborate with its key stakeholders. The initiatives they uphold are largely supported by their stakeholders. They work to map out what their stakeholders want to see from PetSmart and plan their CSR initiatives through this. The largest CSR issue PetSmart has been dealing with recently is the limited number of employees, creating strain on the current workers and the animals in their care. PetSmart employees have complained about long hours with low pay and not having the resources they need to properly care for the animals. This is an increased concern for PetSmart and the company must make changes to see a better employee engagement level. This is an opportunity for the PetSmart CSR/CSA campaign plan to increase initiatives under the empowered people pillar.



# SWOT ANALYSIS



## Strengths

- PetSmart has over 1,600 retail locations throughout the United States and Canada.
- PetSmart acquired Chewy in 2017, increasing its reach.
- PetSmart has services including Doggie Daycare, PetsHotel, Grooming, and Training.
- PetSmart is an industry leader.
- Rank 210 on Forbes' Best Brands For Social Impact list

## Weaknesses

- PetSmart has struggled in the past with employee relations, employees have partnered with United For Respect to help protect their rights.
- PetSmart products are manufactured globally, resulting in fewer employment opportunities in the United States
- Due to PetSmart being such a large cooperation, certain aspects of the way operations are run can be overlooked.

## Opportunities

- The United States has the largest pet market in the world with an estimated annual revenue of \$500B by 2030.
- Millennials and Gen Z are reaching the age to become pet parents, leading to an increase in pet adoptions.
- Pets increase mental well-being.
- Due to the economic state, adults are opting to adopt pets rather than have children.

## Threats

- Veterinary and adoption costs are rising with inflation.
- Increased availability of pet supplies online or through wholesale retailers.
- Pet supplies and services are rising in cost.
- Many shelters do not allow pets.



# OPPORTUNITY STATEMENT

The company places a strong emphasis on corporate social responsibility, directing charitable efforts toward supporting communities and pets. PetSmart has received recognition for its impact, ranking 210 on Forbes' Best Brands For Social Impact list and 283 on the Customer Experience–All Stars list in 2023. Leading PetSmart's CSR initiatives is their charitable focus and overall corporate mission. PetSmart directs its CSR efforts towards supporting communities, emphasizing a commitment to making a positive impact on the well-being of pets and their owners. PetSmart is highly engaged with communities through various programs and initiatives such as The Red Cross and PetSmart Charities. This includes supporting local shelters, promoting responsible pet ownership, and participating in community events that align with their mission and values. PetSmart's CSR programs align with the company's mission statement, which is bringing pet parents closer to their pets for more fulfilled lives. Moreover, the company states its values to be, passion for pets and people, accountability, learning and innovation, playing to win, and unity, all of which are important to stakeholders and are likely to guide PetSmart's CSR initiatives.

PetSmart's stakeholders are made up of 5 major target audiences. These stakeholders can be classified as, PetSmart's Associates, Pets & Pet Parents, Suppliers, NGOs, and Industry Organizations. Diving more in-depth with two of these stakeholders, PetSmart has made clear efforts to act in a way that upholds immense value and positive impact for its Associates and Pet and pet Owners. The expectation has been set in a way that indicates that Pets and pet Owners are the primary stakeholders and the most important factor when it comes to social responsibility. The expectation is that the needs of Pets and Pet Owners are continually met through customer research and development.

PetSmart has experienced issues in its CSR and CSA communication in the past. Past PetSmart employees have complained about the lack of support in stores and the low pay. This campaign plans to address these concerns from PetSmart associates. PetSmart consumers also have preconceived notions about PetSmart's commitment to clean animal sourcing. PetSmart must be transparent about how they acquire and treat the animals in their care.



# OVERALL CSR/CSA GOALS

The overall goal of this campaign is to increase goodwill between the PetSmart brand and its associates and pet parents. We plan to address issues in pet care and employee relations with programs such as pay equity, employee resource groups, and mental health awareness.

This campaign will address the important issues addressed in the PetSmart Impact Report from 2022. PetSmart found that the two most important factors for stakeholders are Employee Health, Wellbeing, and Benefits and Pet Care and Treatment in Stores. The two stakeholders with high investment in these factors are PetSmart associates and PetSmart pet parents. This campaign will work to create initiatives and strategies that will strengthen PetSmart's CSR and CSA efforts. Increasing awareness of mental health initiatives is the main goal of this campaign. We will create new mental health initiatives that will drive attention and awareness to this issue.



