



Post-Festival Report

D  **G**
LOVERS
FESTIVAL™

Sat 26 & Sun 27
August 2023

Sydney Showground



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Visitor Insights

26,704

visitors attended the 2023 Sydney Dog Lovers Festival

*Excludes kids under 5 & Exhibitor staff

67%

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!

More than
60%

of visitors were attending for the event for the first time.

Over
90%

of visitors stated that the show either met or exceeded their expectations and will return next year, with almost half saying they will also be telling all their dog loving friends to attend next year too!

Over
20%

of visitors attended the Cat Lovers Festival next door, demonstrating many of our dog visitors also love and live with cats.

78%

of visitors purchased products & services on-site at the event and over 80% stated that they will buy from Exhibitors after the event.

42%

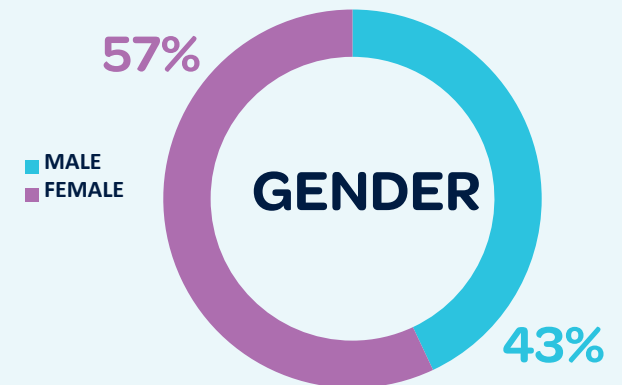
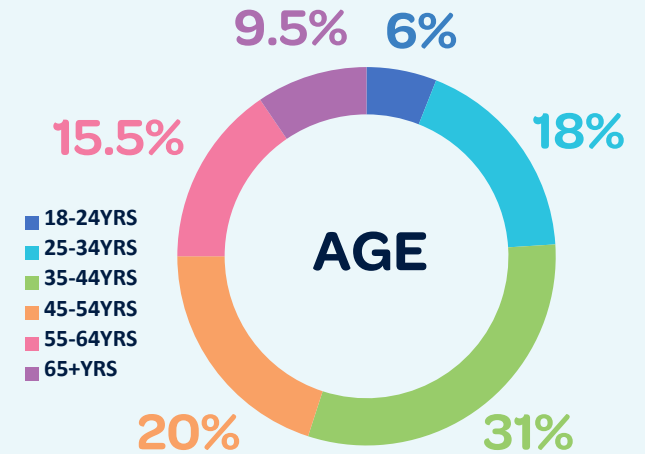
are interested in a new natural and organic product zone for dogs next year.

86%

of visitors spent over 5 hours at the Festival and nearly 20% spent the entire day at the event.

28%

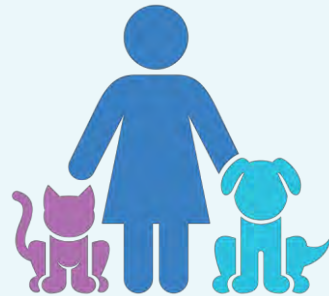
of visitors also live with a cat and over 45% would attend the Cat Lovers Festival if we ran it at the same time again next year.



