

Something about our project

ROLES:

Ashley Bish and Chris Fischer: Research–Primary/Secondary; SMART objectives

1. Executive Summary

2. Situation Analysis - Organizational background, SWOT/PESTLE, Industry, Product, Target Market Analysis --this area must include primary and secondary research, Current Strategic Positioning

3. Objectives- SMART

Increase brand awareness in the region by hosting or sponsoring events in the next 12 months.

Revamp social media presence within 6 months by creating more cohesion between posts and utilizing [].

4. Proposed Strategy & Tactics – including social media strategies for relevant platforms. Should include media mix considerations

Social

Pup of the month- obviously posted monthly, would be a carousel that includes pet and owners names, favorite treat, etc.

Creating a Tiktok to create brand identity through storytelling via day in my life, etc

PR/Event

Including press kit in website

Including a blog on website that highlights pet care and community service

Egg Hunt partnership with the Humane Society of Pittsburgh or Animal Friends

Sales Promo

Already has loyalty program, just needs to promote can be done through social but also in person

Each patron enrolled in loyalty program that makes purchase or enrolls in loyalty program is entered for a chance to win an Easter basket of Wagsburgh treats during the month of March

5. Budget/Timeline

6. Evaluation

SURVEY QUESTIONS

[SCREENING]: Are you a pet owner?

Where do you live? (**Where do you reside?**) **OR WE COULD JUST ASK FOR THEIR ZIP CODE.**

yes ask for zipcode

What store do you typically get your pet supplies?

How far are you willing to travel for pet supplies?

How important is convenience when buying supplies for your pets?

What do you look for in a pet store?

What is something that your current choice of pet store does not do that you wish they did?

What draws you to a brand for your pet?

—

How do you get information about which products to purchase for your pet?
veterinarian / my own research / store recommendations / other, please specify

Do you use social media to find brands for your pet?

What social media do you use the most beneficial in finding your information?

What makes you interact with a post?
Engaging Photo(s)/ Engaging Caption/ Text / other, please specify

Do you follow pet related accounts on social media?
If so, why? (**should we also ask who?**) **yes- it'll help us find if there are pittsburgh pet influencers**

If you were to follow a local pet store, what types of posts would you expect to see?

Would you attend events held by local pet stores? e.g.: pet washings, photo ops, etc.
Why or why not?

[REWORD]: *Do you trust your pet supplies store to provide the highest quality products available?* **How important is customer service when going into a pet store? (yes!!!)**

If you were switching pet food brands, would you trust your current pet store to give you high quality recommendations that will benefit your pet?

Would you consider switching to a smaller pet store if you knew it would give you high quality customer service, top-tier recommendations on food and treats, and offered a free loyalty program?

awesome!!! they're all good. thank you so much!

Creative Brief Draft

Abbey Royer, Bethany Latham, Chris Fischer, Ashley Bish, Max Bametzrieder, Sarah Watkins
Dr. LoCastro

IMC Planning: Creative Brief Draft

Oct. 21, 2022

1. Background information & summary/challenge (Company, competition, project, prior mishaps/campaigns that need addressed)
 - **Company:** Wagsburgh
 - **Competition:** Petco, PetSmart, Pet Supplies Plus, Pet People, Chewy, Petland, Petagogy, Amazon.
2. Primary Project Objective (What is the goal of the campaign? Action-oriented.)
 - **Primary Objective:** Brand Awareness & Engagement
 - **Secondary Objective:** Brand Loyalty
3. Single Key Message (One sentence. Can you sum it all up?)
 - Wagsburgh is a locally owned pet store in the Northside of Pittsburgh that values quality and community over profit.
4. Target Audience (Who are we talking to? Where are they and how do we reach them? What else should we know? Demographic and psychographic information)
 - **Current belief:** Pet owners who shop local spend much more on products than the big box offices. All products are the same. A big box office may be closer to where they live since they have more than one location.
 - **Target belief:** Locally owned shops are more catered to their consumers. They emphasize the quality of their products and food for pets. Not only are we selling quality products, but we have a relationship with our customers that big box offices cannot.
5. Deliverables & Specs (What must we produce to satisfy need? :30, :60 spots, outdoor board, Microsite, print ads? Social campaign component? OOT ads? Specs: B/W, 4C? Dimensions, sizes)
 - Outdoor board with mandatories about Wagsburgh

- Print ads in East Allegheny
- Facebook and Instagram ads that target a local audience that has interests in pets
- Claiming their Yelp page
 - Pay to promote on Yelp so they are a top result for local pet shops
 - Include a promotion deal for potential customers that find them through their Yelp page under the “Info” section?

