



HAVAS
GROUP



LIVING IN THE ANIMAL KINGDOM

DECEMBER 2022

BETC



h havas
village

A photograph of three cats sitting on a wooden kitchen counter. On the left is a black cat, in the middle is a small orange and white kitten, and on the right is a larger orange and white cat with its tail raised. To the right of the cats are kitchen items: a white juicer, a silver rice cooker, and a green coconut. Above the counter is a white shelf with several jars labeled 'GREENHOMIE MADE'. On the left wall, a calendar is partially visible.

30 MARKETS

African Region • Argentina • Austria • Brazil • Canada • China • Colombi •
Czech Republic • Denmark • Finland • France • Germany • Greece •
India • Ireland • Italy • Japan • Mexico • Peru • Philippines • Poland •
Portugal • Russia • Saudi Arabia • Singapore • South Africa • Spain •
United Arab Emirates • United Kingdom • United States

14 600 PEOPLE

WHO ARE PROSUMERS?

LAGGARDS

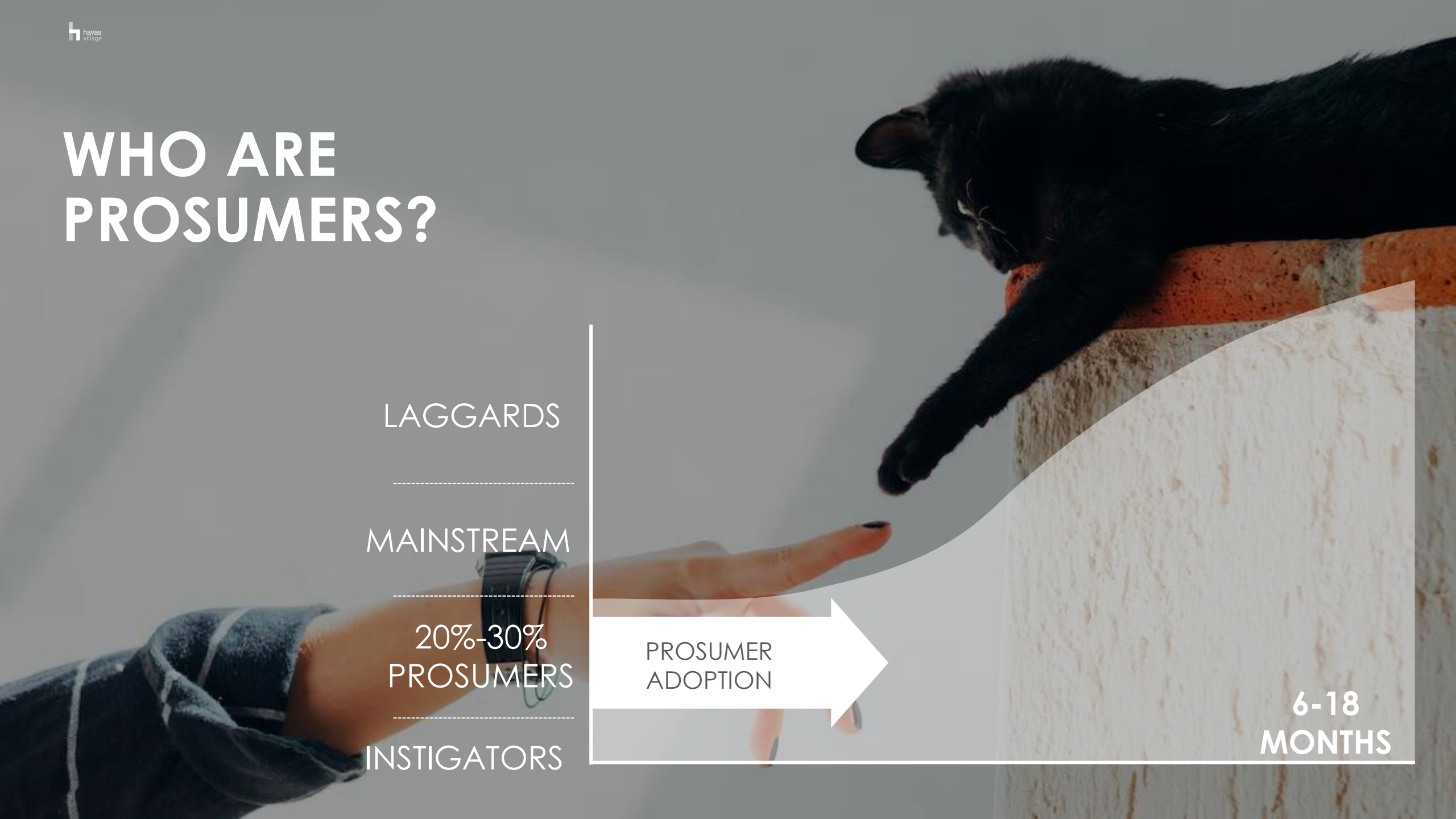
MAINSTREAM

20%-30%
PROSUMERS

INSTIGATORS

PROSUMER
ADOPTION

6-18
MONTHS



PETS ARE A SOURCE OF FAMILY BONDING

89%

PROSUMERS

78%

MAINSTREAM

Pets are a source of good
vibes in my home.

94/81



92/77



81/70



89/77



97/87



93/79



89/81

83%

PROSUMERS

68%

MAINSTREAM

My pet strengthens the relationships
between my family members.

80/54



84/67



75/59



84/68



96/81



80/59



91/76

2%

PROSUMERS

3%

MAINSTREAM

My pet threatens our
family harmony.

4/2



4/2



3/2



3/5



0/1



11/26



1/5



THE
ABERDEEN
TAB



How to get more matches on Tinder: pose with a dog on a sunny day and don't use a group picture

THEY CAN EVEN
HELP US DATE

67%

OF PEOPLE WOULD BE MORE LIKELY TO SEEK OUT A MATCH WITH A POTENTIAL PARTNER IF THEY INCLUDE A DOG IN THEIR DATING PROFILE.

ROVER STUDY 2022

OWNING A PET IS PROOF OF EMPATHY & HUMANITY

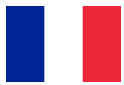