Visitor Insights



83%
of visitors
own a dog



28%
of visitors to the
Dog Lovers Festival
also live with a cat



33%
of visitors
own 2 dogs



11%
of visitors
own 3 dogs

Over
30%

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

19%

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



49%
of visitors
sourced their
dog from a
registered
breeder



33%
of visitors
sourced their
dog via an
adoption group
or rescue
shelter

85%

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

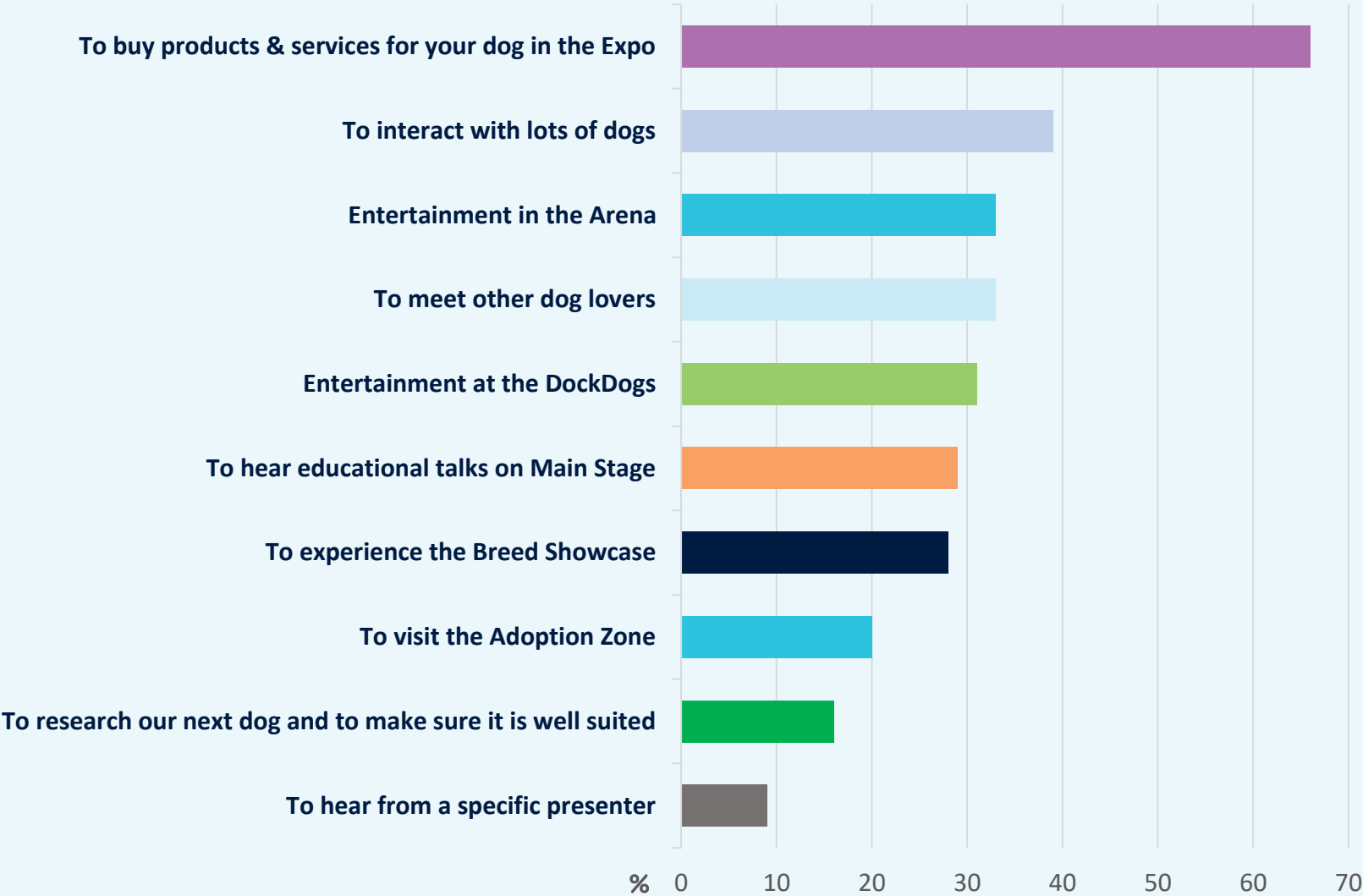
\$3.2M

worth of purchases were
made on the Festival floor

A higher percentage of visitors
reported that they made
purchases at the 2023 event
(79%) compared to 75% in 2022
– so there was an increase in
buying on the Expo floor this
year despite attendance being
slightly down.

Over 90,000 individual leads
generated by those Sydney
Exhibitors using the official
'Lup' data capture technology,
with some businesses
collecting over 7,500 leads at
the event.

