



RODNEY HABIB & PLANET PAWS

OUR SUCCESSES

Rodney Habib



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 pet parent with global reach and influence on a mission to improve the health and well-being of companion animals.



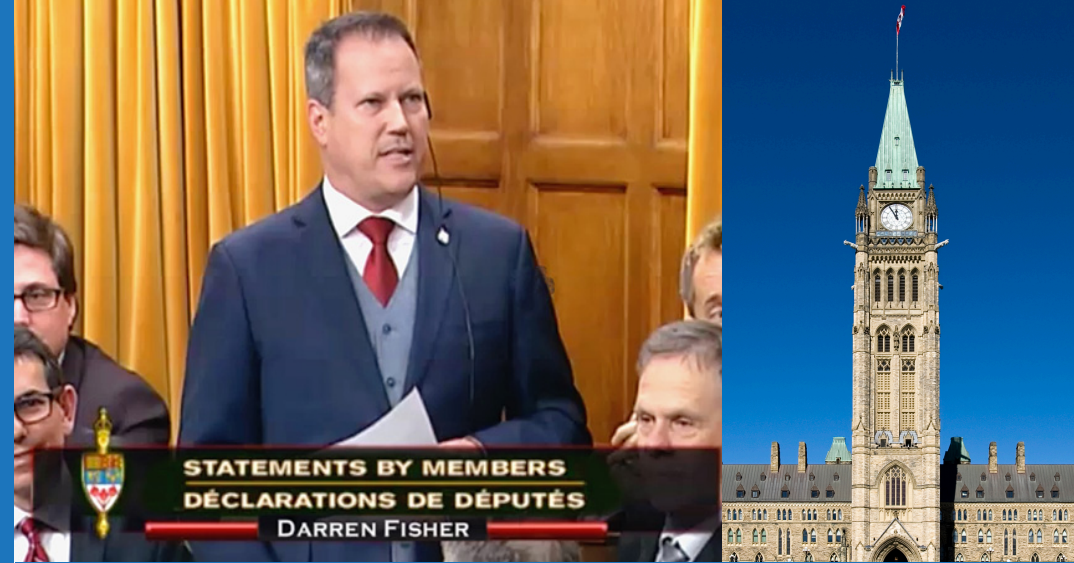
RODNEY'S MISSION

**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.

LEARN MORE



DARREN FISHER AT THE HOUSE OF PARLIAMENT ADDRESSING THE PRIME MINISTER



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, Thank You

"We built Facebook to connect everyone. Thank you for being a part of our community and for helping to make the world more open and connected."

Sheryl Sandberg
Chief Operating Officer

Mark Zuckerberg
Founder & CEO





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.

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



What animal or environmental issue gets you out of bed, and why? That's easy! Two things: the dangers of misinformation about pet food, and my dogs, because it's probably time for a walk. Pet owners today are bombarded with confusing and inaccurate information about feeding their pets. Breeders, shelters, trainers, conventional/holistic/integrative veterinarians, manufacturers and even well-meaning friends all want to give their two cents' worth. (The worst part is that most pet owners believe that they are doing the very best thing when it comes to feeding their pet.) Following the wrong advice can either tragically shorten or end the lives of our companion animals. I know. I followed the marketing claims of a manufacturer and the food I fed two of my beloved pets ended up destroying their digestive systems. I didn't research the food properly. I don't want any other pet owner to experience the same ache.

What are you doing about it? I'm honoring the vow I made to my pets by building the largest virtual megaphone EVER and, through media, lectures and social media, I shout out loud to my fellow pet parents around the world. I want to help expose every loophole that pet food manufacturers can find. With almost 1,000 blog posts and magazine articles written so far, I use photos to help communicate the ever-so-important message. Each has to be more creative than the next to keep the pet owners' attention. Once I grab their attention, I plant the seed in hopes of it blossoming and inspiring.

What can everyone do about it? Pet guardians must take more responsibility when it comes to the overall health of their pets. People need to take ten minutes out of their busy days and research. An educated, informed, and well-researched community of pet owners can only put more pressure on the pet food industry to be better. When pet owners know better, they will only do better.



RODNEY HABIB is an award-winning blogger, writer, lecturer, teacher, and founder of the award-winning premium pet food Planet Paws who spreads his message through more than 10 million news feeds, and is, more important, a pet parent. Today Rodney stands on the frontline among pet owners who demand a change in the ever-declining world of pet food and hopes to inspire pet owners to ask more of their manufacturers.