# 5 BIG QUESTIONS

## 1 What Needs To Be Done?

In today's society, we're currently facing immense social, environmental, and economic barriers. Due to these ongoing threats against society major functions such as community and industry leaders are vital to how we move forward as a society. With this being said, what needs to be done is for PetSmart to fulfill both of these functions. By implementing and upholding strong community outreach programs (such as PetSmart Charities) and continual employee development and support (such as their recent DEI initiatives). These are all great examples of how PetSmart can maintain its status as an industry leader all while making a meaningful impact.

## 2 Where Do We Play?

PetSmart is the leading industry for all things pet care. We are located across North America. PetSmart is the one-stop shop for all of your pet care needs. PetSmart is here to serve the community and is committed to providing a safe space for all animals. The associates over at PetSmart are the reason why the company is so successful.

## 3 What Can We Contribute?

We offer a highly refined set of knowledge that is valuable to those who are pet owners and need direction and guidance in that specific area. PetSmart provides a ton of resources to help people who aren't familiar with our expertise. It's a place where people can come to learn about the services we offer.

## 4 How Will We Make A Difference?

Our strengths reside in our ability to foster deep connections between our company and its stakeholders. Most importantly, the ability to further develop relationships between Pets and pet Owners. The difference we make is by being the stepping stone between knowledge of proper pet care and by exemplifying all the possibilities that can result from a positive pet and pet-owner relationship.

## 5 How Will We Measure Impact?

Success to PetSmart would look like something that aligns with our company mission statement being brought to its highest potential. Being that our mission is to bring Pet Parents closer to their pets for a more fulfilled life – examining customer satisfaction levels would be a huge sector in measuring our overall impact.





# STAKEHOLDERS

## **PetSmart Associates**

PetSmart associates want better pay, better recognition, and better opportunities. There have been past instances where employees do not feel supported in their jobs. We plan to address these concerns in our campaign, focusing on ways PetSmart can improve its employee relations. According to a PetSmart assessment, Employee Health, Wellbeing, and Benefits are the second highest important CSR initiative. Second only to Pet Care and Treatment in Stores (PetSmart, 2022). These two factors are important to PetSmart's stakeholders. Our CSR campaign will address associates' concerns for better pay, community, and pride in the company they work for.

## **PetSmart Pet Parents**

These are the paying customers that buy from PetSmart, online or in-store. They are one of the most important stakeholders to the PetSmart corporation because they are the people buying the products and services. Pet parents want more nutrient-filled food and treats for their animals. According to Mintel, 35% of pet owners in the U.S. are looking for treats that support specific health issues (2023). Pets in North America have a longer lifespan than ever before and many people consider these animals to be family. According to Pew Research, 97% of pet owners consider their pets to be a part of their family (2023). This leads to the most important concern for PetSmart's stakeholders, Pet Care and Treatment in Stores. For this campaign, we will focus on how PetSmart's CSR/CSA initiatives can improve the health and wellbeing of all animals in their care.