Reasons for Attending the Festival

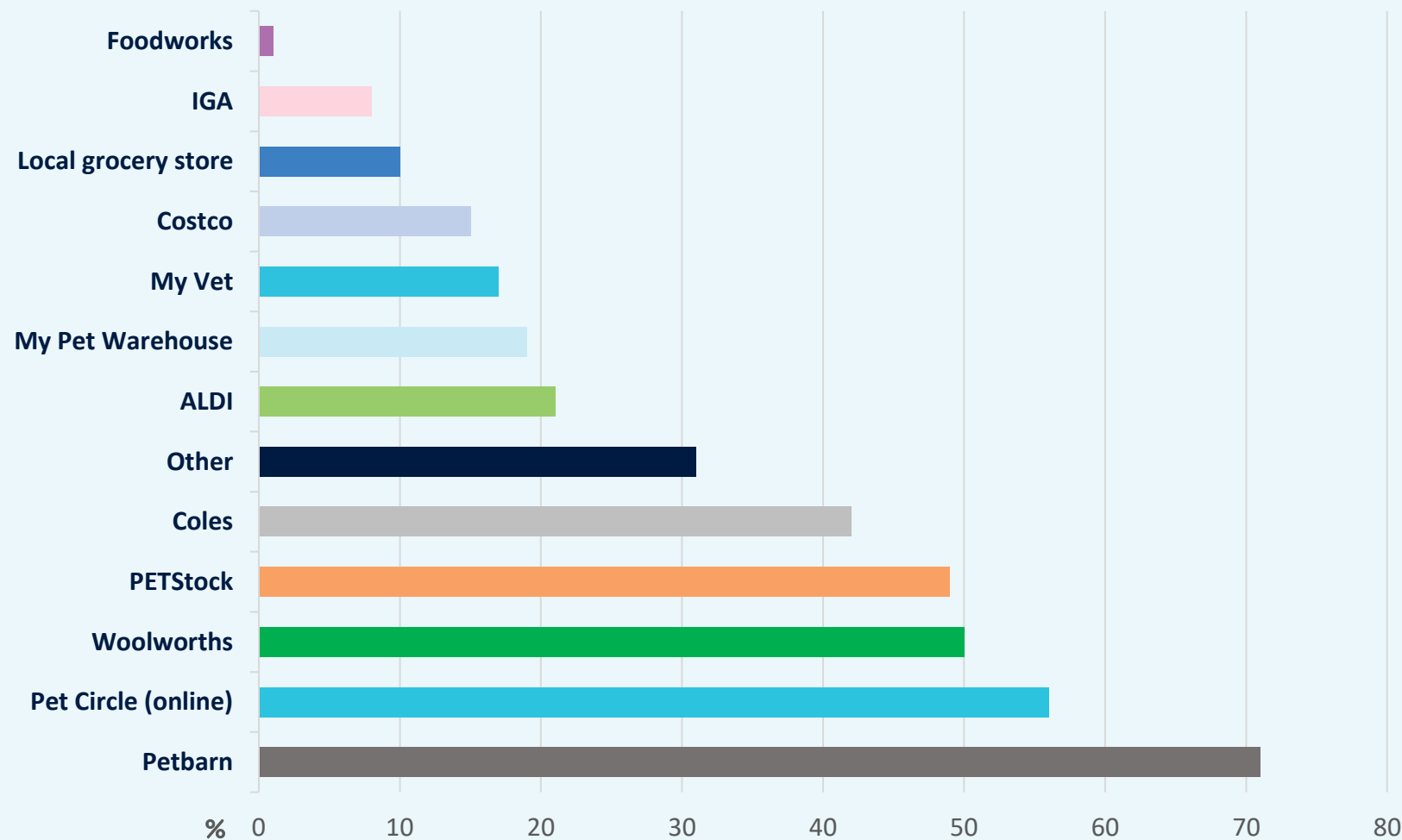


I attended the festival whilst travelling for work. I am not from Sydney and I saw it advertised at the Dome from my Hotel Balcony, so I bought tickets and went along. It was such a great day out, I met lots of dogs and lots of friendly like-minded people. The Wonderdogs were probably my favourite, but all the shows in the Vitapet Arena were great. I purchased so many goodies for my four Border Collies that I had to purchase an additional case and add an additional baggage onto my plane ticket.

Danielle from Brighton

Shopping Trends

Places where visitors buy products/service for their dog



The Digital Stats

Dog Lovers Festival Website

DIGITAL
STATS

770,000+
Unique Users per year

53% of audience aged
25-44

63%
female skew

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

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

 33,000

 61,000

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

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

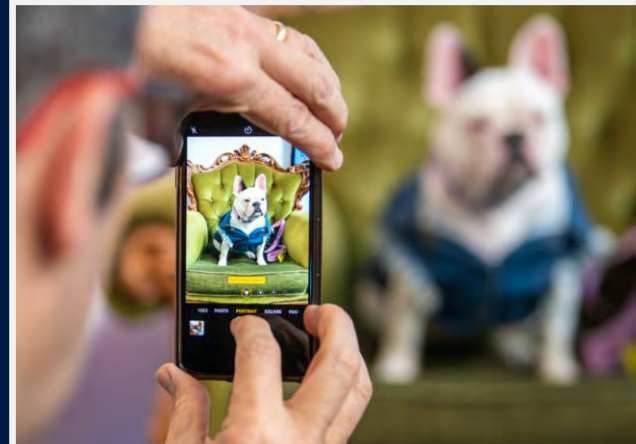


127,000+

*Consists of all previous visitors since
2014, Door Prize Entrants and
subscribers to our VIP Loyalty Program
nationally.

Better than Xmas.
A fun packed day
of entertainment,
petting cute dogs and
checking out the latest
treats and goodies for
our dogs. Can't wait
'til next year.

