

# MARKETING

## MARKETER NEWS

### [ **CAMPAIGNING TO KEEP CATS SAFE, INDOORS** ]

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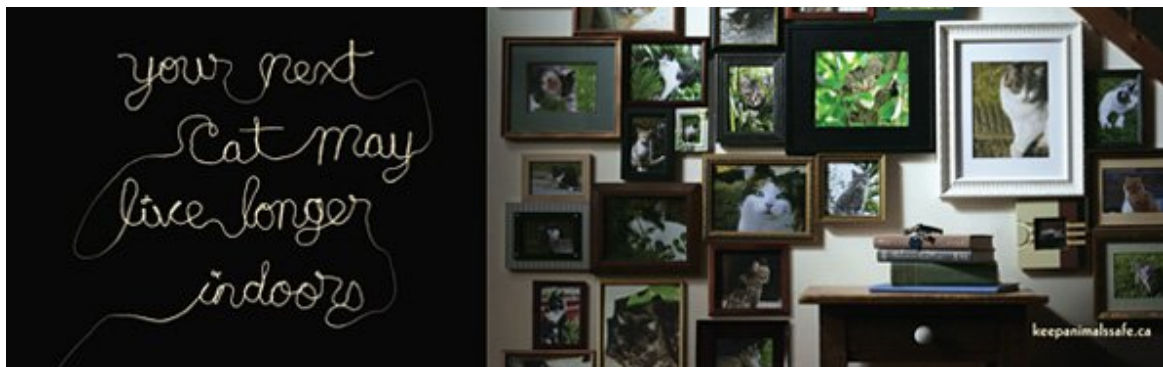
**Toronto Wildlife Centre** and the **Canadian Cats Indoors Alliance** is launching the “The Keep Animals Safe” campaign to encourage residents of Toronto’s Beaches neighbourhood to keep pet cats indoors or in protected outdoor enclosures.

Transit ads and posters created pro bono by **Agency 59**, feature a living room wall covered in framed photos of the family’s pet cats.

The onslaught of photos is meant to represent the short lifespan of free-roaming outdoor cats.

According to the Toronto Wildlife Centre, an indoor cat lives an average of 10 years longer than its outdoor counterpart.

The headline, made to look like it was written with a long piece of string, reads: “Your next cat may live longer indoors.”



The campaign attempts to raise awareness about the dangers faced by free-roaming pet cats including cars, human cruelty, debilitating diseases and exposure to poisonous chemicals.

The creative drives consumers to **KeepAnimalsSafe.ca**, an information portal built pro bono by **Off The Cuff Marketing**.

Visitors to the site can find answers to frequently asked questions about indoor and outdoor cats, tips to help transition cats to the indoors, and safe alternatives to letting cats roam unsupervised outdoors.