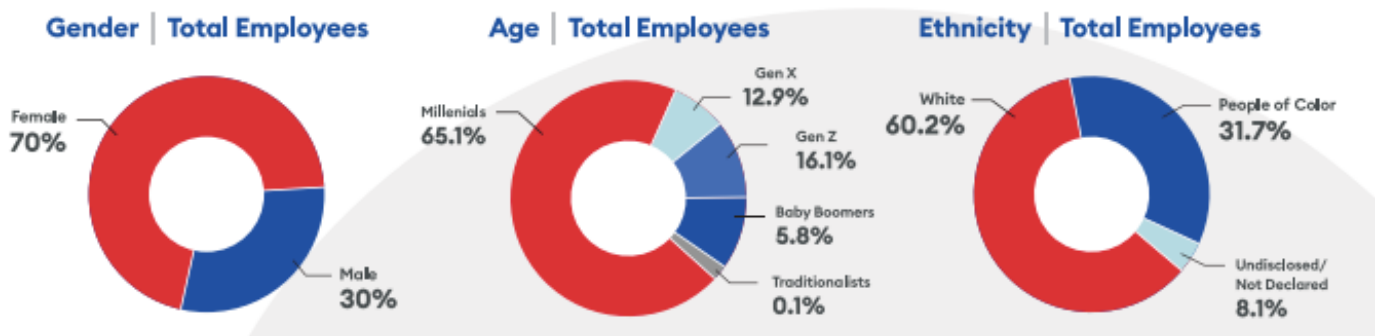
# UNDERSTANDING PETSMART ASSOCIATES

## MILLENNIAL IN-STORE PETSMART ASSOCIATES

In this CSR campaign, we will target Millennial in-store PetSmart associates based on the demographics, behavior, and psychographics of this stakeholder group. Of the more than 50,000 PetSmart associates, Millennials make up about 65% of this. To target this specific group, we will work to find the desired impact of an increased sense of pride and belonging as PetSmart associates. This target audience is a crucial aspect of this campaign because associates are stakeholders of PetSmart who have a voice and opinion in the company. PetSmart wants employees to feel proud to engage in CSR efforts. Incorporating diversity, equity, and inclusion is essential for the success of PetSmart so that as a company PetSmart can hear from many different perspectives and offer everyone a chance to feel welcome.

### Demographics

- 70% of PetSmart associates identify as female, 30% identify as male.
- 65.1% of PetSmart associates are Millennials.
- 60.2% of PetSmart associates are White, and 31.7% are People of Color.



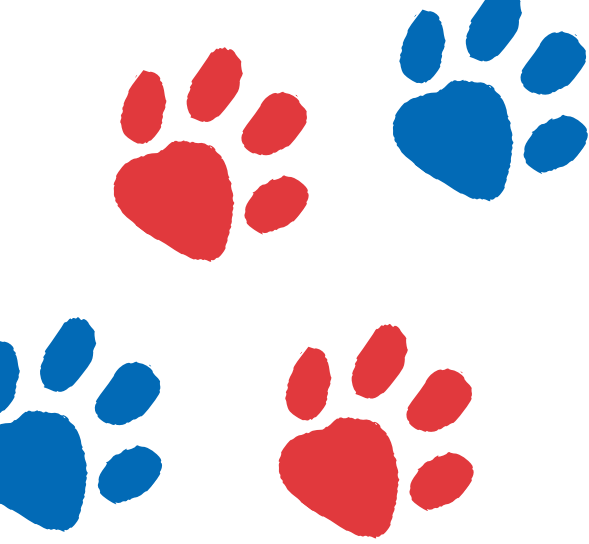
### Psychographic Values

- Employee Career Advancement and Development
  - Refers to the training, professional development, and retention strategies to support associates
- Diversity, Equity, Inclusion, and Belonging
  - Refers to the development of a workforce that celebrates diversity and a culture that is inclusive with opportunities for growth
- Employee Health, Wellbeing, and Benefits
  - Refers to the offerings, commitments, and wages provided by PetSmart to support associates in pursuing healthy and fulfilling lives.

### Behavioral

- 86.1% of PetSmart associates say leaders treat them with respect.
- 86.5% of PetSmart associates would recommend PetSmart products or services to family and friends.
- In 2022, PetSmart associates logged 9,700 hours of volunteerism.





# PETSMART ASSOCIATES CSR OBJECTIVES

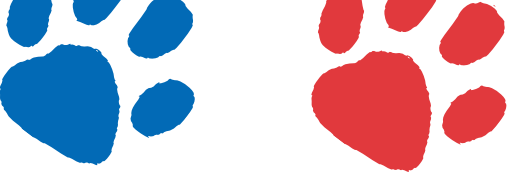
1

Increase a sense of employee pride by 35% among PetSmart associates by expanding the PetSmart associate programs by 2030.

2

Grow a sense of belonging as a PetSmart associate by 40% by increasing engagement in ERGs by 2030.





# SUMMARY OF IDEA

## INTRODUCTION

PetSmart has committed to empowering each one of the more than 50,000 associates to allow them to pursue a healthy, fulfilling life and career. PetSmart has committed to its associates' health, safety, and well-being. PetSmart has increased its communication efforts for associate engagement, including an employee engagement survey to understand the needs of its employees better. PetSmart associates want better pay and better benefits. They are looking for new ways to build community with their coworkers. This CSR campaign plans to address these issues.

## OBSTACLES

PetSmart associates have expressed concerns for low pay and long hours in the past. In order to combat this issue, this campaign will focus on uplifting the PetSmart employees, increasing the levels of employee engagement and retention. Another obstacle PetSmart can encounter during this campaign is the lack of two-way communication between PetSmart and its associates. This campaign will address this issue by engaging this stakeholder group in community-building initiatives that increase a sense of pride to work as an employee for PetSmart. Increasing this level of communication with PetSmart associates will increase a state of well-being as a PetSmart employee as well.