Ebony from Somerville



Festival Footage and Images



Festival Highlight Video (B2B)



Festival Highlight Video (B2C)

flickr

[CLICK TO VIEW](#)
hundreds of high-
quality images from
the 2023 Sydney Dog
Lovers Festival

Had a wonderful time at the Dog Lovers Festival, was able to purchase some great products that I have seen on Instagram that don't deliver to my area, so it was being able to purchase them there for my dog to try!

Nicolle Simpson from Wyoming

My daughter and I attended both the Dog Lovers and Cat Lovers Festival. We chose to come by public transport as we were travelling down from the Central Coast. We found travelling to the venue very easy and the range and knowledge of the vendors was very impressive. There were lots of give aways to be found and our animals are reaping the benefits. This was our first Festival and will be back for sure next year. Congratulations on presenting two amazing events.

Megan Radford from Kincumber

PR Highlights

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

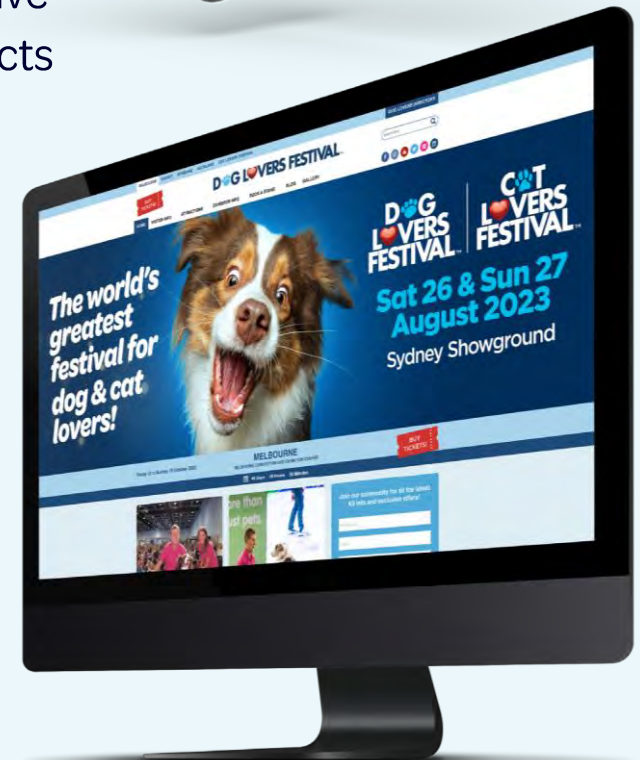
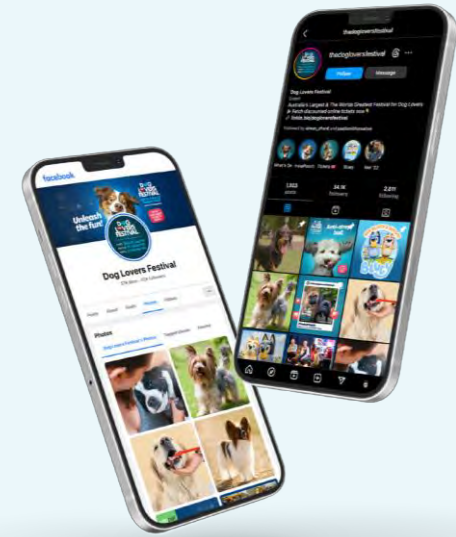


The Marketing Campaign

The marketing campaign for the Sydney 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 adverts, live reads by on-air talent and traffic report sponsorships during the peak breakfast, morning, afternoon drive time slots on NOVA, KISS, SMOOTH, WSFM etc from around 12th to 26th August.

We reached approximately 615,000 listeners at least once and 282,000 at least 3 times across the radio stations above and our saturation campaign was supported with a large scale outdoor advertising campaign on major arterials throughout metro Sydney.

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



nova

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

Fantastic event full of adorable & well-behaved dogs! We had so much fun with the dog shows, talking to breeders & owners and just enjoying the great vibe in general. Everyone was lovely and you could tell they were all happy to be there - dogs included! Would recommend for any current or soon-to-be dog owner, or if you are just a fan of dogs in general!

**Mike from
Camperdown**

The Marketing Campaign

Outdoor Advertising

The massive Outdoor campaign featured over 20 x Smartframe street furniture signs and 14 x large format digital screens and 1 x large format static on major arterials across Sydney from Monday 31st July to Sunday 27th August.