**THE DOG
CANCER SERIES**
Rethinking the Canine Epidemic
Volume 1



C₃ A₁ N₁ C₃ E₁ R₁



In 2017, Rodney embarked on a global tour to pursue his passion in film making 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.

[LEARN MORE](#)





FILM FESTIVAL HANGING OUT
WITH JASON PRIESTLEY



CONVERSATIONS WITH
MARIA MENOUNOS



2016 URBAN ANIMAL
INTERNATIONAL DIGITAL
JOURNALIST OF THE YEAR AWARD

Facebook beta tests new features by rolling them out to top influencers to demo. Rodney has recently been tasked with two trials, one a membership-based group and the other a new philanthropic venture. Of the 100 influencers engaged in the trial, Rodney's membership-based group, which offered access to specific content, **grew the fastest**. As Facebook's most popular animal lover, Rodney used the beta testing of the philanthropy tool as an opportunity to create "Help Give Dogs and Cats a Second Chance at Life" in order to highlight the many incredible companion animal rescue and non-profit organizations in America.

In 2018, **Rodney was invited to China** by some of the country's thought leaders. This group of top veterinarians, government officials, oncologists, social influencers and several organizations met with Rodney to discuss the changing landscape and the evolution of their new emerging generation of pet parents.





RARELY DO SPEAKERS GET INVITED BACK TO TED TALKS. IN 2018, RODNEY GAVE THE KEYNOTE AT TEDXMEXICOCITY ON BUILDING THE FOREVER DOG WHICH HAS OVER A QUARTER MILLION VIEWS.

RODNEY WAS FEATURED IN THE 2019 DOCUMENTARY 'THE DOG DOC' WHICH PREMIERED AT TRIBECA FILM FESTIVAL. THE FILM WAS DIRECTED BY AMERICAN AWARD-WINNING FILMMAKER CINDY MEEHL. IT FOLLOWS VETERINARIAN DR. MARTY GOLDSTEIN AND TEAM ON THEIR MISSION TO SAVE THE LIVES OF PETS BY SHIFTING THE CULTURE OF VETERINARY MEDICINE.



CONSIDERED ONE OF FACEBOOK'S TOP INFLUENCERS, IN 2019 RODNEY WAS FLOWN TO THE COMPANY'S HEADQUARTERS IN BOTH CALIFORNIA AND NEW YORK. HE WAS ASKED TO SPEAK TO STAFF AND FACEBOOK'S GLOBAL COMMUNITY MEMBERS AT THE FACEBOOK COMMUNITIES SUMMIT ABOUT HIS JOURNEY, HOW HE GREW HIS FOLLOWING ORGANICALLY, AND TIPS ON HOW TO GROW COMMUNITY TODAY.



Q.

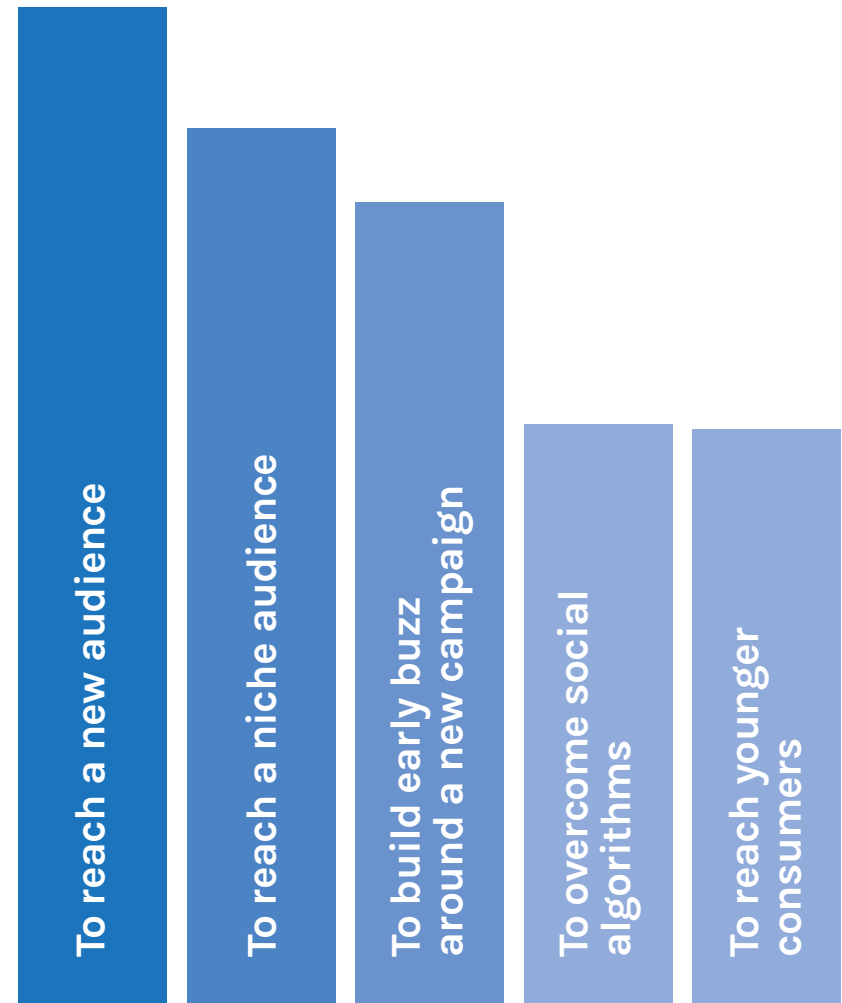
WHY DO COMPANIES SEEK OUT
AND PARTNER WITH RODNEY,
A GLOBAL INFLUENCER?

