According to a 2014 survey*, Ontario pet parents indicated that they are overwhelmingly satisfied with the veterinary care their pet receives (97%). The survey also showed that not enough pet parents are making regular check-ups a priority (almost 25% never seek veterinary care and 40% only seek reactive care). This represented a call to action with a goal to alter attitudes and perceptions of veterinary care in Ontario.

With the power of PR, the OVMA has reached nearly 10,000,000 Ontarians with positive, proactive key messages about the value and importance of regular, preventative pet care.

2,806,800 TV viewers
916,045 print readers
3,312,277 radio listeners
2,912,585 Internet users

TWITTER CHAT
74 LOCAL STORIES
20,800,000 estimated impressions* during one-hour chat
3,089 Twitter mentions
#2 trending topic in Canada

SOCIAL GROWTH
March to July 2015
300+ new Twitter followers
900+ new Facebook fans

* Impressions: The number of times the people reached have seen #Pets2Vets content.
* Ontario 2014 Pet Owner Attitudes and Behaviours Survey