Smartframe Locations

- 🐾 Central Station Sydney x 3
- 🐾 Central Station Haymarket x 4
- 🐾 Strathfield Station
- 🐾 Martin Place Station
- 🐾 Chatswood Station
- 🐾 Circular Quay Station x 2
- 🐾 Bondi Station Bus Interchange x 4
- 🐾 Parramatta Station
- 🐾 Redfern Station
- 🐾 Town Hall Station x 3
- 🐾 North Sydney Station
- 🐾 Wynyard Station x 2
- 🐾 North Sydney Station x 2



The Marketing Campaign

Billboards – Digital

- 🐾 Boundary St – Roseville
- 🐾 M4 Motorway Overpass – Sydney Olympic Park
- 🐾 General Holmes Drive – Airport bound – Mascot
- 🐾 T1 Exit Spectacular – Mascot
- 🐾 Sydney Domestic Airport Entry Supersite – Mascot
- 🐾 Epping Rd Overpass – Macquarie Park
- 🐾 Parramatta Rd – Inner West Overpass – Lewisham
- 🐾 Old Windsor Rd Overpass – Bella Vista
- 🐾 Corner Mona Vale Rd & Pacific Hwy – Pymble
- 🐾 Woodville Rd Overpass – Granville
- 🐾 King Georges Rd Overpass – Wiley Park x 2
- 🐾 Anzac Pde Overpass – Marouba
- 🐾 General Holmes Drive – M5 Mwy Junction – Mascot
- 🐾 Kitchener Street Overpass on Burnt Bridge Creek – Balgowlah

Approximate Total Reach: 1,235,000

Approximate Frequency: 4x per viewer (the average of times a person would see the campaign creative)

Billboards – Static

- 🐾 Corner Norton St & Marion St



CLICK TO VIEW



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.

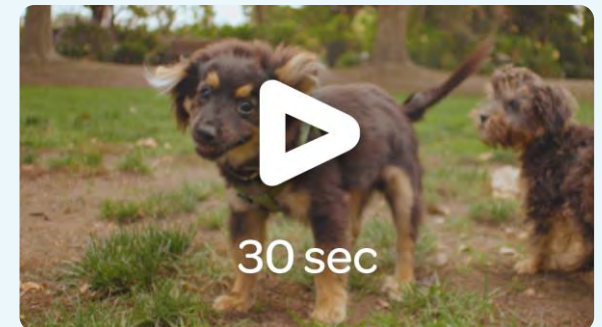
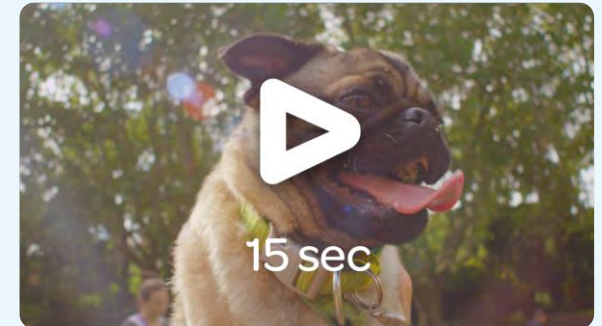
Approximately **770,000** impressions were delivered across the Sydney greater metro area for the Sydney Dog Lovers Festival.

Breakdown of Paid Digital Impression Delivery

Mobile/Tablet: 12.3% **CTV:** 78.1% (Catch-up TV) **Web/Desktop:** 9.6%



View TVC's Below:



The Marketing Campaign

Door Prize Entry Stats

Over **2,562** people entered the official door prize at the Sydney Dog Lovers Festival providing enormous 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!

VitaPet
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 studios. 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 20kg
- 2x PEDIGREE® Shepherd's "Daddy Dog" Large Breed Adult Dog Food 20kg
- 1x PEDIGREE® Adult Beef Lamb Wet Dog Food 20kg
- 1x PEDIGREE® Senior and Vetegies

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 at minimum, 1kg box of food. 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 winner of the door prize will receive up to \$2,500 worth of prizes. Prizes are subject to availability and may vary without notice. Prizes are not redeemable for cash and cannot be used in conjunction with any other offer. Prizes are valid until 29 February 2024. Prizes are not transferable. Prizes are not redeemable for cash and cannot be used in conjunction with any other offer. Prizes are valid until 29 February 2024. Prizes are not transferable. Prizes are not redeemable for cash and cannot be used in conjunction with any other offer. Prizes are valid until 29 February 2024. Prizes are not transferable.