A.

There are several reasons why brands choose to partner with Rodney: targeting a new audience; reaching a specific audience; building awareness around a new service, product or mission; and building awareness or expanding market share.

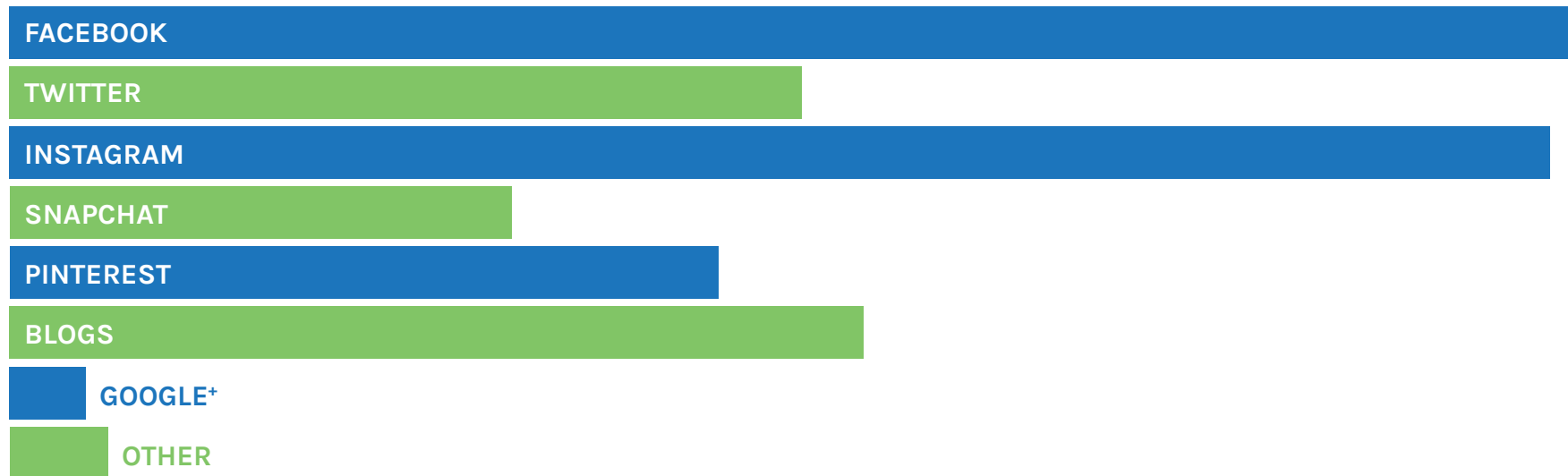


WHY COMPANIES PARTNER WITH RODNEY





THE MOST IMPORTANT SOCIAL MEDIA PLATFORMS FOR INFLUENCER MARKETING IN NORTH AND SOUTH AMERICA, EUROPE AND AUSTRALIA



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 2.3 billion use Facebook about 30% of the world's population and we know users spend over 1.3 billion hours per day watching videos on the site. Rodney uses this powerful platform to tell unique and inspiring stories that help people connect with you.



