



# Post-Festival Report

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**L**  **V** **E** **R** **S**  
**F** **E** **S** **T** **I** **V** **A** **L** <sup>TM</sup>

**Fri 13 – Sun 15  
October 2023**

**Melbourne Convention  
& Exhibition Centre**





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# Visitor Insights

28,248

visitors attended the 2023 Melbourne Dog Lovers Festival

\*Excludes kids under 5 & Exhibitor staff

62%

of visitors stated that their primary reason for attending was 'to buy products & services for their dog in the Expo' – which ranked higher than all other reasons to attend, proving our audience is coming to see, compare and BUY!

Almost  
60%

of visitors were attending the event for the first time.

Over  
90%

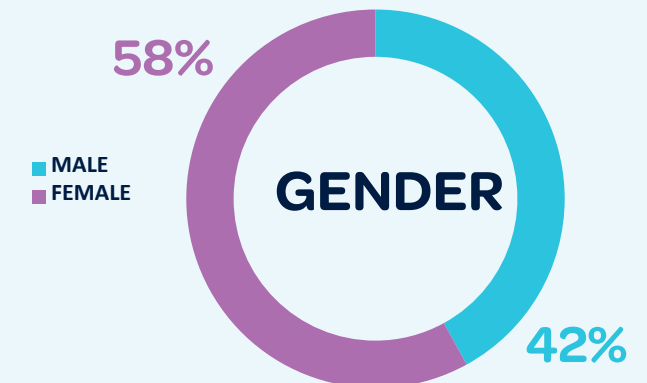
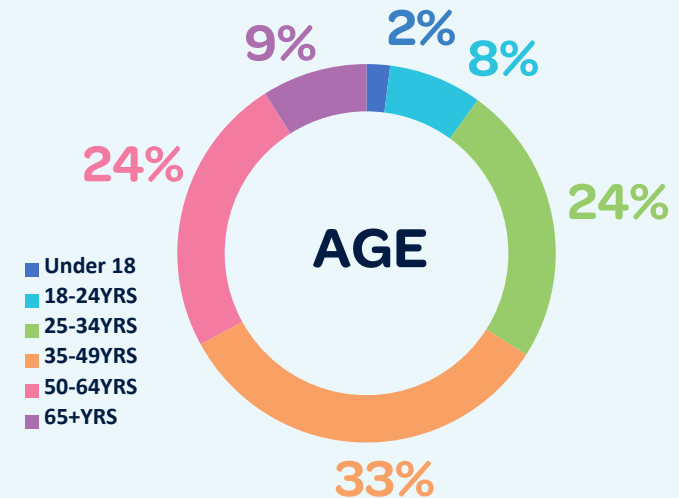
of visitors stated that the show either met or exceeded their expectations.

85%

of visitors purchased products & services on-site at the Festival with almost 80% stating that they will buy from Exhibitors after the event.

85%

of visitors spent over 3 hours at the festival and nearly 10% spent the entire day at the event.



# Visitor Insights



83%

of visitors own a dog



24%

of visitors own 2 dogs



7%

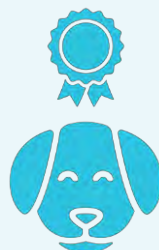
of visitors own 3 dogs

Over  
21%

of visitors welcomed a dog into their homes less than 12 months ago

11%

of visitors are looking to welcome a dog into their home in the next 6 months



51%

of visitors sourced their dog from a registered breeder



26%

of visitors sourced their dog via an adoption group or rescue shelter

86%



of Exhibitors said that the 'Quality' of visitors was either 'Excellent' or 'Very Good'

