**Cruelty-free campaign**

The primary theme of this campaign is animal rights. Animals are often used as subjects to medical research, and this often subjects them to conditions that go against their rights. The study also focuses on the use of cruelty-free research on animals which is possible through the use of animal-friendly products.

The campaign targets several people within society. The primary audience constitutes the scientific researchers who subject animals to cruelty as they try to find a cure for certain diseases. The most common animals to be subjected to cruelty during research are rats, mice, guinea pigs and rabbits that are sometimes shaven. Then a drug is administered to them over a period to determine if they suffer an allergic reaction. The animals suffer extreme cruelty under these conditions, including pain, bleeding, and cold, and they are eventually killed after the experiment. In extreme cases, researchers use pregnant animals and eventually kill them with their fetus.

The secondary audience consists of product manufactures so that they can avoid using harmful chemicals on products used in animal testing procedures.

The call to action of the campaign is to promote animal rights through the use of safe procedures and products during experiments. The campaign urges not only the researchers to use animal-friendly products but also product manufacturers to label their products in a way that prohibits researchers from using them on animals.

The campaign audience will be people who cares about animal rights. And the campaign will try to reach as much people as we can.

The focus will be the efforts towards reaching the communication goal of the campaign will include careful consideration of the target audience. This will involve designing the right message that will convince the audience to act accordingly.

The structure of the campaign will rely on the use of social media to reach the target audience. The social media plan will involve the development and execution of online ads. The template will also consist of an engaging and sharable concept that will enhance the flow of information within the target group.

The tone of voice used by an organization determines how the followers will respond. The digital media campaign will follow a professional yet ambitious tone since the message is being conveyed to decision-makers. Nevertheless, the message will be informative so that it is easily shared across the social media platforms.

The forms of media used in a marketing campaign determine its ability to convince readers to act accordingly. The messaging for the cruelty-free campaign will include the use of videos and images showing people cruel to animals. Other photos could show products that expose animals to cruelty.