HOW CAN PARTNERING WITH RODNEY BENEFIT ME?

Create authentic content about my brand

Generate authentic, easily-discoverable product reviews

Generate content cost-effectively

Reach younger generations who don't trust traditional advertising

Drive engagement around my product/brand

Drive traffic to my website/landing page

Grow my email database with qualified consumers

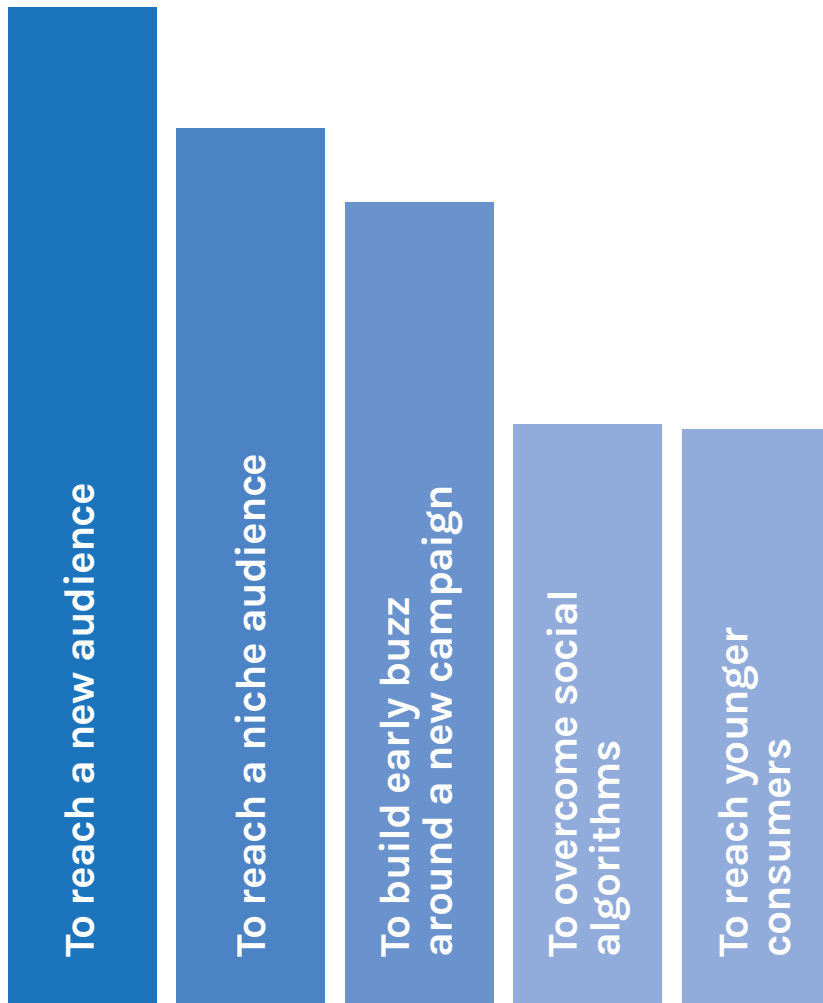
Drive online and in-store product sales

Other

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.



WHY ARE YOU WORKING WITH INFLUENCERS?



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.