\$3.5M

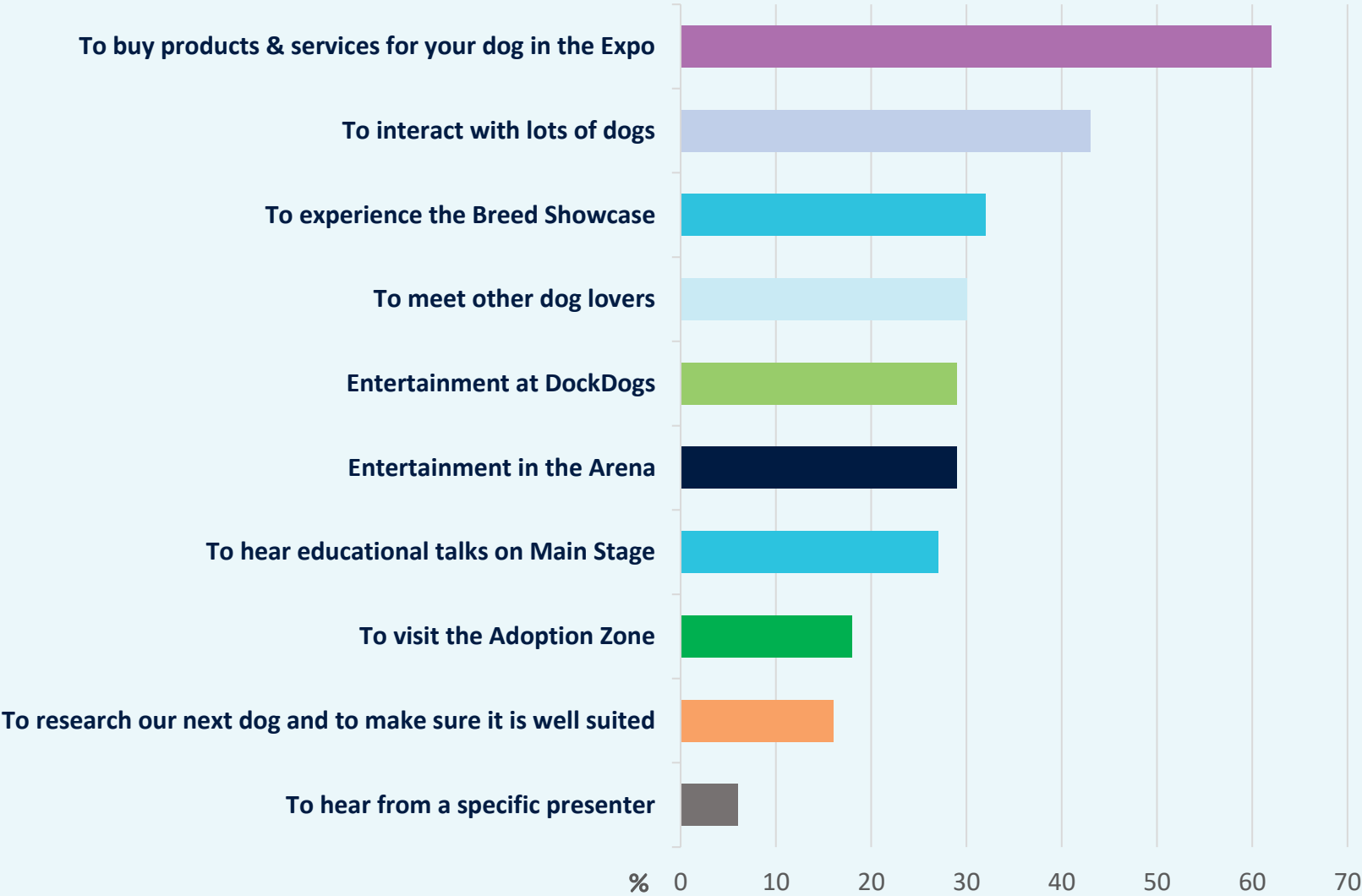


worth of purchases were made on the Festival floor

A higher percentage of visitors reported that they made purchases at the **2023 event (85%)** compared to the 79% in 2022 – so there was an increase in buying on the Expo floor in 2023 despite attendance being slightly down.

Over **85,000** individual leads were generated by those Melbourne Exhibitors using the official 'Lup' data capture technology, with some businesses collecting over 8,000 leads at the event.

# Reasons for Attending The Festival

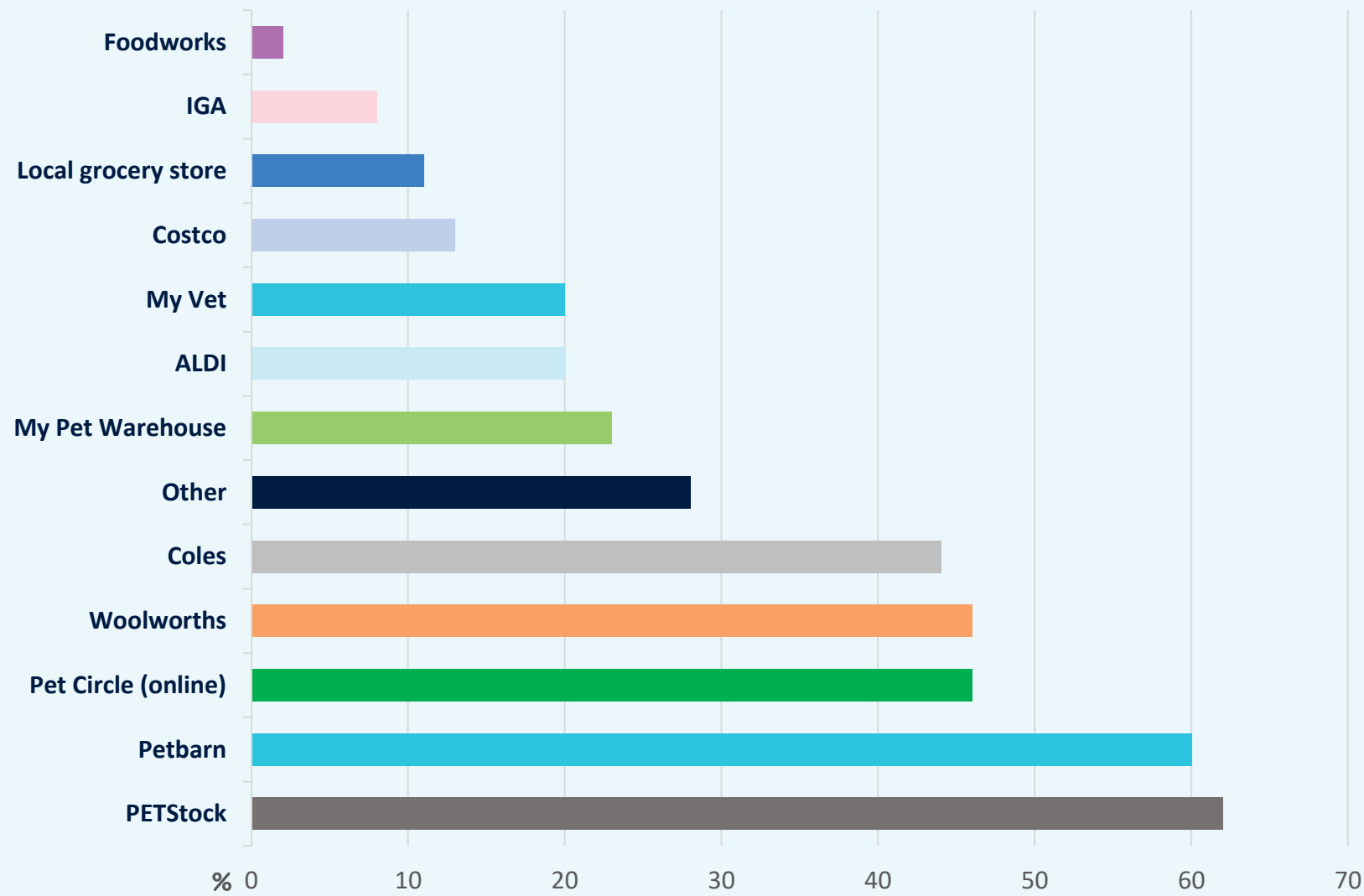


We had a fantastic time at the Dog Lovers Festival in Melbourne. This was our first time attending and we already cannot wait to come back. There was such a huge range of stalls to purchase treats and goodies for your pets, as well as the extensive breed showcase. So many of the stalls were interactive, with lots of samples and prizes to be won. There truly was something there for all ages. Food was reasonably priced, with many options available. A great day out.

