



THE DODO

THE ANIMAL LAW CONFERENCE

BEYOND LITIGATION: ALTERNATIVE
APPROACHES TO ADVOCACY



WHO WE ARE

Launched in January 2014, The Dodo is the definitive digital media brand for people who love animals. We deliver the most shareable, most emotionally and visually compelling animal-related content to the widest audience possible to help make caring about animals a viral cause.

Part news, part entertainment, part advocacy

MISSION

Our mission is to seize and combine two big opportunities

1

Animal content is already among the most widely shared content on the internet, but nobody owns the space

2

Animal welfare as a cause is moving mainstream, but no one has created a brand that reflects this. Times are changing, and caring about animals isn't just for activists anymore—it's for everyone

Our ultimate goal is to build The Dodo into a household name that's synonymous with treating animals well. This should be a halo brand for anyone who loves animals—from people who self-identify as animal advocates, to people who just love their pets.

ANIMALS HAVE ENTERED THE MAINSTREAM CONSCIOUSNESS

People care about animals more than ever before — and they are acting on it



TOP 3

CHANGE.ORG PETITIONS ARE
FOR ANIMAL CAUSES



\$10.5B

IN CHARITABLE GIVING IN 2014 TO
ANIMAL/ENVIRONMENTAL CAUSES



2018

YEAR BY WHICH RINGLING WILL PHASE OUT
ELEPHANTS — RINGLING CITES A “MOOD SHIFT”
AMONGST ITS AUDIENCE



TOP 2

OF 3 PETITIONS ON WHITEHOUSE.GOV
ARE FOR ANIMAL CAUSES



75%

OF AMERICANS BELIEVE ANIMALS
SHOULD BE GIVEN LEGAL PROTECTION



50%

DECLINE IN SEAWORLD'S STOCK PRICE
SINCE “BLACKFISH” RELEASE —
SEAWORLD CITES “BRAND CHALLENGES”

SOURCES: YOUNG & RUBICAM, GIVING USA

OUR APPROACH

We owe our fast growth to our distributed content model

- Social is the new front-page; social platforms are now the most important distribution vehicles, and content must be created to be consumed socially
- We aim to appeal to as broad an audience as possible across the disparate platforms
- Content conversion and optimization for each platform; one size does not fit all—e.g. what works on Facebook will be different from what works on Snapchat



DISTRIBUTED MEDIA COMPANY

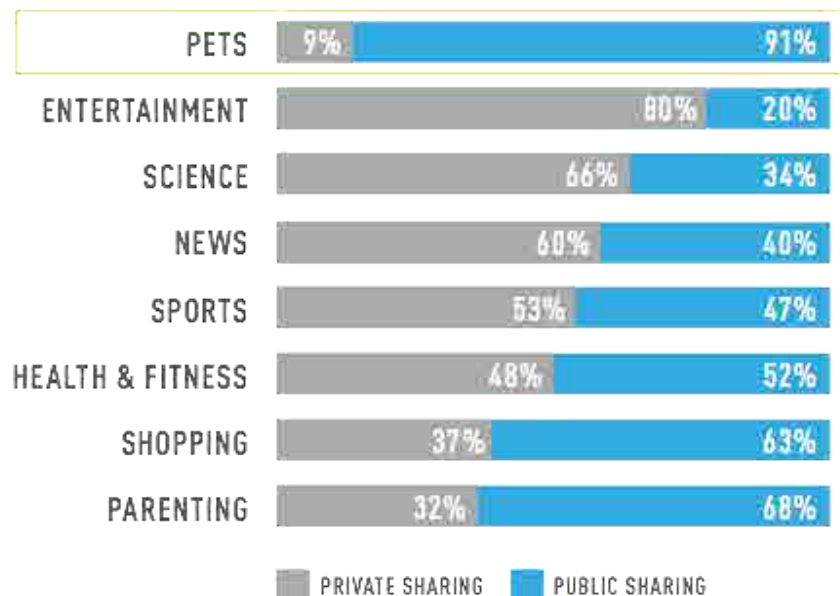
We are cross-platform content creators
Story selection and form changes across each platform



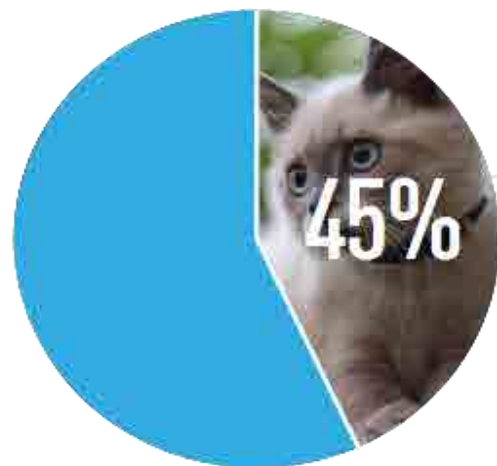
ANIMAL CONTENT POWERS A LARGE AND ROBUST ECOSYSTEM...