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

Breakdown of Digital Campaign

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

Social Media

Paid Social Media Advertising across Facebook and Instagram:

Impressions: 3,243,675 **Link clicks:** 24,864

Paid advertising across YouTube

Impressions: 492,305

Paid advertising across Google text Ads

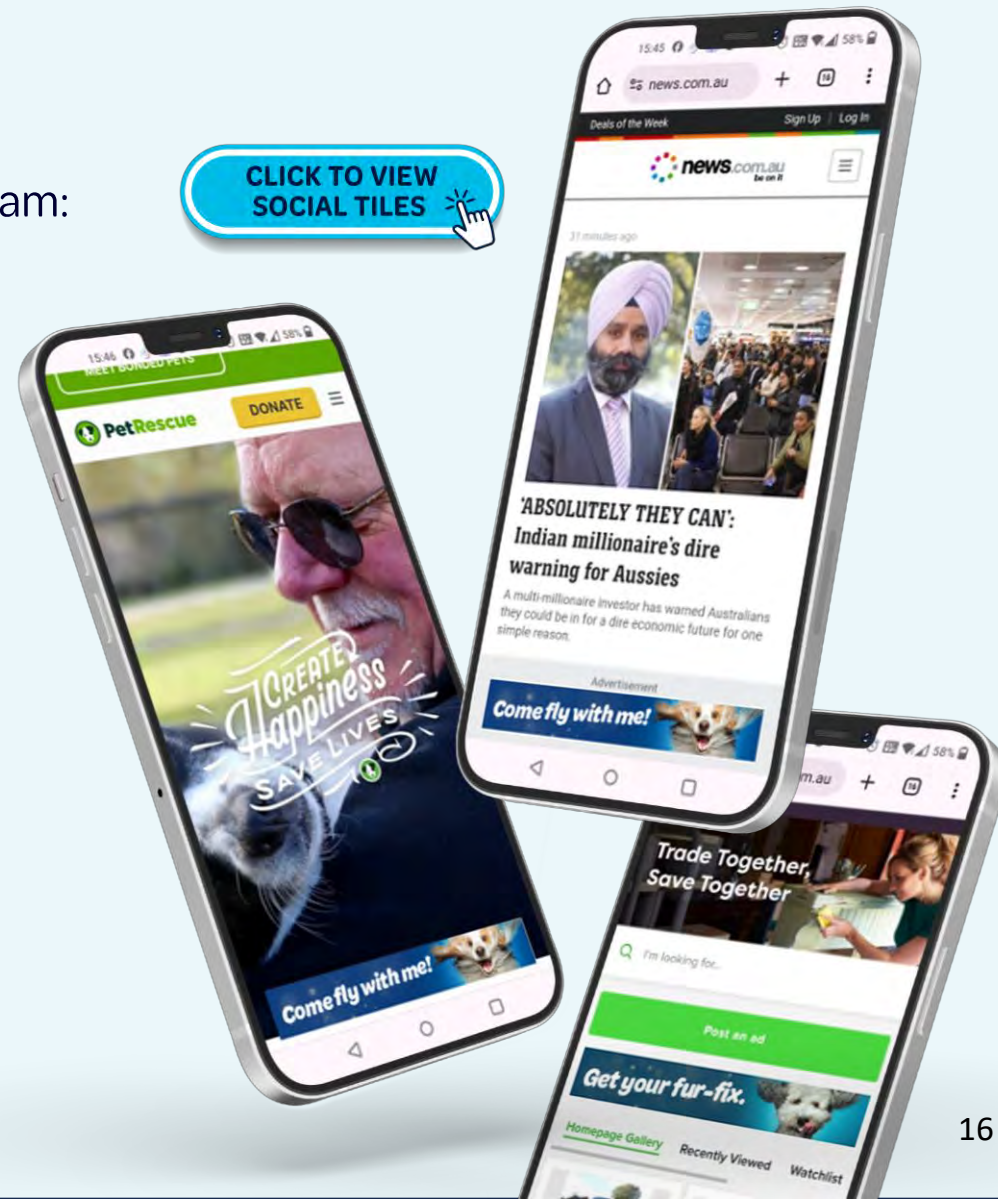
Impressions: 192,902

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

Impressions: 292,996

Apps included:

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



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SOCIAL TILES

Breakdown of Email Marketing

We ran a comprehensive eDM campaign that went to all the 2023 advanced ticket buyers plus the visitors to the Sydney events since 2014 along with all the Door Prize entrants since the show's inception.