## PRINCIPLES OF COMMUNICATION

### TWO-WAY COMMUNICATION

PetSmart will work to engage in two-way communication as a result of this campaign initiative. To increase a sense of pride and well-being as a PetSmart associate, this campaign will address the need for two-way communication between these groups. Increasing the completion of the employee well-being survey and creating a forum for employees to discuss stories and issues.

### TRANSPARENT COMMUNICATION

PetSmart has made a commitment to transparency with its over 50,000 associates. This campaign will continue this promise to provide PetSmart associates with transparent communication. Increasing this communication all around through PetSmart's paid, social, earned, and owned channels.



# PETSMART ASSOCIATES STRATEGIES & TACTICS

## DESIRED IMPACT: SENSE OF PRIDE

EXPAND PETSMART  
ASSOCIATE  
PROGRAMS TO  
GARNER A SENSE OF  
PRIDE AMONG  
PETSMART  
EMPLOYEES

### MEDIA STRATEGIES

We plan to communicate these mental health initiatives in large communities near PetSmart retail locations with a large representation of Millennial PetSmart associates.

- P** Create a campaign to be distributed internally about PetSmart's commitment to provide free mental health counseling for all employees.
- E** Reach out to media outlets to highlight PetSmart's CSR initiatives to increase the sense pride & well-being for PetSmart employees
- S** Share PetSmart employee's stories through different social media channels.
- O** Share PetSmart employee's stories on the PetSmart website

### TACTIC ONE

Adapt PetSmart's in-store associate training process to be inclusive of all PetSmart associates, emphasizing diversity, equity, and inclusion.

### TACTIC TWO

Providing free mental health counseling for all employees, specifically for in-store PetSmart associates.

### CREATIVE STRATEGIES

Our campaign theme is to inspire pride in PetSmart associates through an increase in social presence for the PetSmart brand.

Through our media strategies, we will create creative strategies to coincide.

- Video campaign to increase employee engagement.
- Media press kits to be sent for earned media coverage.
- Website landing page to highlight employee stories and experiences.

This campaign will use a rational and emotional approach to tackle the problem of pride and well-being in the workplace.



# PETSMART ASSOCIATES STRATEGIES & TACTICS

## DESIRED IMPACT: SENSE OF BELONGING

INCREASE AMOUNT  
OF ASSOCIATES IN  
EMPLOYEE  
RESOURCE  
GROUPS TO  
INCREASE SENSE  
OF BELONGING

### TACTIC ONE

Increase the presence of Pride At Work (PAW) and Women Inspiring Strength and Excellence (WISE) in prominent PetSmart locations with under-represented communities.

### TACTIC TWO

Increasing the amount of millennial PetSmart associates in the MOSAIC Employee Resource Group.

## MEDIA STRATEGIES

We plan to communicate these initiatives and media strategies in large communities near PetSmart retail locations with a large representation of Millennial PetSmart associates.

- P** Host associate resource group welcome events to encourage associates to learn more about these groups.
- E** Re-share user-generated media from PetSmart associates to showcase their attitudes towards PetSmart as an employer.
- S** Create a community-like forum for PetSmart associates to discuss employee needs and stories.
- O** Share PetSmart employee's stories on the PetSmart website.

## CREATIVE STRATEGIES

Our campaign theme revolves around growing a sense of belonging through the increase of associates participating in ERGs.

Through our media strategies, we will create creative strategies to coincide.

- Host events to increase engagement in associate research groups.
- Create social media page(s) to highlight associate resource groups and their initiatives.
- Create a forum for employees to discuss needs and experiences.
- Utilize an emotional approach to creative strategies to grow a sense of belonging.



# EVALUATION AND MEASUREMENTS

PetSmart associates are essential stakeholders and hold value in the company. We want them to feel a sense of belonging and feel a positive company culture. PetSmart associates should feel that they are safe at work and have resources to reach out if needed. PetSmart is committed to ensuring employees have mental health resources as well. Evaluating the effectiveness of the campaign will be through methods of surveys and handing them out to associates.

PetSmart associates must be a top priority and feel that there is diversity, equity, and inclusion in the work environment. Some associates' goals are to "Increase a sense of employee pride and well-being by 35% among PetSmart associates by expanding the PetSmart associate programs by 2030." PetSmart wants employees to feel proud to work there and enjoy it. PetSmart associates are a valuable asset to the company and they should feel like it too.