*Renee from Morwell*

# Shopping Trends

Places where you buy products/services for your dog



# The Digital Stats

## Dog Lovers Festival Website

DIGITAL  
STATS

980,000+

Unique Users per year

54% of audience aged

25-44

64%

female skew

Social Media followers at the time of the 2023 Melbourne Dog Lovers Festival.

\*100% organic and engaged audience – we don't buy fake followers



36,300



63,000

\*Click social media icons above to visit our Facebook & Instagram pages

Newsletter subscribers at the time of the 2023 Melbourne Dog Lovers Festival

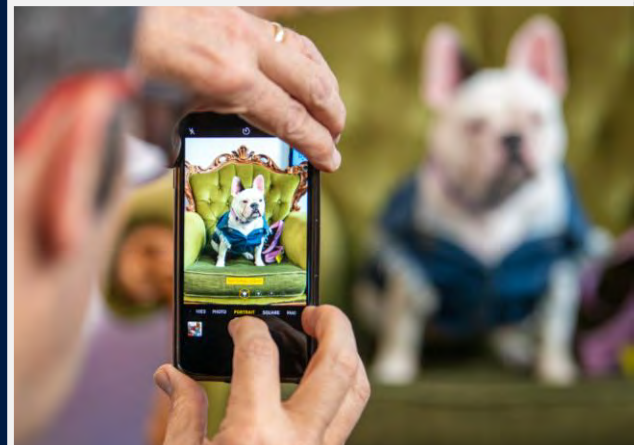


134,000+

\*Consists of all previous visitors since 2013, Door Prize Entrants and subscribers to our VIP Loyalty Program nationally.

This year's festival was fantastic. There was a huge variety of vendors ranging from raw food to real grass pee pads! Expanded my dog food repertoire and was invested in the dog long jump. Will be coming back next year – Jen from South Yarra

*Jen from South Yarra*





# Festival Footage and Images



Festival Highlight Video (B2B)



Festival Highlight Video (B2C)

**flickr**

[CLICK TO VIEW](#)  
hundreds of high-  
quality images from  
our previous Dog  
Lovers Shows since  
2013

The Dog Lovers Festival is always a great day out, lots of pooches to pat and stalls to visit. I never miss it.


*Natalie Baddeley from Mooroolbark*

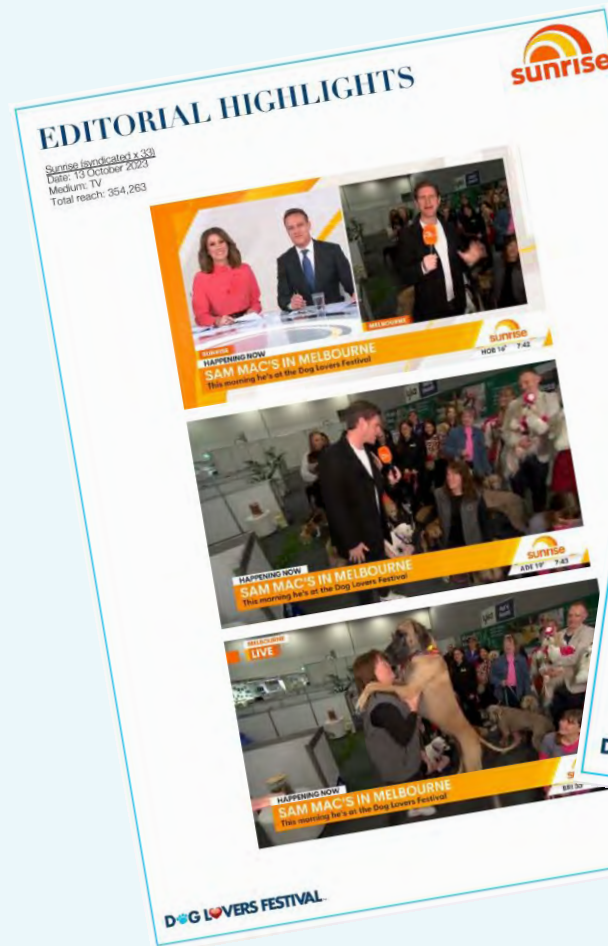
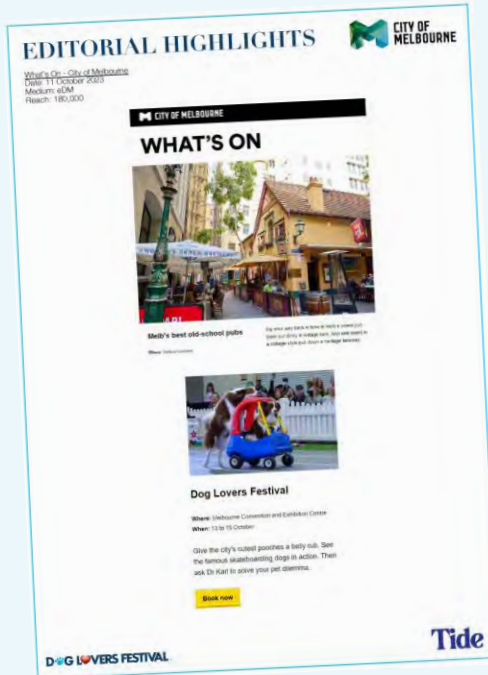
I had the pleasure of attending the 2023 Melbourne Dog Lovers Festival, and it was an incredible experience. The event was impeccably organized, and what truly stood out to me was the diversity of dog breeds on display, from the tiniest Chihuahuas to the majestic Great Danes. The highlight of the show, of course, was the bond between humans and their dogs. The palpable love and mutual respect between them were heart-warming. It was a beautiful reminder of the joy and companionship that dogs bring into our lives. A great day out for the entire family.