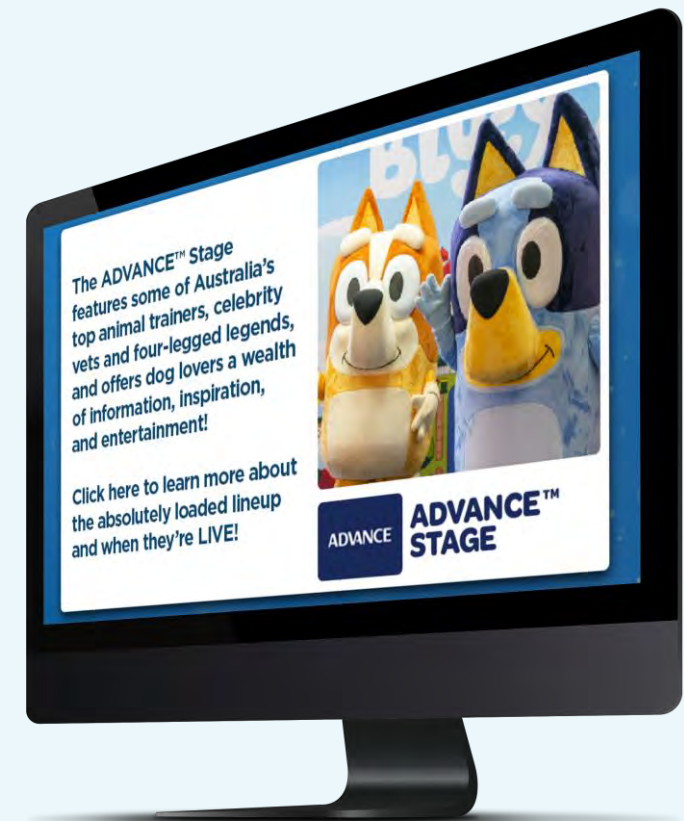
The following are the results from our Sydney campaign:

Emails sent: 396,250

Opens: 205,856 (52%)

Click throughs: 28,827

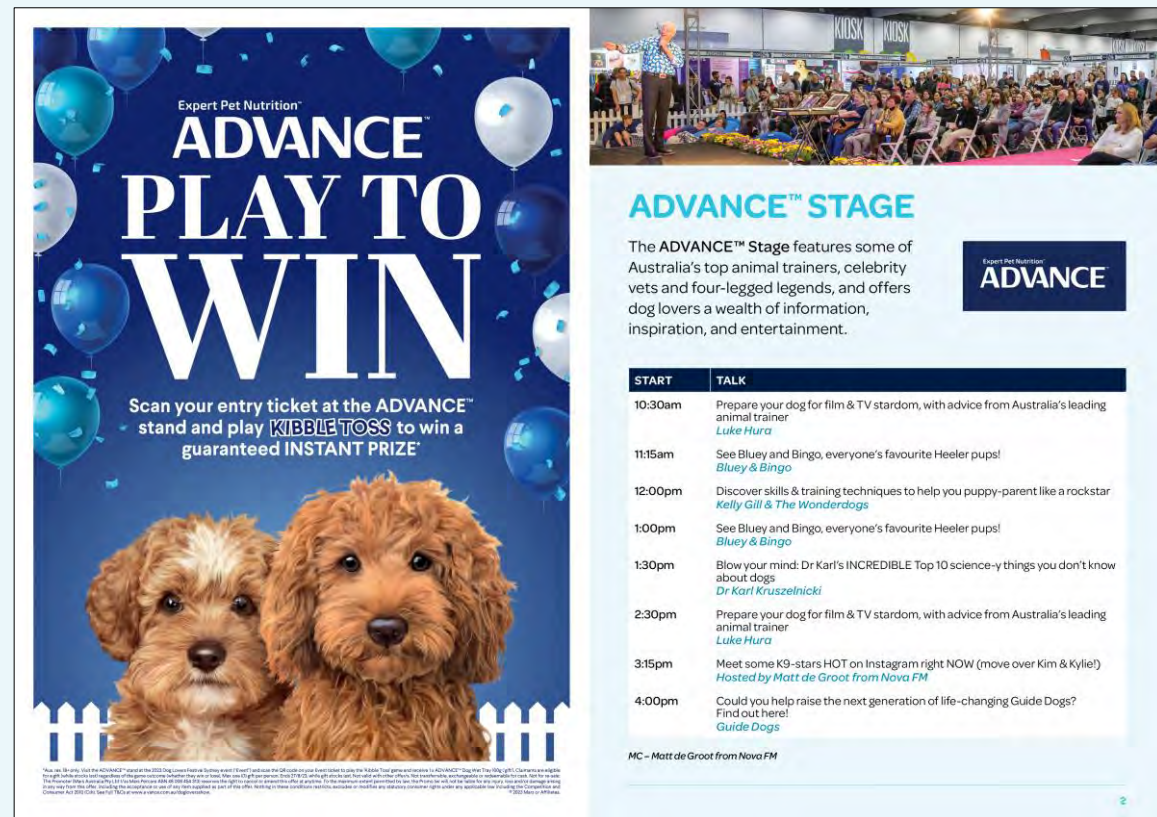
[Click here](#) to view all the emails that were sent to promote the Dog Lovers Festival before, during and after the event.