# UNDERSTANDING PETSMART PET PARENTS

## GEN Z COLLEGE STUDENT PET PARENTS

In this CSR campaign, we will target Gen Z college students with pets. Based on a Simmons crosstab, we found that this demographic is 21% more likely than the general consumer to purchase their pet supplies at PetSmart. College can be challenging for students and helping them feel at home away from home is important. Pet Parents are a good audience because they are active in the social media realm and are looking for new ways to meet people and feel a sense of belonging.

### Demographics

- Generation Z college students with pets.
- Part-time college students are 44% more likely than the average consumer to shop at PetSmart.
- Pet parents ages 18 to 34 make up about 31% of PetSmart consumers.

Select All	BRANDS: PETS & PET FOOD   PET SUPPLIES_PETSMART (CONSUMER) (PETS & PET FOOD   PET SUPPLIES)									
Study Universe	Weighted(000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index	
	247,134	100.00%	100.00%	100	4,461	44,757	100.00%	18.11%	100	
((DEMOGRAPHICS (PERSONAL INFORMATION): AGE_18 - 34) AND DEMOGRAPHICS (PERSONAL INFORMATION): FULL/PART TIME COLLEGE STUDENT CURRENTLY ENROLLING)	15,341	6.21%	100.00%	100	213	3,365	7.52%	21.93%	121	

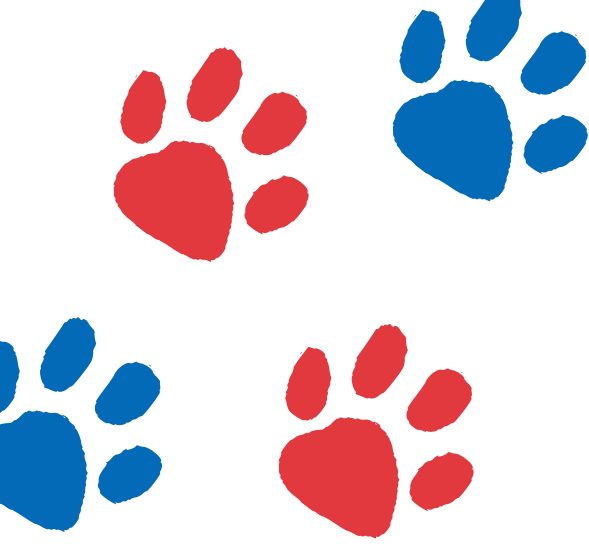
### Psychographic Values

- Community Engagement and Philanthropy
  - Refers to volunteerism, community investment, and partnerships within the community that work to transform the lives of the pets and their parents.
- Energy and Climate Action
  - Refers to a commitment to reducing climate impact through CHG emission reduction.
- Sourcing of Live Pets
  - Pet Parents want to see sustainable and ethical sources for obtaining live pets, 89% of pet parents take pride in the adoption of their pet(s).
- Pet Care and Treatment in Stores
  - Pet parents care deeply about ensuring the highest quality of care and treatment for all pets inside the PetSmart stores.

### Behavioral

- 76% of Americans own pets, this number has been rising consistently in the past couple of years despite growing veterinary costs.
- Pet owners shop with brands that align with their values.
- 60% of American pet owners, ages 18–34, adopted a pet as a companion for themselves.





# PETSMART PET PARENTS CSR OBJECTIVES

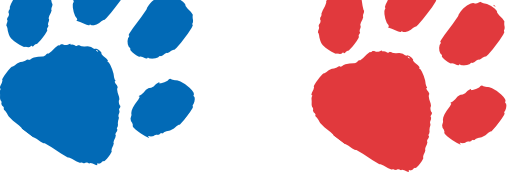
1

Increase community bonding among PetSmart pet parents in college towns through community-building initiatives by 2025.

2

Increase loyalty between students and PetSmart by 30% through the creation of mental health initiatives by the start of 2025.





# SUMMARY OF IDEA

## INTRODUCTION

PetSmart has committed to responsible pet care and treatment in stores. Narrowing in on a target audience of Gen Z college students with pets will allow this campaign to have a more focused approach. These PetSmart consumers have started adopting pets with the motivation to have a personal companion. More and more pet parents are searching for emotional support for and from their pets. This campaign will address the mental health benefits and the community-building aspects of being a pet owner.

## OBSTACLES

PetSmart pet parents are looking for a commitment to the responsible care and treatment of pets at PetSmart. This campaign will work to benefit the treatment of all pets while they are in PetSmart's care. Pet parents are also looking for companionship. This campaign will address these concerns through community-building initiatives to bring pets and pet owners together. Gen Z pet parents who are still enrolled in school are also increasingly dealing with stress or mental health issues. The PetSmart CSA campaign will work to solve this problem through stress relief programs in universities.