*Stephen from Albion*



# PR Highlights

 [Click here](#) to view the Tide PR Report detailing all the media coverage the 2023 Melbourne Dog Lovers Festival received.

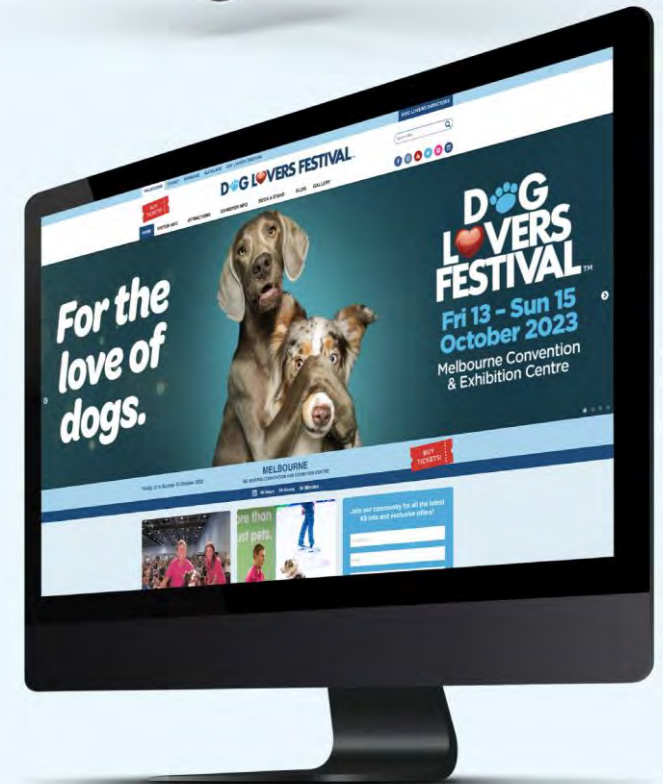


# The Marketing Campaign

The marketing campaign for the Melbourne Dog Lovers Festival was developed with one sole focus: to inspire tens of thousands of passionate dog owners and soon to be dog owners to attend the Festival.

We create an extensive marketing mix across a vast array of media platforms that enables us to reach, communicate and inspire our relevant audiences to attend.

It's all about attracting a targeted, passionate and high spending audience with a focus on households that are actively looking for their next dog or have just welcomed a new dog - new owners that are yet to decide on the products & services they want for their best friend.





# The Marketing Campaign

## Radio

The campaign implemented 10 and 30 second radio adverts, live reads by on-air talent and traffic report sponsorships during the peak breakfast and morning, afternoon drive time slots on FOX, TRIPLE M, GOLD, SMOOTH, 3AW and SEN1116 from 2nd October to 14th October.

We reached approximately 957,189 listeners at least once across the radio stations above and our saturation campaign was supported with a large scale outdoor advertising campaign on major arterials throughout metro Melbourne.

**Click to play the  
30 second radio ad**



[Click here to listen](#)  
to the range of  
live reads

This year was bigger and better than ever. There was something there for everyone. It is such a great event to become aware of new products and the samples, given so generously, were great to take home to the furballs. As a result, my little dogs will now have much more variety in their diets as I will certainly be buying new products that they have now tried. It is a highly recommended event and not to be missed.

*Nola from  
Hoppers Crossing*



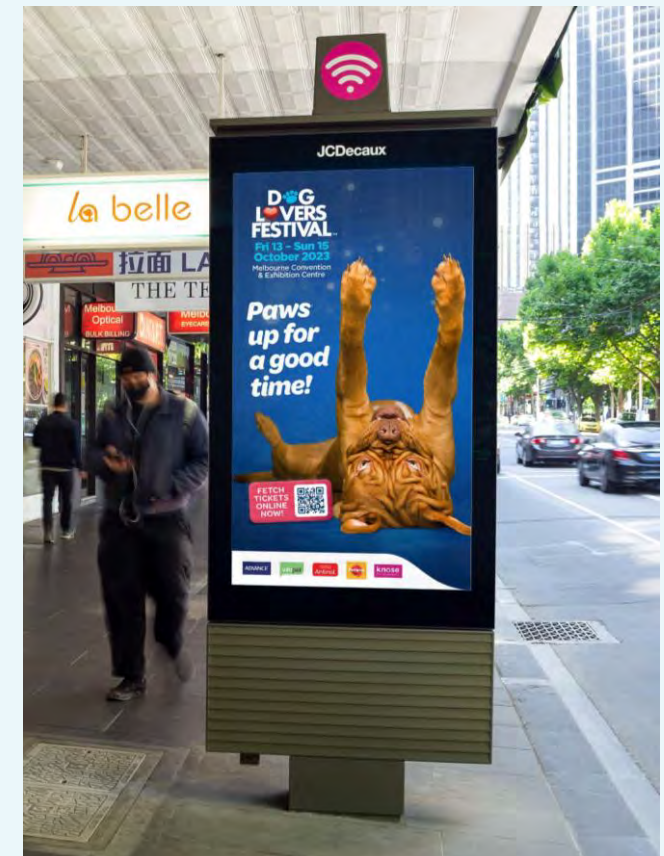
# The Marketing Campaign

## Outdoor Advertising

The massive outdoor campaign featured over 25 x Smartframes and 20 x large format digital screens on major arterials across Melbourne from Monday the 25th September to Sunday 15th October.