6. Mandatories (Assets)

- Wagsburgh logo
- Navy blue color
- “Building healthy and lasting relationships... One wag at a time!”

Include a call to action with:

- Website - WAGSPgh.com
- Phone number
- Address

INFO FOR WHITE PAPER DRAFT:

EXECUTIVE SUMMARY (BETHANY):

Wagsburgh is a pet store located in East Allegheny focused on quality customer service and products for pets. When survey respondents were asked, “How important is customer service when going to a pet store?” A majority of respondents chose options four and five, five being “Very important” on the scale, (47.5% choosing 4, and 35.6% choosing 5.) Wagsburgh is focused on the customer’s and their pet’s experience when they visit and buy from the store; “Building healthy and lasting relationships... One wag at a time!” (Wagsburgh.com). Considering this, we wanted to lean into this trait of their brand and its values to show how Wagsburgh is unique compared to competitors, Petco, PetSmart, Pet Supplies Plus, Pet People, Chewy, Petland, Petagogy, and Amazon.

In addition, increasing brand awareness, engagement, and customer loyalties were the objectives for this campaign over the course of three months on social and six months of events with the goal of having a 5-7% increase in social media engagement. To facilitate the relationships with customers through social media by:

- Building a Tik Tok presence
- Posting reels on Instagram
- Carousel posts on Instagram involving and engaging their community
- Cultivating overall brand identity through social media; color palette, consistent posts, and customer relationships through social.

Commented [1]: This makes it sound like it is a social media only campaign and not a fully integrated campaign. i feel like you can take out the first three points here.

- Pushing the brand's big idea and message; "Building healthy and lasting relationships... One wag at a time!"
- Posting about the loyalty program
- Holding seasonal events for pet owners such as: Easter egg hunt for pets, Halloween costume features and activities

Wagsburgh's budget for this campaign will be primarily focused on their events' necessary costs and flyers.

Overall, pushing Wagsburgh's values, message, and brand identity will be focused on throughout the course of this campaign to create somewhat of a community and develop relationships with the customers, both in person whether that be in store and/or at events and social to increase awareness and loyalty.

SITUATIONAL ANALYSIS (ABBEY):

Given Wagsburgh history, the business has been known for its quality products and long-lasting relationships with customers. This consideration must be taken into account because of the relationship pet owners have with their animals. According to research done by SMU discovered, "...the American Veterinary Medical Association found that 85 percent of dog-owners and 76 percent of cat-owners think of their pets as family."

This is a sentiment that Wagsburgh understands. Their mission statement is "Building healthy, lasting relationships...one wag at a time."

Since its establishment in 2017, Wagsburgh has been a resource for those living on the North side of Pittsburgh. Located on 62 E. Ohio Street, Wagsburgh is in the line of a busy strip.

The owner, Joe Thornton is an experienced dog owner, as well as an animal shelter volunteer. His experience with organizations such as Animal Friends, Pittsburgh Aviation Animal Rescue and the Human Animal Rescue of Pittsburgh has put him in a position to understand animals. This provides the background experience to run a successful pet store.

The biggest roadblock is competition. Wagsburgh is a locally owned, small business. There is no franchising done which limits the number of people who are able to visit. The store itself is also not nearly as large as stores like PetSmart, PetCo or Pet Supplies Plus.

The current target market of Wagsburgh is pet owners. The current age ranges from 18-54; 17.5% are men and 82.5% are women.

To capture insight, a survey was developed. The main focus of the survey was to find out what the pain points and opportunities of the target market were by asking a series of different questions. A 22 question survey titled the "Pet Store Satisfaction Survey" was created to inquire

about the needs and wants of consumers who are buying pet supplies, where they are willing to buy them from, and the importance of quality products being offered and sold to them. The current strategic positioning Wagsburgh utilizes is product attributes. This is done through the advertisement of nutritious and high-quality products. Thornton expresses that brands chosen and sold in the store are specifically chosen for the benefit of pets.