44%
PROSUMERS

37%
MAINSTREAM

I am less likely to trust a person
who doesn't like pets.



41/30



53/46



53/46



52/55



38/38



64/52



42/46



WE STILL DISTINGUISH PETS FROM THE REST

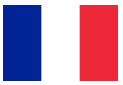
80%
PROSUMERS

77%
MAINSTREAM

It should be forbidden to have wildlife
(e.g., monkey, tigers, snakes) as pets.



86/82



80/82



76/68



90/84



77/82



85/79



85/71

Amazon's Tiger King Project Starring Nicolas Cage Is Cancelled





KILLING, YES BUT ONLY NATURE'S WELLBEING

48%

PROSUMERS

47%

MAINSTREAM

I support killing animals as long as it is
to preserve an ecosystem balance.



49/49



72/53



43/45



50/51



44/39



65/55



29/38

WE KNOW WE'VE PUT NATURE AT RISK

64%
PROSUMERS

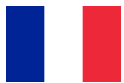
64%
MAINSTREAM

Which worries you most?

The rise in natural disasters
(e.g., floods, wildfires).



67/46



51/53



73/69



68/68



48/55



63/66



64/64



WE ALL NEED TO TAKE A STANCE TO PROTECT IT

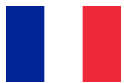
96%
PROSUMERS

92%
MAINSTREAM

I think it's everyone's
responsibility to educate people
on how to protect environment.



84/82



93/90



99/85



99/96



98/92



98/99



100/97



IN A NUTSHELL

- 1/ We love our pets so much we think they have superpowers: to strengthen our families, cure our loneliness and even become life partners
- 2/ We owe them more than kibbles: we want to become responsible parents
- 3/ Our love for pets expands to love for animals: we still need to kill them to survive but we want to end all animal suffering in the making
- 4/ How do we extend our love for animals to respect and protection for nature?
- 5/ To save Mother Nature, we need to start early, live more outdoors and give it legal protection.



HAVAS
GROUP



LIVING IN THE ANIMAL KINGDOM

DECEMBER 2022

BETC



h havas
village