## Smartframe Locations

- 🐾 Queensbridge St before Power St – Southbank
- 🐾 Victoria Pde after Smith St – Collingwood
- 🐾 Collins St after Spencer St – Melbourne x6
- 🐾 St Kilda Rd after Lorne St – Melbourne
- 🐾 St Kilda Rd after Union St – Melbourne
- 🐾 Swanston St opposite Pelham St – Carlton
- 🐾 Nicholson St Median before Lonsdale St – East Melbourne x2
- 🐾 Spencer St after Collins St – Docklands x3
- 🐾 Park St before Fitzroy St – St Kilda x2
- 🐾 St Kilda Rd before High St – Melbourne
- 🐾 St Kilda Rd before Union St – Windsor
- 🐾 Harbour Esp before Bourke St – Docklands
- 🐾 Queensbridge St before Power St – Southbank x2
- 🐾 Collins St after Spring St – Melbourne x3



# The Marketing Campaign

## Billboards – Digital

- West Gate Fwy Ingles St Overpass, Port Melbourne
- Sth Eastern Fwy, Yarra Boulevard Overpass, Burnley
- Cnr South Gippsland Hwy & Thompsons Rd, Cranbourne
- 860 Nepean Highway, Hampton East
- 392 Victoria St, Richmond
- Princes Hwy, Doveton
- Western Link, North Melbourne
- High Street Prahran, Windsor
- 854 Nepean Highway, Hampton East
- Eastlink Fwy, Ringwood
- Western Ring Rd South, Laverton North
- Sth Eastern Fwy, Burnley
- Tullamarine Fwy, Wilson St Overpass, Moonee Ponds
- Sth Eastern Fwy, Yarra Boulevard Overpass, Burnley
- Princes Fwy on Princes Hwy Overpass, Point Cook
- DFO South Wharf, 20 Convention Centre Place, Left, South Wharf
- DFO South Wharf, 20 Convention Centre Place, Right, South Wharf
- 854 Nepean Highway, Hampton East
- 660 Bridge Rd, Richmond



**Total Reach:** 948,004  
**Frequency:** 2.6 x per viewer





# The Marketing Campaign

## AFL Grand Final Footy Record

The blockbuster match, attended by a capacity crowd of 100,024 spectators at the MCG, was won by Collingwood by a margin of four points, marking the club's sixteenth AFL premiership and tying the record held jointly by Carlton and Essendon. Hence the AFL Footy Record containing our full page advert has become a collector's item especially for Collingwood supporters.

**Digital Impressions:** 75,000 **Print Run:** 200,000





# The Marketing Campaign

## TV

An extensive campaign was featured across 7plus, 7Bravo with programmatic TV running across SBS On Demand, TenPlay, 10Bold, 9Now, Foxtel and Tubi.

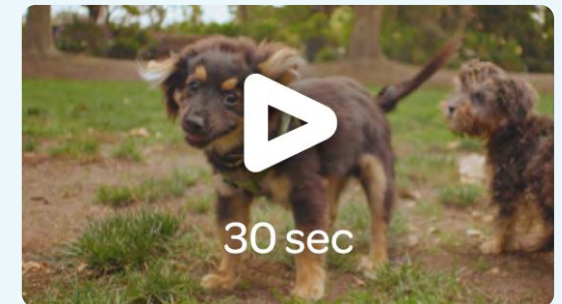
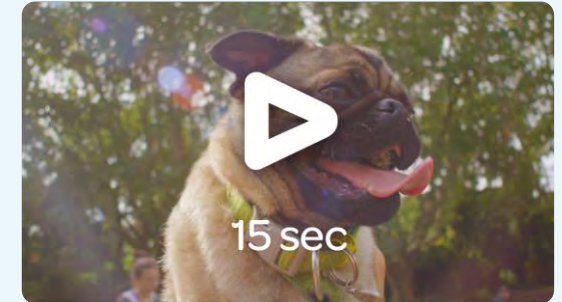
Approximately **685,000** Impressions were delivered across the Melbourne greater metro area for the Melbourne Dog Lovers Festival.

## Breakdown of Paid Digital Impression Delivery

**Mobile/Tablet:** 14.7% **CTV:** 73.8% (Catch-up TV) **Web/Desktop:** 11.5%



## View TVC's Below:



## ***The Marketing Campaign***

## Official Door Prize

Over **5,000** people entered the official door prize at numerous zones during the Melbourne Dog Lovers Festival providing great exposure for all our prize suppliers.



# Door Prize

**Win over \$2,500 worth of goodies for you and your Pooch! To enter, scan your ticket QR code here and answer a few short questions!**

---

Treat your pooch with a VitaPet Treats Hamper!  
**RRP: \$300**

**Antinol®**  
A years supply of the All Natural supplement that is changing dogs lives for the better!  
**RRP: \$544.40**

**Antinol. FOR LIFE**

**ADVANCE™**  
Enhance your pet's wellbeing with tailored nutrition using 1x \$300 ADVANCE™ Voucher  
**RRP: \$300**

**ADVANCE**

**Ella+Friends Photography**  
Enjoy a seriously fun location photography session and receive an 8 x 12" matted photograph!  
**RRP: \$528**

Terms & Conditions: \*Voucher is not redeemable for cash and cannot be used in conjunction with any other offer. Voucher is valid until Feb 2024. Location limited to Dandenong studio. If further travel is required there will be an additional fee.

**Ella+Friends**  
(Serious Fun Photography)

**Dog by Dr. Lisa**  
Essential products to begin your puppy parenting journey.  
**RRP: \$317**

**DOG**

**PEDIGREE®**  
Discover our range of quality nutrition with:

- 2x PEDIGREE® Adult Dry Food Royal Beef and Veggie 25kg
- 2x PEDIGREE® Shepherd "Tasty Dinner Large Adult Dog Treats"
- 1x PEDIGREE® Adult Beef Lamb Wet Dog Food 25kg
- 1x PEDIGREE® Kibble and Veggie

**RRP: \$307.48**

**Lyka**  
Experience Australia's freshest dog food with 1x \$300 Lyka Voucher.  
**RRP: \$300**

Terms & Conditions: The winner must use the voucher to order all minimums. 1% fees of fresh. Voucher is not redeemable for cash and cannot be used in conjunction with any other offer. Voucher is valid until 29 February 2024.