Festival Guide

20,000 Festival Guides were distributed to visitors upon entry to the Sydney 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](#)

2023 Sydney Exhibitors, Breed Clubs and Adoption Groups

4CYTE™	BISSELL	Country Companion Animal Rescue	French Bulldog Club of NSW	Lagotto Romagnolo Club of NSW	Norwegian Elkhound	Poseidon Animal Health	Sydney Dingo Rescue
A La Carte	Blackdog		Funk Dog	LICKIMAT	NSW Bull Terrier Rescue	Potiki Pet Insurance	Sydney Dogs & Cats Home
Accell Animal Therapy	Bling Hound	Country Griffon Bruxellois Club of NSW	German Shepherd Dog League of NSW	LIFEWISE PET NUTRITION	NSW Samoyed Club Inc	Pound Patrol Rescue	The Dog House
Acupet- Animal Acupuncture	Bloomingtails	Crystal Lee Illustrations	GOGO TREATS	LIZ CUDDLING PETS / PAW & FINE	Origin K9	Prime100	THE PAW GROCER
ADVANCE™	Border Collie Club NSW Inc	Dachshund Club of NSW Inc	Green Gold Hemp Oil	Louise's Doggie Charms	OutFox	Pure Life Pet Nutrition	The Quality Collar Co.
Air Bark'n'Bark	Bosco & Co	DGG (Doggone Gorgeous)	Greenies	Lovebites	Papillon (Dog) Club of NSW Inc	QINGDAO COLORFUL PRINTING	The Treatery
Animal Welfare League NSW	Bow Wow Meow Pet Insurance	Dobermann Club of NSW Inc	Greyhound Rescue	Lyka	Patch & Purr Pet Cremation	Rapha Herbals – Hemp for People & Pets	The Urban Wolf
Antinol®	British Terrier Club of NSW Inc	Dog By Dr Lisa	Greyhounds As Pets	MACRAMEGAU	Paw & Order	Refresh	Tiki Animal Rescue
Ark Distribution	Bullmastiff Club of NSW Inc	Dog Rescue Newcastle	Guide Dogs NSW / ACT	Maremma Sheepdogs in Rescue	"PAWS FOR THOUGHT" RESCUE	Rescue Hub	Tiny Paw Couture
Asahi Paws	BX Earth Dog	DOGLATO	Hanrob Pet Hotels	McDowells – Animal Botanical	Pawsome Smash Cakes	Rieko's World	VitaPet
ASSOCIATION OF PET DOG TRAINERS	CANINE CEUTICALS	DOGS NSW	Hear No Evil- Australian Deaf Dog Rescue	Medibank	Pedigree®	Rottweiler Club of NSW	Whippet Club of NSW Inc
Australian Made Campaign	Cavalier King Charles Spaniel Club NSW	dōTERRA Essential Oils	Heartly	MEREDITH'S HANDICRAFTS	Pembroke Corgi (Nireno)	RSPCA NSW	Wildhunde
Australian Shepherd Association of NSW	CENTRAL ANIMAL RECORDS	EAC Animal Care	Hugo's Icecreamery	Mini's Bulldog Rescue Club	Pestock	RuffTRACK	Wine Selectors
Baby Pet	Cesar's Choice Pet Nutrition	Eureka Pet Co	HVAFCRC	MM PHOTOS	Pet Drs	Ruthless Photos	Yorkshire Terrier Club of NSW
Bamboozld	Charlie's	Fido's Pet Care Products	ilume	Mouser Pet Supplies	Pet Professor	SAFE Rehoming	ZIWI PEAK
Basenji Club of NSW Inc	Chokyo pet	Finnish Lapphund Club of NSW	Irish Wolfhound Club of NSW	My Buddy & Me	Pet QR ID Tag	SASH - Small Animal Specialist Hospital	
Bell & Bone	Chow Chow Dog Club of NSW	Fishtastic Dog Treats	JEKCA - Animal Building Blocks	National Breast Cancer Foundation	Pet Resorts Australia	Save Our Strays	
Best Friends For Ever Rescue Illawarra	Collie Club of NSW Inc	Floofers	K9 Grass™	Neapolitan Mastiff	PETMIMA	SCHMACKOS™	
Beth Parow Illustration	CONCETTI	Footy Dog Jackets	K9 Natural	NexGard Spectra for Dogs	PetO	SLINGGUARD	
Big Sky Innovations – InflataFENCE	Costco Wholesale	Frankie & Emmett	Kick Ice Cocktails	Nicole and Baby	Piomotto Pets	SMART PET TREATS	
	Cotonrun		Kip. Happy Stays		Pomeranian Club of NSW	Sniff & Eat	
			Kristine's K9 Treats				

A big thanks to all our Sponsors & Partners

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		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