## PRINCIPLES OF COMMUNICATION

### SOURCE CREDIBILITY

In this campaign, PetSmart will commit to increasing its use of credible sources. It will also commit to being a credible source for pet parents. During this campaign, PetSmart will become a credible and educational source for mental health and pet stress relief programs. Through this increased accountability, pet parents can trust the information PetSmart is sharing.

### TRANSPARENT COMMUNICATION

PetSmart will also commit to increasing its transparency in communication with pet parents. PetSmart will increase its brand loyalty and trust through transparent communication with pet parents. This campaign will revolve around the need for transparent conversation between stakeholder groups.



# PETSMART PET PARENTS STRATEGIES & TACTICS

## DESIRED IMPACT: INCREASE SENSE OF COMMUNITY

### CREATE COMMUNITY-BUILDING EVENTS AND PROGRAMS TO FOSTER COMMUNITY AMONG PETSMART PET PARENTS

#### TACTIC ONE

PetParentsPlayToo – Social Program designed to facilitate parents and pet play in a safe and social environment.

#### TACTIC TWO

Host PetSmart philanthropy events and invite pet parents to increase their awareness of PetSmart's community-building programs

## MEDIA STRATEGIES

We plan to communicate these initiatives and media strategies in large communities near PetSmart retail locations with a large representation of college students with pets at home.

- P** Use influencer marketing to promote PetSmart's new mental health initiatives
- E** Reach out to local university media outlets to increase awareness of PetSmart's mental health initiatives
- S** Create a hashtag for college students to showcase their Pets and feature them on the PetSmart Instagram page
- O** Open a new page on the PetSmart website to introduce the new social programs.

## CREATIVE STRATEGIES

Our campaign theme is to increase event participation through our target audience's sense of community as PetSmart pet parents.

- Using an emotional approach to strengthen the campaign through people's love for animals.
- Mental health awareness is a theme for students to reach out and find resources.
- Free PetSmart T-shirts at the programs/events to get people talking and coming to the events.
- Make sure the event is within walking distance for college students and Pet Parents if they do not have a way of transportation.



# PETSMART PET PARENTS STRATEGIES & TACTICS

## DESIRED IMPACT: LOYALTY TO THE PETSMART BRAND

**CREATE MENTAL  
HEALTH INITIATIVES TO  
FOSTER A SENSE OF  
LOYALTY BETWEEN  
PETSMART AND PET  
PARENTS**

### TACTIC ONE

Pet stress reduction education classes within Universities

### TACTIC TWO

Raise awareness through social media campaigns on how pets can help decrease stress and mental health issues

## MEDIA STRATEGIES

We plan to communicate these initiatives and media strategies in large communities near PetSmart retail locations with a large representation of college students with pets at home.

- P** Create a campaign showcasing PetSmart's education classes with different universities
- E** Post to Instagram stories educating students on how Pets can help decrease stress and mental health issues
- S** Share organic posts from college Pet Parents on PetSmart's social media platforms
- O** Use social media to raise awareness about how pets can help decrease stress

## CREATIVE STRATEGIES

Our campaign theme is to increase our target audience's knowledge and resources for mental health as PetSmart pet parents through emotional connection

- Helping people grow a connection with animals and also healing their mental health at the same time.
- Posting on social media platforms with dates and times of events to let people know so they can plan ahead of time.



# EVALUATION AND MEASUREMENTS

Pet Parents love to spoil their pets and what better way to do than through Pet Smart? Pet Parents' mental health is important as well. Pet Smart plans to partner with colleges so that students de-stress from their busy lives. Pet Parents can meet other parents at this event and see other dogs. To attend students do not have to be Pet Parents they can also come to see the animals as a way to decompress and relax. Pet's have shown an impact to help decrease mental health issues and they make a great companion.

A goal for this campaign is to "Increase community among PetSmart pet parents in college towns by creating social programs designed to facilitate community and support mental health among college pet parents, launching the program by the start of 2025." This objective allows Pet Smart to generate awareness around mental health and facilitate helping students participate in ways to relieve stress. At these events, barcodes to scan will be handed to pet parents and students to fill out to give a review and feedback about whether this helped create a positive impact on forming an emotional connection. This will ensure the success of the events and improve any complications. We will use this data to analyze engagement and growth associated with these events.





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