**lyka**

**Terms and conditions:**

A single chance prize game where winners spend \$8 or more 1 equivalent of the Prizes represented and their immediate families are eligible to enter for a winning entry and complete entries before entering the competition involving any "multiple questions". This promotion commences at 12pm on Friday 13 October 2023 from Sydney NSW to close at 11pm on Thursday 13 October 2023. In the event of an award being given there will be no cash prizes. On 13 October 2023 or later at the discretion of the organisers. The winner will be notified via email and the winner's details will be published on the Melbourne Convention Exhibition website. The promoter is not liable for taxes imposed upon the prizes mentioned. No liability shall fall on anyone who purchases the Prizes. Information@vict.com.au

**D&G LOVERS FESTIVAL™**  
**Fri 13 - Sun 15 October 2023**  
Melbourne Convention & Exhibition Centre



# Breakdown of Digital Campaign

Strong existing brand awareness in Melbourne allows our digital campaign to focus more aggressively on conversions over ad impressions, with our click through rates and tickets sales very strong in 2023.

## Social Media

Paid Social Media Advertising across Facebook and Instagram:

**Impressions:** 2,560,472 **Link clicks:** 26,468

## Paid advertising across YouTube:

**Impressions:** 280,568

## Paid advertising across Google text Ads:

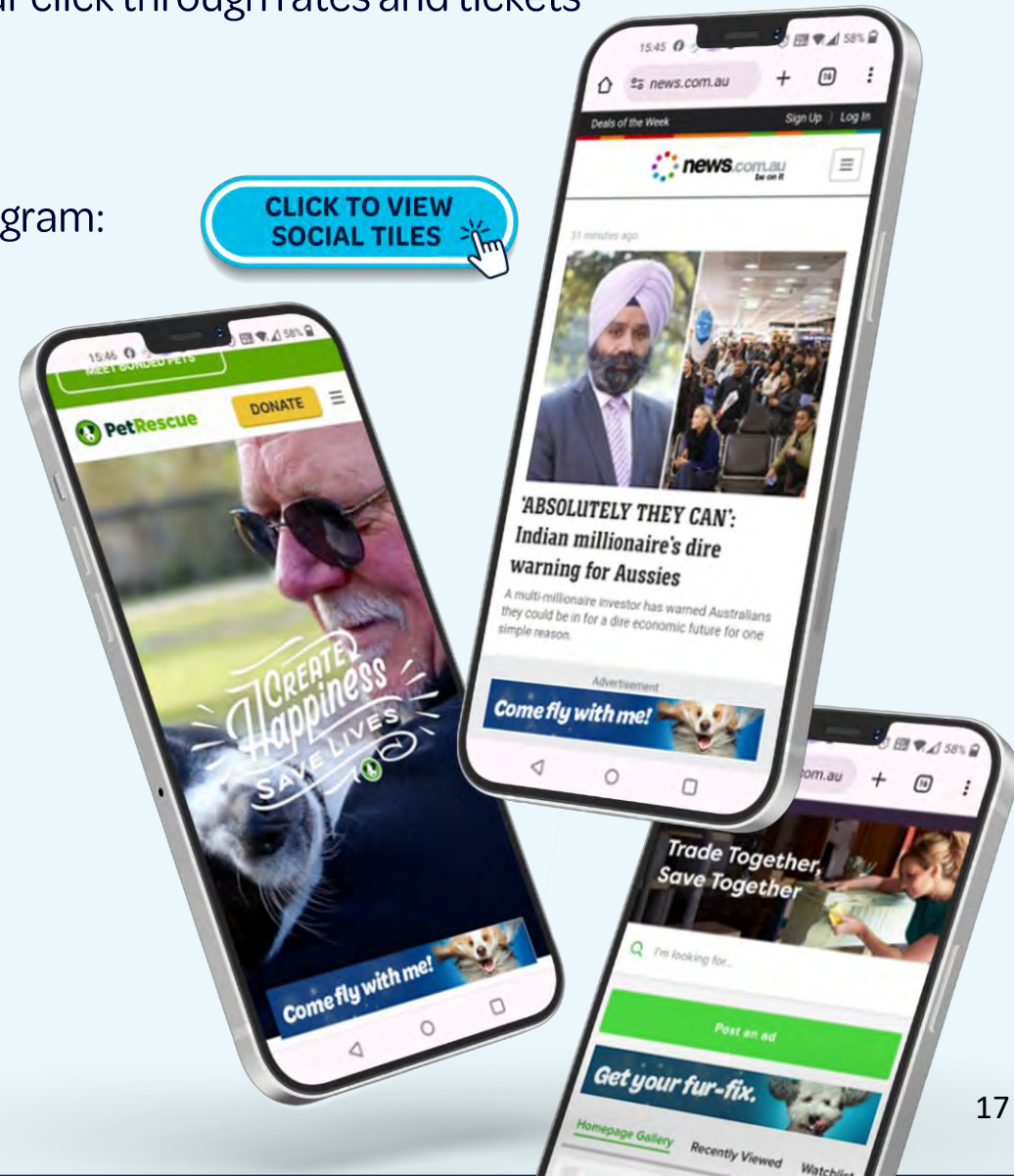
**Impressions:** 66,494

## Near (paid advertising with the Near In-App platform)

**Impressions:** 283,725

Apps included:

- 🐾 News.com.au
- 🐾 The Guardian
- 🐾 Dog – Puppy and Dog Training
- 🐾 Clio: Dog Cat Pet Care
- 🐾 Tracker
- 🐾 Cat Training
- 🐾 LiSTNR





# ***Breakdown of Email Marketing***

We ran a comprehensive eDM campaign that went to all the 2023 advanced ticket buyers plus the visitors to the Melbourne events since 2013 along with all the Door Prize entrants and our Victorian based VIP subscribers since the show's inception.