NYT
BESTSELLING
AUTHOR & THE
CO-FOUNDER OF
THE FLOW
GENOME
PROJECT

STEVEN KOTLER



WITH DR. STEVEN GUNDRY & DR.
KAREN BECKER



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



BIO-HACKER
DAVE ASPREY

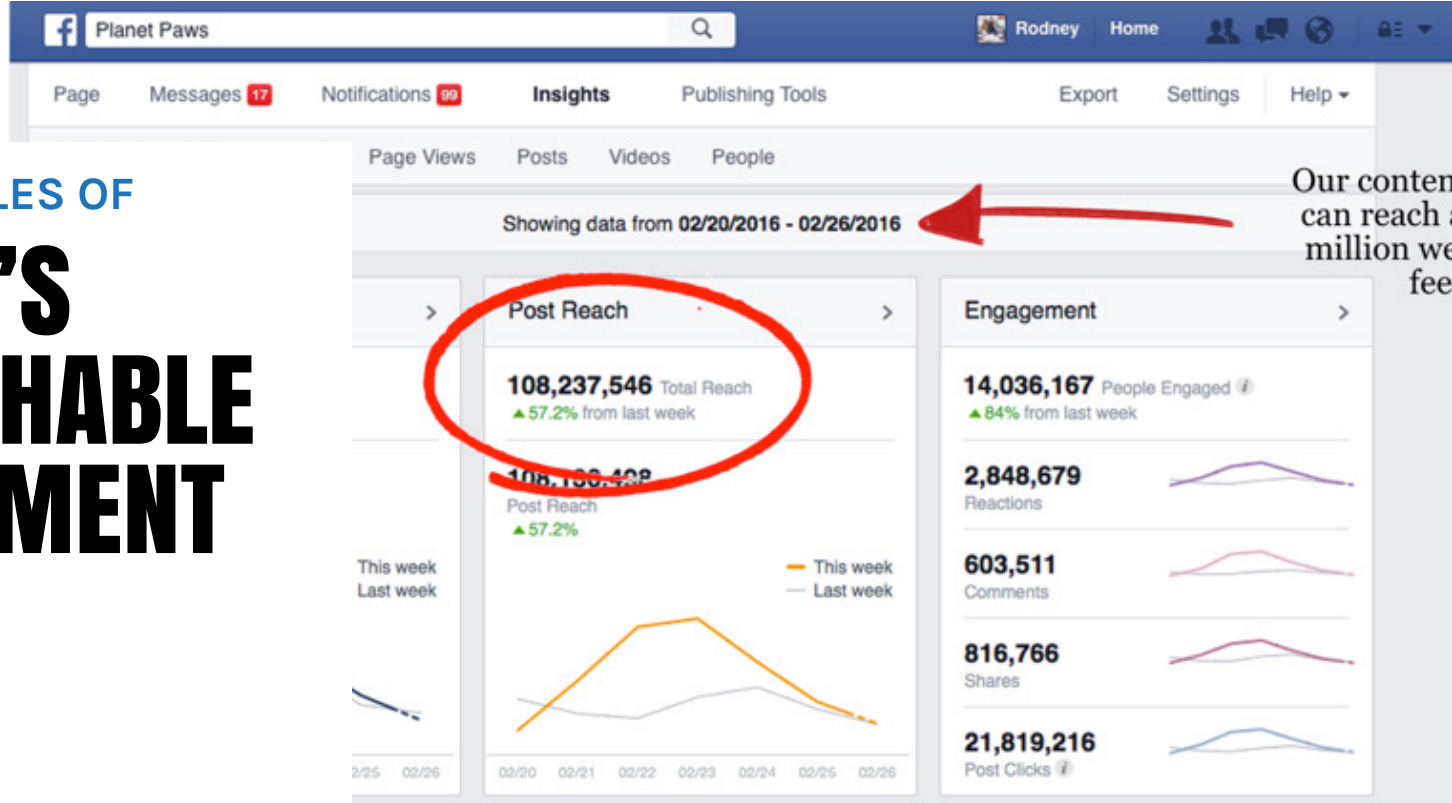
Why is 'engagement' so important?

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!



Dog Owners Wade Into Vaccine Debate

June 11, 2014

By LIZ NEPONENT via GOOD MORNING AMERICA



THIS POST CREATED A
TON OF CONVERSATION

BRINGING TOGETHER A COMMUNITY OF PET PARENTS

Planet Paws with Rodney Habib.
Published by Rodney Habib [?] · December 13, 2016 · 🌐

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!)



24,994,532 people reached [Boost Post](#)

18M Views

👍 Like 💬 Comment ➦ Share

👤 👤 👤 Silvia Puente, Barbara A. Dixon and 33K others Chronological ▾

290,766 shares

[View previous comments](#)

2 of 44,732

290,000 shares
on this post

44,000 comments
on this post

THIS POST CREATED
A SHIFT IN CULTURE

**52 MILLION
VIEWS AND
COUNTING**

Planet Paws with Dr. Karen Becker and Rodney Habib.
Published by Rodney Habib [?] · December 30, 2016 · 🌐

The most dangerous pet chew ever created: Rawhide!