My works cited thus far: <https://www.smu.edu/News/2021/Research/Pets-on-board#:~:text=In%20fact%2C%20the%20American%20Veterinary,of%20their%20pets%20as%20family.%E2%80%9D>

<https://www.cazoomi.com/blog/6-ways-to-attract-pet-owners-to-your-online-brick-mortar-store/>

RESEARCH (SURVEY)/ OBJECTIVES (CHRIS & ASHLEY):

Survey link: <https://docs.google.com/forms/d/e/1FAIpQLSfASv1vvSM0djMx-kwypxt2lyUisKVvBm2nX9rz8MJJeiXCZQ/viewform>

Responses as of 11/17: 42

STRATEGIES/ TACTICS (SARAH):

Proposed Strategy:

- Increase brand awareness through the use of social and digital marketing
- Promote brand through sales promotions and benefits
- Strengthen and build relationships with community and customers

It would be beneficial to continue positioning Wagsburgh in the market due to the quality of their pet supplies.

Tactics:

Social Media

- Increase Instagram Presence that showcases relationship with clientele
 - “Pup of the Month” carousel post via Instagram that showcases the pet’s name, favorite treat, owner, etc. Customers can use link in Linktree to nominate their pet.

- During Halloween, they can showcase pets in their costumes.
- Use stories to post moments throughout the typical day.
- Create a Tiktok account to increase presence over more social channels
 - Define brand identity by creating “Day in my life” and similar storytelling content.
- Use Facebook and Instagram for promotion of sales to target the range of audiences
 - Curate posts dedicated to select sales going on, especially during holidays
 - Hold specials sales for customers that follow on socials
 - “Like for a chance to win a free merch bundle”
 - “Repost this story to get ½ off your next purchase”
 - Hold a giveaway to increase client engagement
 - Joe can giveaway free treats or free merch
 - Followers have to comment or repost or like to be entered for a chance to win

Public Relations

- Make brand resources more available to the public
 - Include press kit within the website
- Solidify brand message through the website
 - Create a blog that highlights the community service that Joe does and other do-good stories that he has from his years as a business owner
- Host event with partner organizations to promote brand
 - Easter egg hunt partnered with the Humane Society of Pittsburgh
 - Opportunities for photos with the Easter Bunny (can be used on social), easter egg hunt with eggs filled with treats, opportunities to adopt/donate to the Humane Society, vendors can be included with opportunity to purchase from Wagsburgh
 - Press Release sent out in accordance with the event

Sales Promotion

- Enroll more customers in loyalty program
 - Promote the program through social by including in a linktree
 - The month of March, Joe can run a promotion that if you enroll or are previously enrolled in the program you are automatically entered for a chance to win an Easter basket full of goodies

Trad Advertising

- Design print ads to be posted around the city
 - Flyers that can be posted on lamp posts, local business message boards, etc.

Budget and Timeline:

Since the promotion for the event is centered around social media the budget will end up relatively low, with the bulk of cost going into the event itself. Advertising will be done mostly through the social channels that Wagsburgh already owns and has an established following on, so the online/social budget is \$0. The only other promotion will be to hang up flyers promoting the event around the area. The cost of a flier is determined by the quantity printed and the amount of ink on them, so the price will vary depending on those factors along with where they are printed. With these factors in mind, 50 single sided 8.5" X 11 flyers will cost \$0.82 per unit (\$41 total) from Vistaprint.com.

The egg hunt event on the other hand will have some costs associated with it. The first thing you need for the egg hunt is plastic eggs, and dog treats to put inside of them. On Amazon.com a 100 pack of plastic eggs costs between \$15 and \$20 and ten pounds of Milkbones sells for about \$15. However, this is a pet store and they already have dog treats on hand that they are getting at wholesale rates, so the amount spent on treats can be much lower. If the treats are products the store already had on hand, the cost would be much lower. So \$15 is the maximum that would have to be spent, the actual cost will likely be lower.

The next big thing to bring in for the event is the Easter Bunny himself, you'd think the cost to bring a celebrity as famous as him would be expensive, but according to the business owner it is actually free. The Easter Bunny works with a photographer who charges for photographs, this cost goes to the pet owners as the store provides the venue to them for free.

Additionally the store could invest in some extra Easter Decorations if they wanted too. It isn't a necessary expense, but it would improve the experience and create a more festive atmosphere, if Wagsburgh wanted to, spending \$50 on additional decorations would be worthwhile.