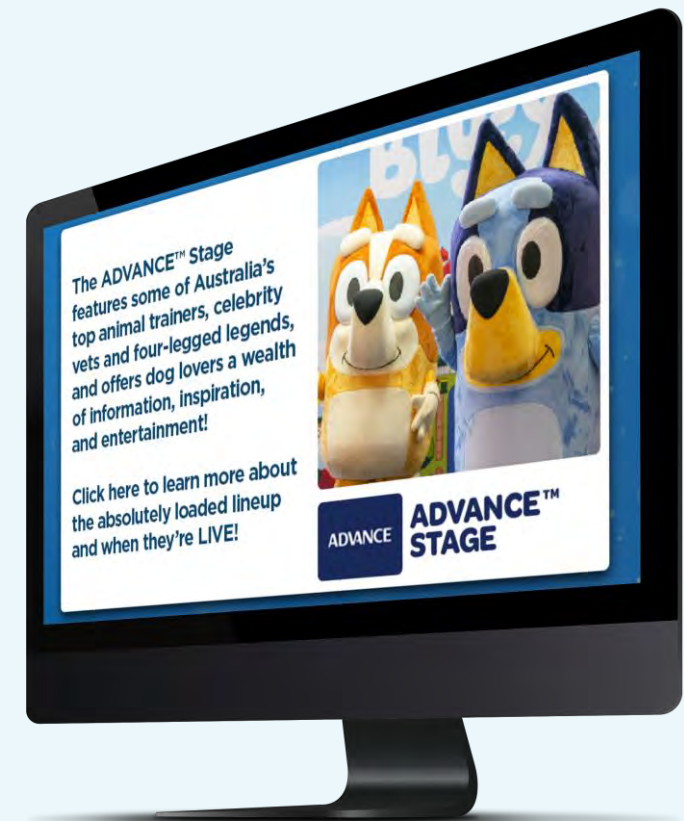
The following are the results from our Melbourne campaign:

**Emails sent:** 541,483

**Opens:** 273,966

**Click throughs:** 48,768

[Click here](#) to view all the emails that were sent to promote the Dog Lovers Festival before, during and after the event.



# Festival Guide

**20,000** Festival Guides were distributed to visitor groups upon entry to the Melbourne Dog Lovers Festival. The Guide is used as a tool for visitors to plan their day at the event and used for many months afterwards as a valuable reference for dog products and services. Exhibitors can book an advert in the Guide at highly cost effective rates but spots are limited and do sell out so book early!




CLICK TO VIEW 


Expert Pet Nutrition™

ADVANCE™

PLAY TO WIN

Scan your entry ticket at the ADVANCE™ stand and play KIBBLE TOSS to win a guaranteed INSTANT PRIZE\*





ADVANCE™ STAGE

The ADVANCE™ Stage features some of Australia's top animal trainers, celebrity vets and four-legged legends, and offers dog lovers a wealth of information, inspiration, and entertainment.

Expert Pet Nutrition™

ADVANCE

START	TALK
10:30am	Prepare your dog for film & TV stardom, with advice from Australia's leading animal trainer <a href="#">Luke Hura</a>
11:15am	See Bluey and Bingo, everyone's favourite Heeler pups! <a href="#">Bluey &amp; Bingo</a>
12:00pm	Discover skills & training techniques to help you puppy-parent like a rockstar <a href="#">Kelly Gill &amp; The Wonderdogs</a>
1:00pm	See Bluey and Bingo, everyone's favourite Heeler pups! <a href="#">Bluey &amp; Bingo</a>
1:30pm	Blow your mind: Dr Karl's INCREDIBLE Top 10 science-y things you don't know about dogs <a href="#">Dr Karl Kruszelnicki</a>
2:30pm	Prepare your dog for film & TV stardom, with advice from Australia's leading animal trainer <a href="#">Luke Hura</a>
3:15pm	Meet some K9-stars HOT on Instagram right NOW (move over Kim & Kylie!) <a href="#">Hosted by Matt de Groot from Nova FM</a>
4:00pm	Could you help raise the next generation of life-changing Guide Dogs? Find out here! <a href="#">Guide Dogs</a>

