


# INJECTION PREVENTION

A proposal By Maddy Guinness

A hand holding a protest sign that reads "NO ANIMAL TESTING". The sign is black with white, hand-painted text. The background features a faint, repeating pattern of the word "FEEDABLE" and various symbols like a peace sign and a heart. The overall design is set against a background of overlapping pink and purple geometric shapes.

NO  
ANIMAL  
TESTING

# EXECUTIVE SUMMARY and INTRODUCTION

- ▶ I propose to create a middle man organisation, named ‘Injection Prevention’, between animal welfare charities targeting the use of animals in laboratory testing and known cruelty-free brands
- ▶ This organisation would approach brands to make a limited edition version of their products which they would then contribute a portion of their profits to charity.
- ▶ This would in turn encourage customers to boycott and put pressure on non-cruelty-free brands to do the same.

# PROBLEM

- ▶ Over 100 million animals are burned, crippled, poisoned, and abused in US labs every year.
- ▶ 92% of experimental drugs that are safe and effective in animals fail in human clinical trials because they are too dangerous or don't work.
- ▶ Up to 90% of animals used in U.S. labs are not counted in the official statistics of animals tested
- ▶ According to the Humane Society, registration of a single pesticide requires more than 50 experiments and the use of as many as 12,000 animals.
- ▶ The law doesn't require the use of valid alternatives to animals, even if they are available.



# OPPORTUNITY

**(\$465 MILLION)**

Together we've raised **\$465 million** and impacted **over 90 million lives**

My proposed business model is already very successful:

(RED) is an organisation that fights AIDs. “They founded (RED) with a simple mission, to make it easy for people and businesses to join the fight against the deadly virus.” [www.red.org](http://www.red.org)

## HOW (RED) WORKS

01



Shoppers note that when you buy (RED) products, up to 50% of profits from those sales will go to fight AIDS.

02



Shoppers buy (RED) and the manufacturers of the (RED) products send a contribution directly to the Global Fund - not to (RED).

03



The Global Fund uses 100% of this money - with no overhead taken out - to finance HIV/AIDS programs.

# OBJECTIVES

- ▶ To raise awareness of the continuous misuse of animals in laboratory testing by stating the link to ‘Injection Prevention’s’ website where they can find statistics and facts. I would also make
- ▶ To get household name brands to get involved and pledge cruelty free.
- ▶ Indirectly pressuring other companies to do the same.
- ▶ To raise money for animal welfare groups like PETA

# METHOD AND ACTIVITIES

- ▶ Approaching companies to partner with such as:

**DON'T TEST ON ANIMALS!**



Cruelty Free Brands: High End - Mid End Makeup



# METHOD AND ACTIVITIES

- ▶ Devise a recognisable logo and theme for the products.
- ▶ Create a marketing campaign.

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## INJECTION PREVENTION A CRUELTY FREE PRODUCT

Labs that use mice, rats, birds, reptiles and amphibians are exempted from the minimal protections under the Animal Welfare Act .skin and eye irritation tests where chemicals are rubbed on shaved skin or dripped into the eyes without any pain relief. Others tests involve killing pregnant animals and testing their fetuses. law doesn't require



# SCHEDULE

This process will take several months to fully operate. In this time I will:

1. find business partners in well-known brand names to collaborate with.
2. I need to find professional marketing and graphics teams to devise the advertising campaign and infographics.
3. I will then need time for the companies to produce the merchandise, distribute and sell.
4. Finally, I can contribute the profits to the appropriate charities and see the results!



# JUSTIFICATION

- ▶ This business model has not been done yet in this field of welfare.
- ▶ Many people are unaware that the problem is ongoing as it is no longer represented in the media or in the public eye.
- ▶ There is no good reason to continue to use animals in laboratory testing due to the development of many alternative methods.

# RESOURCES AND BUDGET

- ▶ An executive team to pitch and correspond with the big brand companies about design and pricing.
- ▶ A graphic designer to create the logo and product infographics
- ▶ I will need a freelance marketer to create a campaign.
- ▶ An actionable marketing campaign would cost between \$750-\$5000 to produce and implement.
- ▶ Here is a quote for a social media marketing campaign strategy:

Start by Building Your **Custom Social Media Strategy**

CHOOSE YOUR NETWORKS			INITIAL CAMPAIGN INVESTMENT
<input checked="" type="checkbox"/> FACEBOOK	<input type="checkbox"/> TWITTER	<input type="checkbox"/> PINTEREST	<b>\$2400</b>
<input type="checkbox"/> YOUTUBE	<input type="checkbox"/> LINKEDIN	<input checked="" type="checkbox"/> INSTAGRAM	ONGOING CAMPAIGN INVESTMENT
<input type="checkbox"/> TUMBLR	<input type="checkbox"/> GOOGLE+	<input type="checkbox"/> HOUZZ	<b>\$1000</b>
SEE WHAT'S INCLUDED			<a href="#">GET A FREE QUOTE</a>
40 Social Posts/Month		0 Blog Posts/Month	

# MEASUREMNETS

- ▶ How many limited edition units were sold compared to the standard version. This would tell me whether or not the moral incentive was influential enough on the customer to increase sales and become a desirable and profitable project for other companies to get involved in.
- ▶ Secondly I would measure how much money was raised in total after an arbitrary amount of time of sales.
- ▶ I would then examine where that money went and the impact it had on the problem.
- ▶ Finally, I would research whether any brands were influenced to switch to cruelty free methods after observing the projects results.

# Image Sources

- ▶ <http://www.peta.org/living/beauty/these-companies-dont-test-on-animals/>
- ▶ <http://beautyandmakeuplove.com/cruelty-free-brands-makeup-skin-care-hair-care/>
- ▶ <https://www.youtube.com/watch?v=gHa2wn4ILyU>
- ▶ [www.red.org](http://www.red.org)
- ▶ Screenshot from WebpageFX