

BROOKFIELD WEEKLY NEWS

Celebrity pets on social media

A stroke of good fortune?

Elinor McGrath investigates

The internet is packed with articles, video clips and social media sites dedicated to cute and cuddly cats and dogs. Pets appear on YouTube, have their own Facebook pages, regularly Tweet, have Instagram accounts and entertain millions of human followers. With so many people wanting to read about their favourite furry celebrity, there are huge opportunities for pets to influence what people buy.



How does it work?

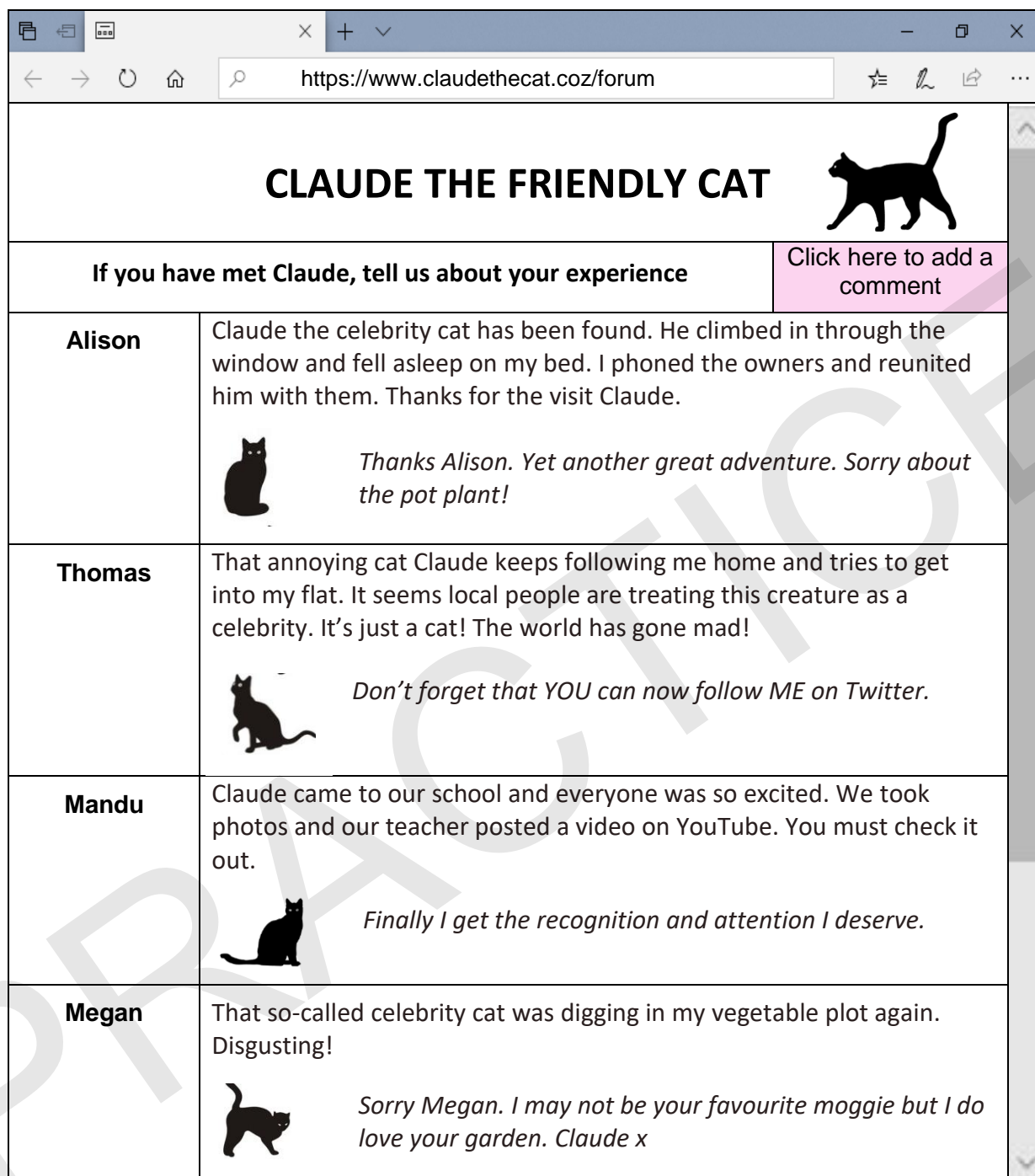
- A company searches social media to find a suitable pet celebrity.
- An agreement is reached with the pet's owner.
- The pet influences followers to buy from the company.







The Pine Furniture Group has found pet influencers incredibly successful. Katherine Terry, General Manager, explains: "Pet owners post images of their celebrity pet asleep on our beds. This influences followers to buy Pine Furniture beds which increases turnover."

In today's economic climate a good pet influencer could be just the way to collar the market.