MC - Matt de Groot from Nova FM



# 2023 Melbourne Exhibitors, Breed Clubs and Adoption Groups

Accell Animal Therapy	Illustration & Design	Retriever Association of Victoria	Finnish Lapphund Club of Victoria	Great Dane Club of Victoria	Japanese Spitz – Belzbentley	monrose indoor plants	Petcover – Pet Insurance	Adoption	Shy Tiger	Treat a Ball, Farmers Mate, All Fur You, Kiwi Kitchen
ADVANCE™	Big Dog and Skippy	Dachshund – Dicanta	Fishtastic Dog (& Cat) Treats	GREAT DANE LOVERS	JAZZYBOO	Mouser Pet Supplies	PETITUDE FREEZE DRIED TREATS	Rapha Herbals Hemp – People and Pets	Siberian Husky Club of Victoria	VC INK TATTOO
Amazing Greys Greyhound Rescue Victoria	Big Sky Innovations – InflataFENCE	Dashie Dog Ramps	Floofers	GreenGold hempoil	Jeebsters Nostalgic Signs Pty.Ltd.	My Best Friend Vets	Pets Haven	Rarer Gundog Spaniel Club of Victoria	Soft Coated Wheaten Terrier Club of Victoria	VEGGIEDENT FR3SH
American Cocker Spaniel Club of Victoria Inc.	BISSELL	Dearest Sally Snowdrop	Forever Friends Animal Rescue	Greenies	K9 Grass® By Premier Grass	National Breast Cancer Foundation	PetsMedic	Ready Vet Go – Pet Ambulance	Sophie's Legacy	Victorian Dog Rescue & Resource Group
Animal Aid	Blackdog	Devoted 2 Dachshunds Rescue	Frankie & Emmett	Greyt Greys Rescue Incorporated	K9 Natural	NatureDog Raw Dog Food	Petstock	Resting Waters Pet Cremation	Sparkle*Liscious	VitaPet
Animal Justice Party	Bondi Pooch	DG Paws	Freezy Paws Freeze Dried Treats	Guide Dogs	Kangan Institute	Newfoundland Club of Victoria	Petstock Foundation	Reterniti Cremation Stones	Springer Pets	Waggin Tails Animal Rescue
Animals Down Under	Boofhead Bites	DGG (Doggone Gorgeous)	French Bulldog Club of Victoria	Happy Hearts Animal Rescue	Keiliebe Designs	NexGard Spectra	Petworx pet grooming scissors	Rhodesian Ridgeback Club of Victoria	Stafford Rescue Victoria	Wags & Whisky
Animals Like Us	Border Collie Club of Victoria	DOBIDO PET FOOD	Friendly Dog Collars	HAPPY HOUND PEOPLE APPAREL	Kip. Happy Stays	No Hairs Ark Chinese Crested Rescue	Picture Moments Photography	Rieko's World	Starting Over Dog Rescue	Weimaraner
Antinol	Bosco & Co	Dog By Dr Lisa	Frog Dog Studios	APPAREL	Knose Pet Insurance	Old English Sheepdog Club of Victoria	Piomotto Pets	Rover Pet Products	STREAMZ-GLOBAL	West Highland White Terrier Club of Victoria
Asahi Paws	Bow Wow Meow Pet Insurance	Dog Fragrances	Furmates	Hear No Evil – Deaf Dog Rescue	Labrador Retriever Club of Victoria	Otways Distillery	Pitter Patter Paws Melbourne	RUFFTRACK	Supaw Pet Bakery	Western Bull Dogs
Australian Animal Protection Society	British Bulldog Club of Victoria	Dog Yog	Garth	Heartly	Larry's Lunch Pet Food	OutFox	Poop Dog - no maintenance real grass dog toilets	Samoyed Club of Victoria	SUPER PAWS	White Swiss Shepherd Dog Association of Victoria
Australian Made Campaign	Brunswick Fur Food	Doggy Devoted	Geelong Animal Rescue	Henry Pickle	Lenny's Kitchen Muesli for Dogs & Puppies	Paw & Order by Jo Cooper	Potiki Pet Insurance	Sarah Tavilla Tattoo	SWIFF Spray - Stop Germs. Stop Odors.	WHOSA
AUSTRALIAN WAR ANIMAL MEMORIAL ORGANISATION INC	Canine Couture Photography	Doglatto	Geelong Animal Welfare Society	Hound Club of Victoria Inc.	LifeWise Pet Nutrition	Paw Xplore	Prime100	SCHMACKOS™	Tails of The Forgotten Paws	WILD ABOUT ANIMALS
Bamboozld	CanineCeuticals	Dogs Victoria	German Shepherd Rescue Victoria	Houndbag	Lily the dog trading as LilFood	Pawsome Smash Cakes	Project Underdog Rescue	Schnauzer Club of Victoria	TALENTAIL	Wine Selectors
Bark with Buster	Canophera	doTERRA ESSENTIAL OILS	German Spitz	Hugo's Icecreamery	LIZ CUDDLING PETS	Pedigree	Pug Rescue & Adoption Victoria	Scottish Terrier Club of Victoria	TCR Canine Wear	Wounded Heroes
BARKI	Cezar's Choice	EAC Animal Care	Give Paws	Humane Animal Rescue	Love My Dog Club	Pembroke Welsh Corgi	Qingdao Colorful Printing Packaging Co.,Ltd	Sealyham Terrier	The Golden Bone Bakery	ZamiPet
Beagle Freedom Australia	Cocker Spaniel Rescue Australia	Edenhills Pet Cremation	GLADYS & JACK – DOG CANDLES	I am What I am	Love Thy Pets	Perfect Bowl	Racing 2 Rehome Greyhound	Seeing Eye Dogs – Vision Australia	The Paw Grocer	ZIWI Peak
Bell & Bone	Collie Club of Victoria	Ella+Friends Photography	GOOD COUNTRY HEMP	igroomhub	LOVEHOUND	Pet Drs		Shiba Inu Lovers	The Quality Collar Co.	
Benebone & curli	Costco Wholesale	Eros. Pet Treats for Cats and Dogs	Gogo Treats	IRPROMEA	Lyka	Pet Medical Crisis		Shih Tzu Club of Victoria Inc.	The Treaterly	
Beth Parow	Country Pine Kennels	Eureka Pet Co	Golden Retriever Rescue Inc.	Irish Wolfhound Club of Victoria	Medibank	Pet Planet				
	Countrywide Cottages	Fido's Pet Care Products		Italian Spinone Group	Mini's Bulldog Rescue Club	PetCheck 24/7				
	Curly Coated			Japanese Akita – Forestpack						



# A big thanks to all our Sponsors & Partners

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ASSOCIATION PARTNER



PAT-A-POOCH SPONSOR



ADOPTION ZONE SPONSOR



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VENUE PARTNER



CHARITY PARTNER



PRODUCTION PARTNER



FESTIVAL ORGANISED BY



**Sat 9 & Sun 10  
March 2024**

Brisbane Convention  
& Exhibition Centre



**Sat 24 & Sun 25  
August 2024**

Sydney Showground



**Sat 26 & Sun 27  
October 2024**

Melbourne Showgrounds