

A391_2018AbstractRobinsonMackenzie

Abstract

The exotic parrot trade industry is notably rampant with abuse and neglect of exceptionally intelligent animals. In order to work to fix this problem, I created a website, app, printed media, and a quiz to better spread information on parrot care and hopefully encourage people to either not get a parrot at all, or at the very least adopt rather than purchase one from a chain pet store. Through these different collaterals I addressed my target audience by displaying the print media in pet stores, veterinary clinics, and animal shelters. This print media then leads the viewer to the online resources available to them.

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