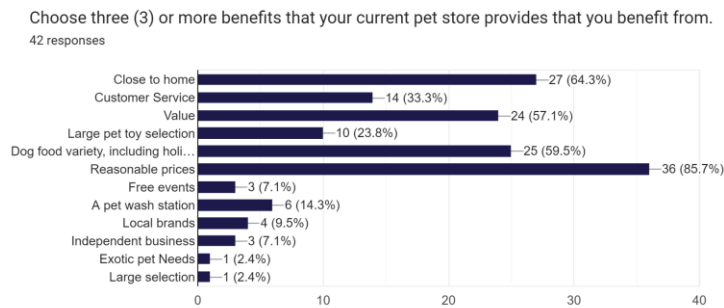
In total Wagsburgh can expect to pay between \$51 and \$126 to put on this event at a minimum. Promotion for the easter event will begin whenever easter stuff begins to be sold in stores, so late February into March. For the first few weeks there will be social media posts promoting the event and flyers in store. About one month before the event fliers will go up around the northside to promote the event to any dog walkers who may be passing by.

EVALUATION (ASHLEY & CHRIS):

We ran an online survey which ran from November 25 until December 1. For the best results, the main focus of the respondents relied heavily that the respondents were pet owners. Based on their results, we have found Wagsburgh's top competitors in the market, then diving deeper by asking of those competitors, who they shop from. The results have a high possibility to create a competitor analysis which can be used to Wagsburgh's advantage by comparing its marketing tactics to the other stores.



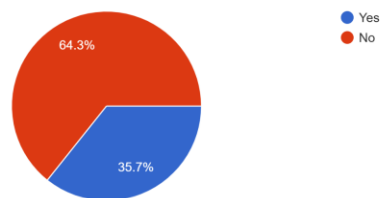
We also figured out the “why”: why people buy from their current pet store or retailers based on their consumer needs and values. The survey included multiple benefits most commonly found in pet stores.



We gathered information on how the target market gets their information regarding pet supplies and food. The goal was to find out the key consumer buying behaviors of pet owners and how they go about the five steps of the consumer buying process.

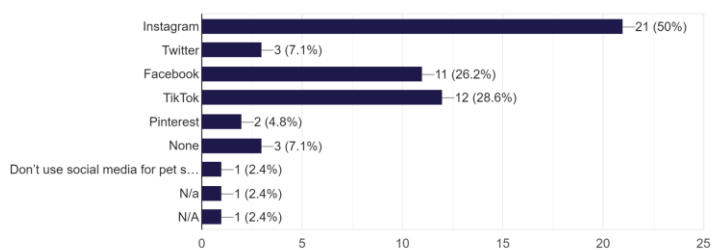
Do you use social media to find brands for your pet?

42 responses



What social media do you use the most beneficial in finding your information?

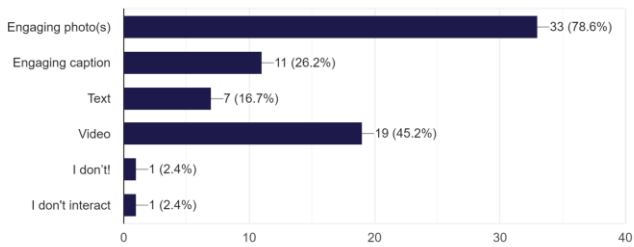
42 responses



It is also important to gather information about what makes individuals interact with a social media post itself. Wagsburgh runs an active Instagram account and finding this information can shed light for future social posts and engagements.

What makes you interact with a post?

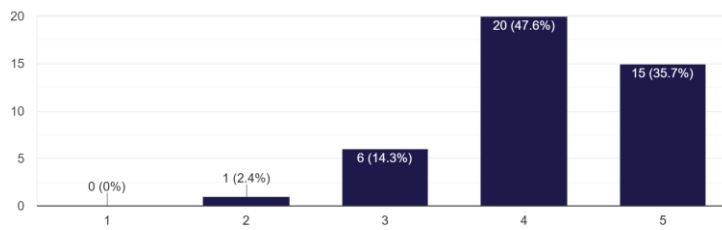
42 responses



Customer relations was a highlight throughout the results. Most of the target audience was in search for quality recommendations on supplies from an employee they find trustworthy at a store.

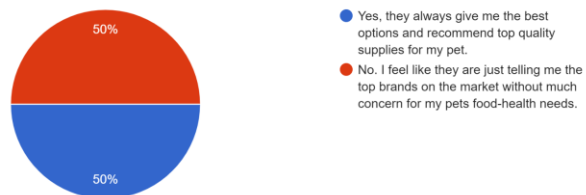
How important is customer service when going into a pet store?

42 responses



If you were switching pet food brands, would you trust an employee at your current pet store to give you high quality recommendations that will benefit your pet?

42 responses



Would you consider switching to a smaller pet store if you knew it would give you high quality customer service, top-tier recommendations on food...ats, free events, and offered a loyalty program?
42 responses