Full writeup on rawhide:
<https://www.facebook.com/PlanetPaws.ca/photos/a.114414471966777.19590.112437898831101/883417478399802/?type=3&theater>



41,006,521 people reached Boost Post

22M Views

Like Comment Share

👍😂😭 Khadar Baba, Sadith Flores Campos and 15K others Chronological ▾

159,928 shares

View previous comments 2 of 19,322

159,000 shares
on this post

19,000 comments
on this post



EVENT WITH VICTORIA STILWELL



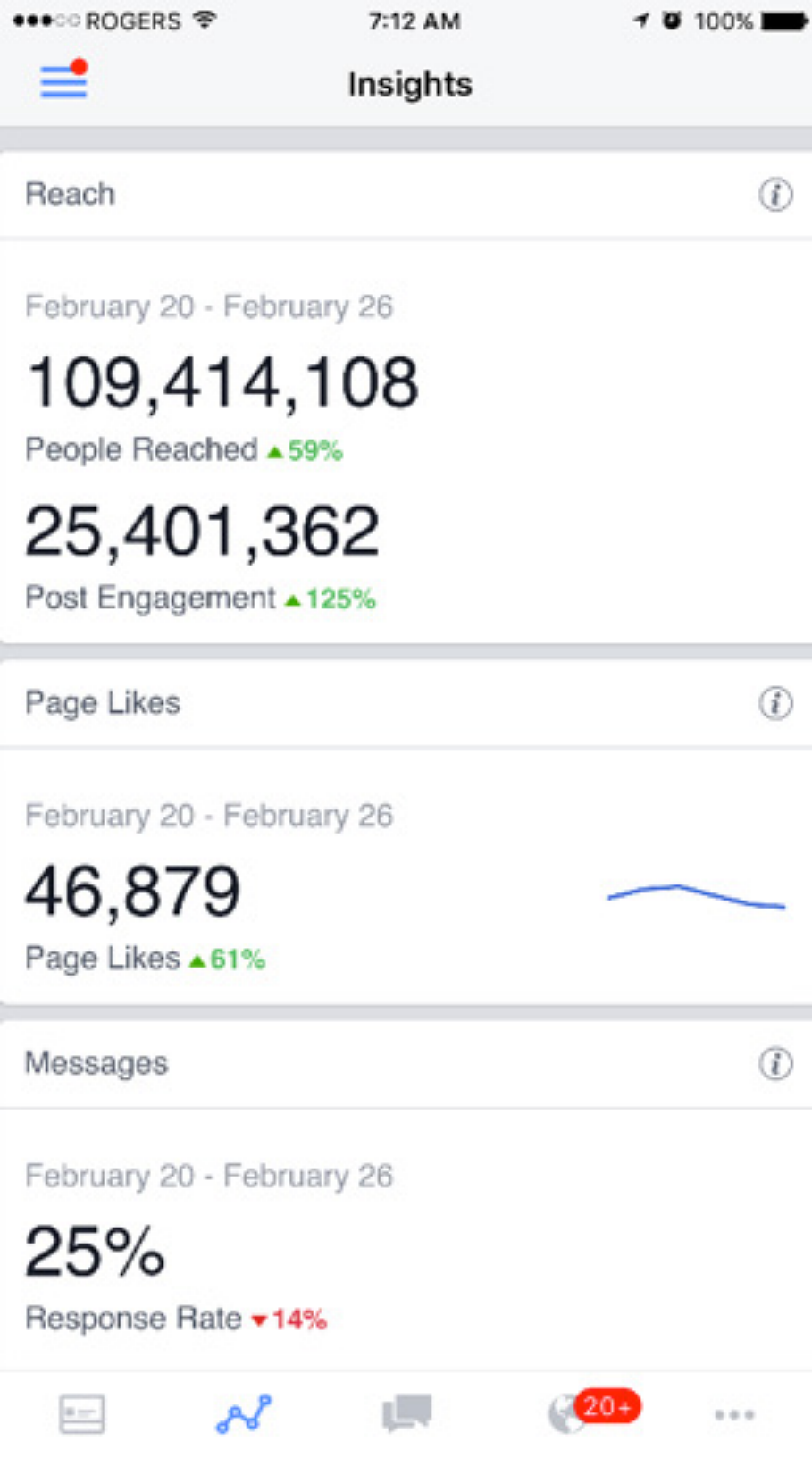
WORLD-RENOWNED
DR. KAREN BECKER



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



pawsforchangefoundation.com

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



his blog



Learn more about Planet Paws



planetpaws.ca