RODNEY HABIB
& PLANET PAWS
OUR SUCCESSES
Rodney Habib is a digital artist, film maker, multiple award-winning blogger and the founder of the world’s largest pet health page on Facebook, Planet Paws.

Most importantly, he’s a global influencing pet parent on a mission to improve animal health and wellbeing.
RODNEY’S MISSION
TO INSPIRE PET PARENTS AROUND THE WORLD TO DO BETTER
His massive social media presence has gained him worldwide recognition in the pet wellness space. The Canadian government honoured Rodney at the Canadian House of Parliament, recognizing him for having one of the largest brand followings in the country.

IN 2016 FACEBOOK HONOURED RODNEY FOR HAVING ONE OF THE TOP SOCIAL MEDIA PAGES IN THE WORLD, WHICH ALLOWS HIM TO SPREAD HIS MESSAGE TO OVER 100 MILLION NEWS FEEDS.
Rodney’s Facebook page, Planet Paws, is the largest pet health social media platform in the world with an average reach of 20 million people per vlog.
RODNEY WAS FEATURED ALONGSIDE DR. JANE GOODALL AND SIR RICHARD BRANSON IN THE INSPIRING BOOK, 101 REASONS TO GET OUT OF BED (AND CHANGE THE WORLD).

LEARN MORE

IN 2016, RODNEY GAVE THE VERY FIRST TEDx TALK ON PET HEALTH, WHICH CURRENTLY STANDS AS THE HIGHEST VIEWED TED TALK IN HISTORY, PERTAINING TO DOGS.
Once the host of the #1 radio show in Canada, “In The Dish”, Rodney left the radio world to pursue his passion in filmmaking creating micro-documentaries for his social media platform. “The Dog Cancer Series” is the first documentary of its kind to highlight the top researchers and doctors from around the globe using Nutritional Ketosis as a profound metabolic intervention for cancer.
FILM FESTIVAL HANGING OUT WITH JASON PRIESTLEY

2016 URBAN ANIMAL INTERNATIONAL DIGITAL JOURNALIST OF THE YEAR AWARD
WHY COMPANIES SEEK OUT AND PARTNER WITH RODNEY, A GLOBAL INFLUENCER?

A.

There are several reasons why people choose to partner with Rodney: targeting a new audience, reaching a specific audience, building awareness around a new service, product or mission, building brand awareness or expanding market share.
Q. WHY CHOOSE SOCIAL MEDIA, AND SPECIFICALLY PARTNERING WITH RODNEY, AS A MEANS OF GETTING YOUR MESSAGE OUT?

A. Businesses and corporations partner with Rodney for several reasons. The vast majority of organizations are trying to get the word out about who they are and what they do. There is no better platform than social media to accomplish these goals. Over 1.23 billion people use Facebook daily (25% of the world’s population) and we know users spend over 100 million hours per day watching videos on the site. Rodney uses this powerful leverage to tell unique and inspiring stories that help people connect with you.
MARKETERS USE GLOBAL INFLUENCERS (LIKE RODNEY) FOR SEVERAL REASONS, BUT MOSTLY TO CREATE AUTHENTIC, UNIQUE CONTENT. THIS IS RODNEY’S SPECIALTY: HIS INNATE ABILITY TO CREATE AMAZING CONTENT AROUND A BRAND, IDEA OR CONCEPT.

<table>
<thead>
<tr>
<th>TOP REASONS COMPANIES PARTNER WITH RODNEY</th>
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<tbody>
<tr>
<td>Create authentic content about my brand</td>
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<tr>
<td>Generate authentic, easily-discoverable product reviews</td>
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<tr>
<td>Generate content cost-effectively</td>
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<td>Reach younger generations who don’t trust traditional advertising</td>
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<tr>
<td>Drive engagement around my product/brand</td>
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<td>Drive traffic to my website/landing page</td>
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<tr>
<td>Grow my email database with qualified consumers</td>
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<tr>
<td>Drive online and in-store product sales</td>
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<tr>
<td>Other</td>
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Q. HOW DO COMPANIES MEASURE THE SUCCESS OF A GLOBAL INFLUENCER PARTNERSHIP?

A. There are a variety of ways you can measure the partnership’s success, including engagement, organic reach, website traffic, brand growth and sales.
TEDX TALK AT NSCC

EVENT WITH JOHN PAUL TREMBLAY FROM TRAILER PARK BOYS

OWNERS OF QUEST NUTRITION RON & SHANNAN PENNA AND DREW MANNING FROM FIT2FAT2FIT

WORLD-RENOWNED DR. JEAN DODDS
Why is ‘engagement’ so important?

As Jason Falls says, “communicating well enough that the audience pays attention” is the most important currency of today. Gaining focused attention is critical, and this is what Rodney does. Focusing on engagement highlights the importance of why businesses need to create valuable content for their social community and present it in a way that works for that social network.
OTHER EXAMPLES OF RODNEY’S UNTOUCHABLE ENGAGEMENT

Our content we create can reach almost 110 million weekly news feeds!
THIS POST CREATED A TON OF CONVERSATION

BRINGING TOGETHER A COMMUNITY OF PET PARENTS

Mix four simple ingredients together to create an all natural, protective barrier for your dog's paws this winter! (Also Calendula giveaway at the end!)

290,000 shares on this post

290,766 shares

24,994,532 people reached

18M Views

44,000 comments on this post
This post created a shift in culture

22 million views and counting

How rawhide chew toys are made

41,006,521 people reached

22M views

159,000 shares on this post

19,000 comments on this post
EVENT WITH VICTORIA STILWELL

WORLD-RENOWNED DR. KAREN BECKER

EVENT WITH CANCER RESEARCHER DR. THOMAS SEYFRIED

HANGING OUT WITH PRIME MINISTER TRUDEAU
Q. WHY IS ‘ORGANIC REACH’ IMPORTANT TO YOUR ORGANIZATION?

A. Organic reach is the total number of unique people who were shown your post through unpaid distribution. Paid reach is the total number of unique people who were shown your post as a result of ads.

"More specifically, brands have seen their organic reach plummet, while influencers have seen their traffic from Facebook reach unprecedented levels. Brands have been forced to pay Facebook for the kind of reach they once enjoyed for free.”

– DIGIDAY.COM
Q. WHY DID RODNEY START THE NON-PROFIT ORGANIZATION PAWS FOR CHANGE?

A. Paws For Change is a 501-c3 non-profit organization established to fund innovative research in the areas of unbiased animal nutrition, metabolic interventions, non-toxic therapies and early disease markers with the goal of promoting rapid disease recovery and animal longevity. "**My goal is to build a worldwide Center of hope**, where scientists and researchers have a place to explore and perfect life-saving protocols currently not being investigated due to lack of funding, and pet parents and veterinarians have a place to go for second chances."

- RODNEY HABIB
RODNEY’S GOAL
TO BUILD A WORLDWIDE CENTER OF HOPE
Although Rodney’s goal of raising $120,000,000 to create a global, non-profit Healing Center for animals is ambitious, the support for this project has been overwhelming. Partnering with purpose-led businesses, companies and inspired individuals has been at the forefront of his fundraising endeavor.

We look forward to meeting you. Please email us at:

media@planetpaws.ca
Explore more about Rodney Habib

Learn more about Planet Paws

planetpaws.ca