...of professional and amateur content creators who simultaneously create and consume

PETS LEAD THE PACK FOR SHARING BEHAVIOR



ANIMAL CONTENT IS A VITAL PART OF USER-GENERATED VIDEO



45% OF ORIGINAL VIDEO CREATORS WHO POST ANIMAL CONTENT

SOURCES: PEW RESEARCH, RADIUM ONE

Editorial Approach / Philosophy

Editorial Goal: To create content that inspires readers to connect to animals through news, entertainment, and advocacy opportunities

Editorial Strategy: 50% news, 50% fun or heartwarming content. Our aim is for every story to 1) be infused with a sense of advocacy and doing right by animals, and 2) make the reader feel something / emotionally connect

OUR WRITTEN CONTENT

We cover the full spectrum of relevant animal content

INSPIRING



PETS



SEAWORLD



ANIMALS IN NEED



RARE FOOTAGE



CUTE



Video Strategy

We seek to connect a broad audience to animals emotionally, and to highlight cognitive and social capacities of animals



91.8M views / 1.2M Shares



58.3M views / 695K Shares



20.5M views / 410K Shares

OUR VIDEOS ARE OPTIMIZED FOR A MOBILE, SOCIAL AUDIENCE

Attention-grabbing and authentic—just like animals

FIRST TASTE OF FREEDOM



53M Views

CATS BEN BROS



48M Views

ANIMALS RESCUING ANIMALS



35M Views

WHEN YOU NEED A FLIPPIN' FRIEND



32M Views

CATS VS BANANAS



21M Views



HIGH QUALITY AUDIENCE AT SCALE

14.8M

MONTHLY UNIQUE
VISITORS

1.2M

FACEBOOK
FANS

140M

MONTHLY UNIQUE
SOCIAL USERS

81M

MONTHLY
VIDEO VIEWS

3.9M

VIEWS
PER VIDEO

24K

FACEBOOK SHARES
PER VIDEO



Breed Specific Legislation

Dispelling myths about stereotyped breeds



380K Pageviews / 1.1K Shares



14.2M Views / 343K Shares



1.3M Views / 30K Shares



Animal Abuse

**We advocate for stronger animal protection laws,
and stiffer penalties for abusers**



280K Pageviews / 2.2K Shares



265K Pageviews / 2.5K Shares



170K Pageviews / 1K Shares

Elephants In Captivity

We raise awareness about issues that matter, and stay on top of the beat

June 2014



100K Pageviews

March 2015



50K Pageviews

July 2015



540K Pageviews

Trophy / Canned Hunting

We identify a tipping point, and help move the conversation forward



120K Pageviews / 1.4K Shares



50K Pageviews / 9.3K Shares



60K Pageviews / 8.3 Shares

An encouraging and hopeful trajectory for animals in captivity

May 2014



12.2M Pageviews / 100K Shares

August 2015



13.4M views / 144K Shares

October 2015



250K Pageviews / 11K Shares

SeaWorld CTA



The screenshot shows a web page from 'The Dodo' with a large image of an orca breaching the water. The main headline reads: 'Recently Spotted 103-Year-Old Orca Is Bad News For SeaWorld -- Here's Why'. To the right of the headline is a dark overlay with the text: 'Spread the love! Tell SeaWorld to end itsorca breeding program and empty the tanks' and a large number '7,835,313' with the subtext 'people have seen this'. Below the headline are social media sharing icons for Facebook, Twitter, and others. At the bottom right, there is a 'Get The Dodo newsletter!' sign-up form and a 'Get more out' button.

Recently Spotted 103-Year-Old Orca Is Bad News For SeaWorld -- Here's Why

Spread the love! Tell SeaWorld to end itsorca breeding program and empty the tanks

7,835,313
people have seen this

Get The Dodo newsletter!

Get more out



TOWARD A GLOBAL MEDIA COMPANY

30% of our site traffic today is international...without doing anything
This will only increase as we consciously go global

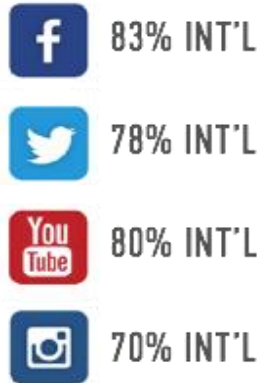
UNIQUE SCALABILITY

Unlike most publishers we can grow our digital footprint without growing our physical footprint



BROADER REACH

Leverage the platforms' huge international user base



GREATER IMPACT

Speak directly to readers about issues on their home turf



GLOBAL PARTNERSHIPS

Showcase global brands on a globally relevant platform





THE DODO