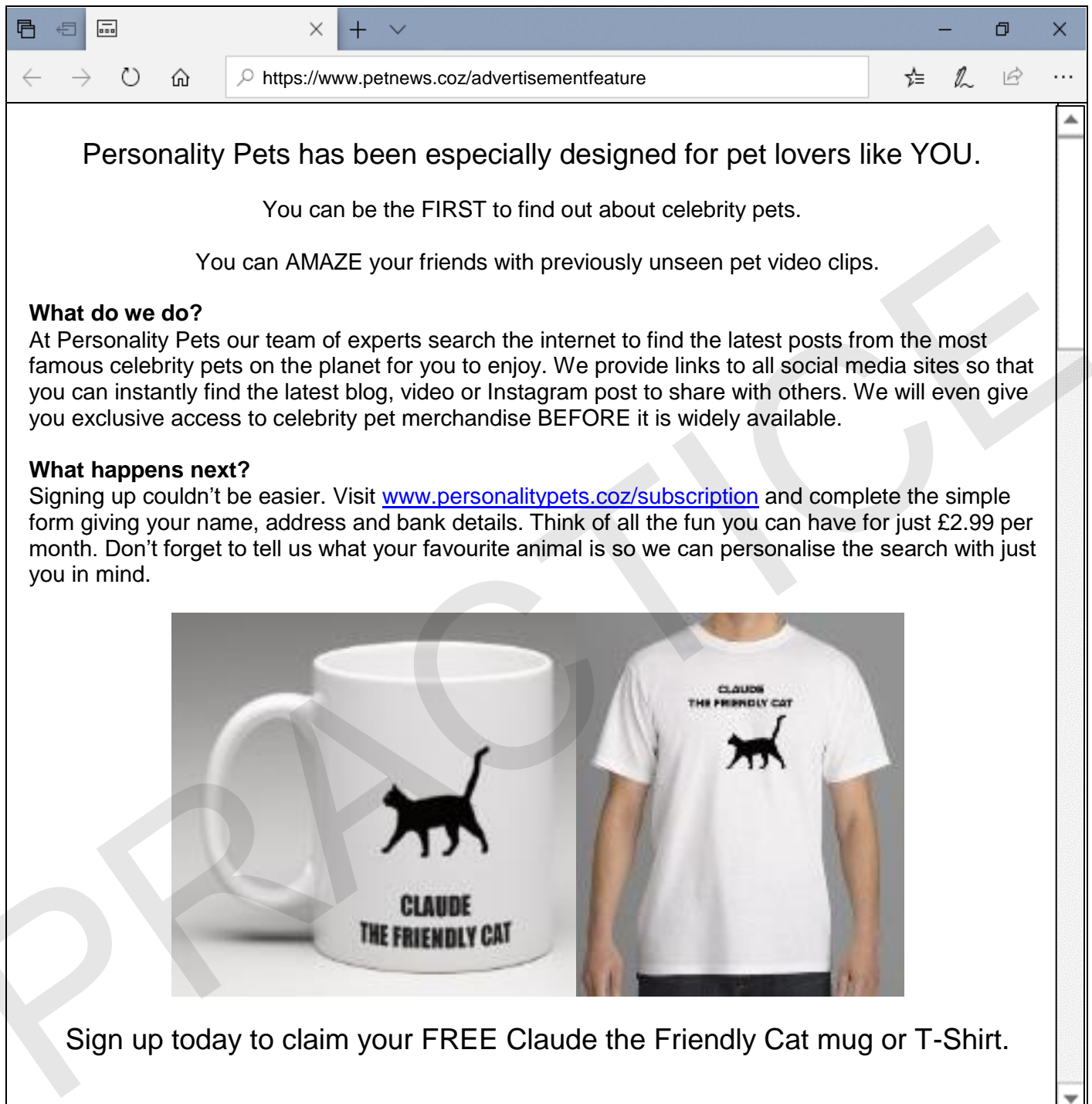
Text 2



The image shows a web browser window with the address bar displaying <https://www.claudethecat.coz/forum>. The page title is "CLAUDE THE FRIENDLY CAT" with a silhouette of a cat. Below the title is a section "If you have met Claude, tell us about your experience" and a link "Click here to add a comment". The main content is a forum thread with four posts by Alison, Thomas, Mandu, and Megan, each with a cat silhouette icon and a response.

CLAUDE THE FRIENDLY CAT	
If you have met Claude, tell us about your experience	
Alison	<p>Claude the celebrity cat has been found. He climbed in through the window and fell asleep on my bed. I phoned the owners and reunited him with them. Thanks for the visit Claude.</p> <p> <i>Thanks Alison. Yet another great adventure. Sorry about the pot plant!</i></p>
Thomas	<p>That annoying cat Claude keeps following me home and tries to get into my flat. It seems local people are treating this creature as a celebrity. It's just a cat! The world has gone mad!</p> <p> <i>Don't forget that YOU can now follow ME on Twitter.</i></p>
Mandu	<p>Claude came to our school and everyone was so excited. We took photos and our teacher posted a video on YouTube. You must check it out.</p> <p> <i>Finally I get the recognition and attention I deserve.</i></p>
Megan	<p>That so-called celebrity cat was digging in my vegetable plot again. Disgusting!</p> <p> <i>Sorry Megan. I may not be your favourite moggie but I do love your garden. Claude x</i></p>

Text 3



The screenshot shows a web browser window with the address bar displaying <https://www.petnews.coz/advertisementfeature>. The page content is an advertisement for 'Personality Pets'. It features a large heading, several paragraphs of text, and a section with two images of merchandise: a mug and a t-shirt, both featuring a black cat silhouette and the text 'CLAUDE THE FRIENDLY CAT'.


Personality Pets has been especially designed for pet lovers like YOU.

You can be the FIRST to find out about celebrity pets.

You can AMAZE your friends with previously unseen pet video clips.

What do we do?
At Personality Pets our team of experts search the internet to find the latest posts from the most famous celebrity pets on the planet for you to enjoy. We provide links to all social media sites so that you can instantly find the latest blog, video or Instagram post to share with others. We will even give you exclusive access to celebrity pet merchandise BEFORE it is widely available.

What happens next?
Signing up couldn't be easier. Visit www.personalitypets.coz/subscription and complete the simple form giving your name, address and bank details. Think of all the fun you can have for just £2.99 per month. Don't forget to tell us what your favourite animal is so we can personalise the search with just you in mind.



Sign up today to claim your FREE Claude the Friendly Cat mug or T-Shirt.