



CASE STUDY

Building a stronger voice for the exhibition and event industry



Dog Lovers Show Event Management International



The 2nd Dog Lovers Show was held from 2 to 4 May 2014 at the Royal Exhibition Building. The show is a celebration of the unconditional love we share with our best friends and has grown to become one of the largest events in the world dedicated to dogs. With over 10 interactive visitor features, it offers a huge array of education, entertainment and information for dog lovers and owners. Hundreds of dog and pet based products/services also exhibit with over 600 dogs on show. As well as being a public show, event organisers market the event as a key networking event for the thousands employed in the Pet Industry, with free trade entry provided on the Friday.



The market segment for the Dog Lovers show is identified as a large, passionate, high spending and targeted audience. The Animal Health Alliance study on Pet Ownership in Australia revealed that 36% of Australian households own a dog. This sizeable market makes the Dog Lovers Show a key opportunity for companies wanting to access, engage and sell to this lucrative audience. 85% of visitors own a dog and 15% are looking to buy a dog in the next 6 months. The demographic is wide and varied from young, old, male, female, married, single, blue collar, professionals, city and country. In Victoria alone, over 12,000 people are employed in the pet industry. These employees are a target audience and marketed to through the B2B networking event held on the first day of the show.

Exhibitors came from a wide cross-section of the pet industry, including vets, trainers, manufacturers, wholesalers, and retailers, breed clubs, rescue groups, groomers, food, associations, insurance, entertainment etc. Companies include Royal Canin (dog food), KONG (dog toys), Blackmores (Animal Health), Australian Customs & Border Protection Service (Government), Dysons (Pet vacuum cleaners).





KEY FACTS:

- 20,492 visitors (Excluding kids under 6)
- Over 200 Exhibitors
- Visitor attendance up almost 30% (from 2013)
- Over 80% of Exhibitors booked space again at the 2015 show
- Exhibitor attendance up 35% (from 2013)
- 30% Increase in revenues
- Over 600 dogs representing 100 breeds are on show under controlled conditions (Animal Management Plan)
- Success has resulted in an annual Sydney show being launched and first held in November 2014

A wide range of marketing channels was used to promote the Dog Lovers Show. Event Management International secured media partnerships with Channel 9, 3AW, Magic and the Herald Sun. Other channels included Newspapers, Radio, Internet Promotions, Direct Mail, Posters, Email marketing, Industry and Association marketing and PR endeavours including the Celebrity Ambassador Program. A key marketing strategy has been the use of Social Media to create a Dog Lovers community, fostered through platforms like Facebook, Instagram, Twitter, Blogs and YouTube. The Exhibitors are also incentivised to help actively promote the event and their participation.



The expo is only a very small part of the event – it really is more like a festival for dog lovers with a wide array of entertainment and education on offer and all free upon entry. An impressive line-up of the country's most qualified and respected dog experts and celebrities were presenting live demonstrations and hands-on educational sessions.



Key social media outlets (Facebook and Twitter) were used for visitors to voice their opinion and provide organisers with relevant feedback and to help them create the event dog lovers really wanted. Breed Clubs and Rescue Groups who are volunteer-based and have very limited budgets were all provided expo space free of charge but successfully marketed as one of the most popular features at the event.



The comprehensive Animal Management Plan was created with the industry and it delivered a safe, incident free environment for 600 dogs and over 20,000 people in a heritage-listed venue over 3 days.

PO Box 952
Chatswood NSW 2057

T +61 2 9413 9520
F +61 2 8088 1325
E info@eeaa.com.au
www.eeaa.com.au

ABN 35 433 559 243