

PAWPRINT

ALEXANDRA PENN

The Problem:

- Pet products produce a significant amount of garbage.
 - Such as; plastic food and treat bags, old toys, plastic toy packagings, and nylon collars and leashes.

The Solution:

- A store that focuses on sustainable everyday pet products.
 - Self scoop food and treat containers, recycled toys, sustainable leashes, collars, and waste bags



CJ: 27

Large Golden Lab Mix
Goes through toys and food quickly
Wants to try to be more environmentally friendly



Megan: 35

Owns three cats

Has a busy lifestyle

Actively looks for ways to reduce her footprint

Location:

- Large City: San Francisco

- Popular dog parks
- 38% of the population is millennials

Target Audience:

- Pet Owners from 23 to 38: Millennial

- Up to date on environmental news
- Actually believe climate change is real

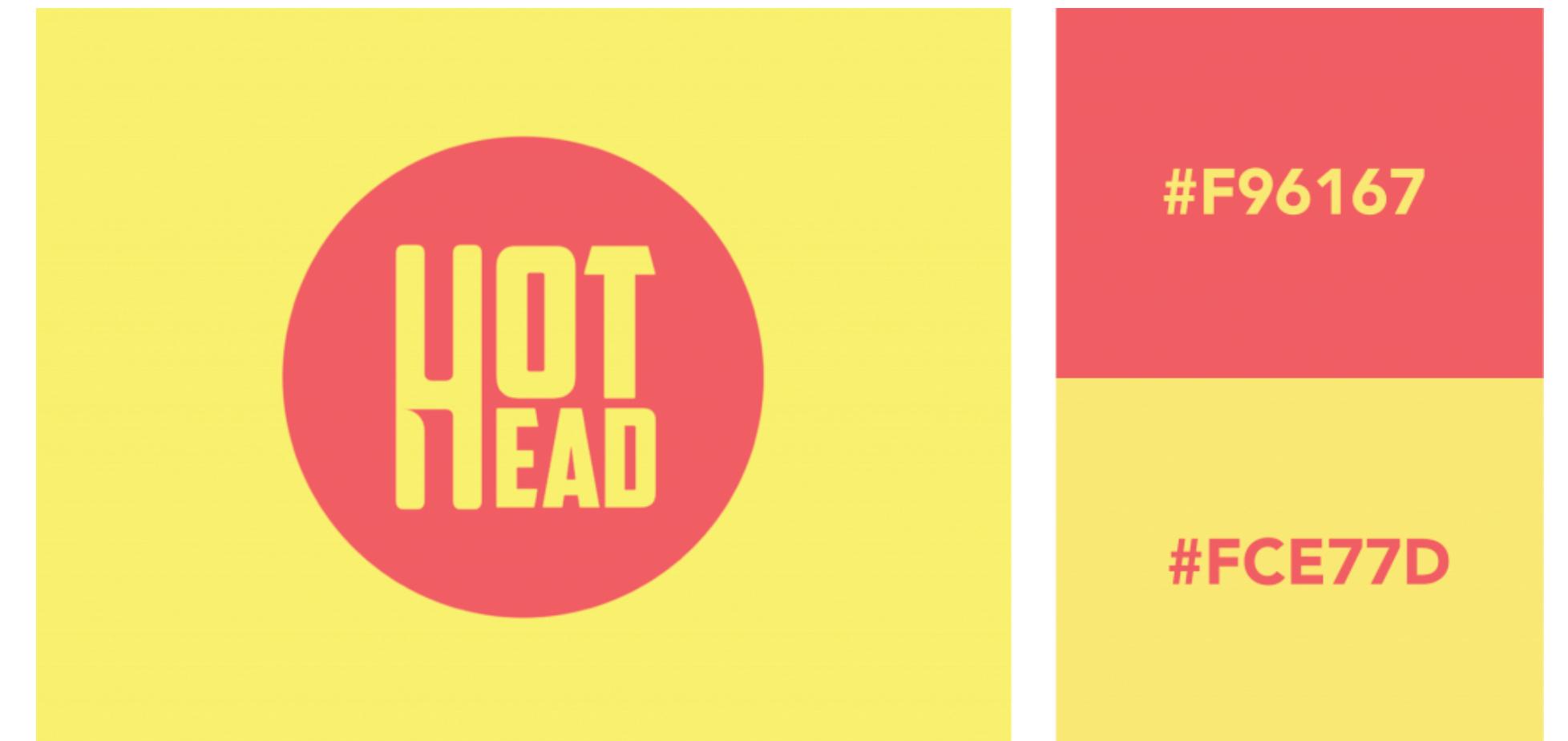
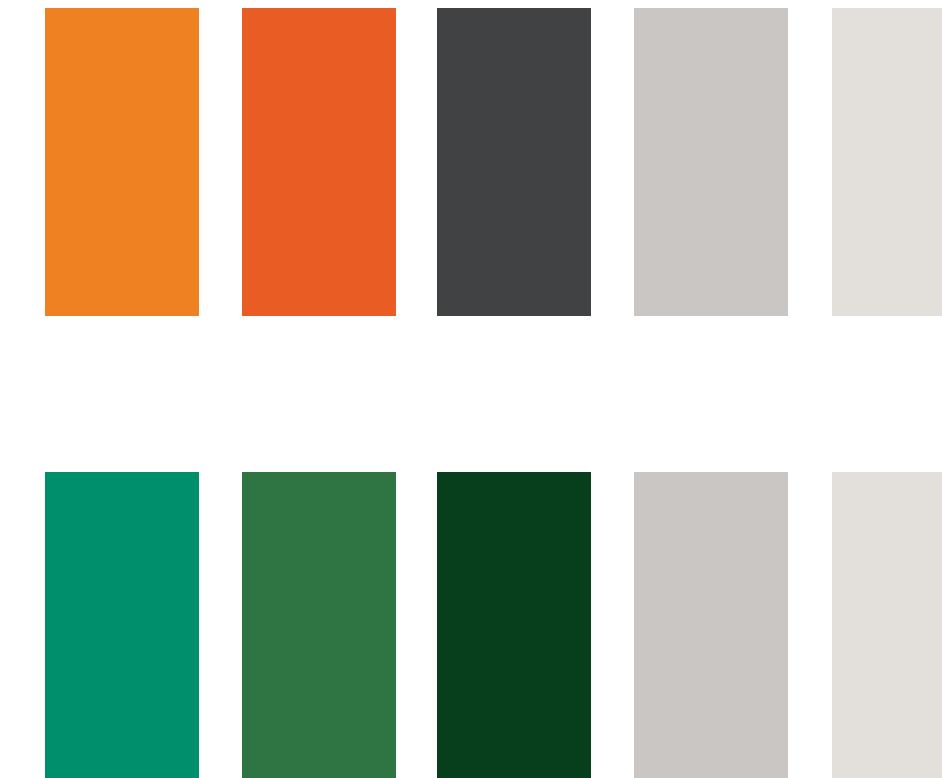
Deliverables:

- Identity Design
- Signage System
- Website
- Outdoor Advertising
- Online Advertising

Identity Design:

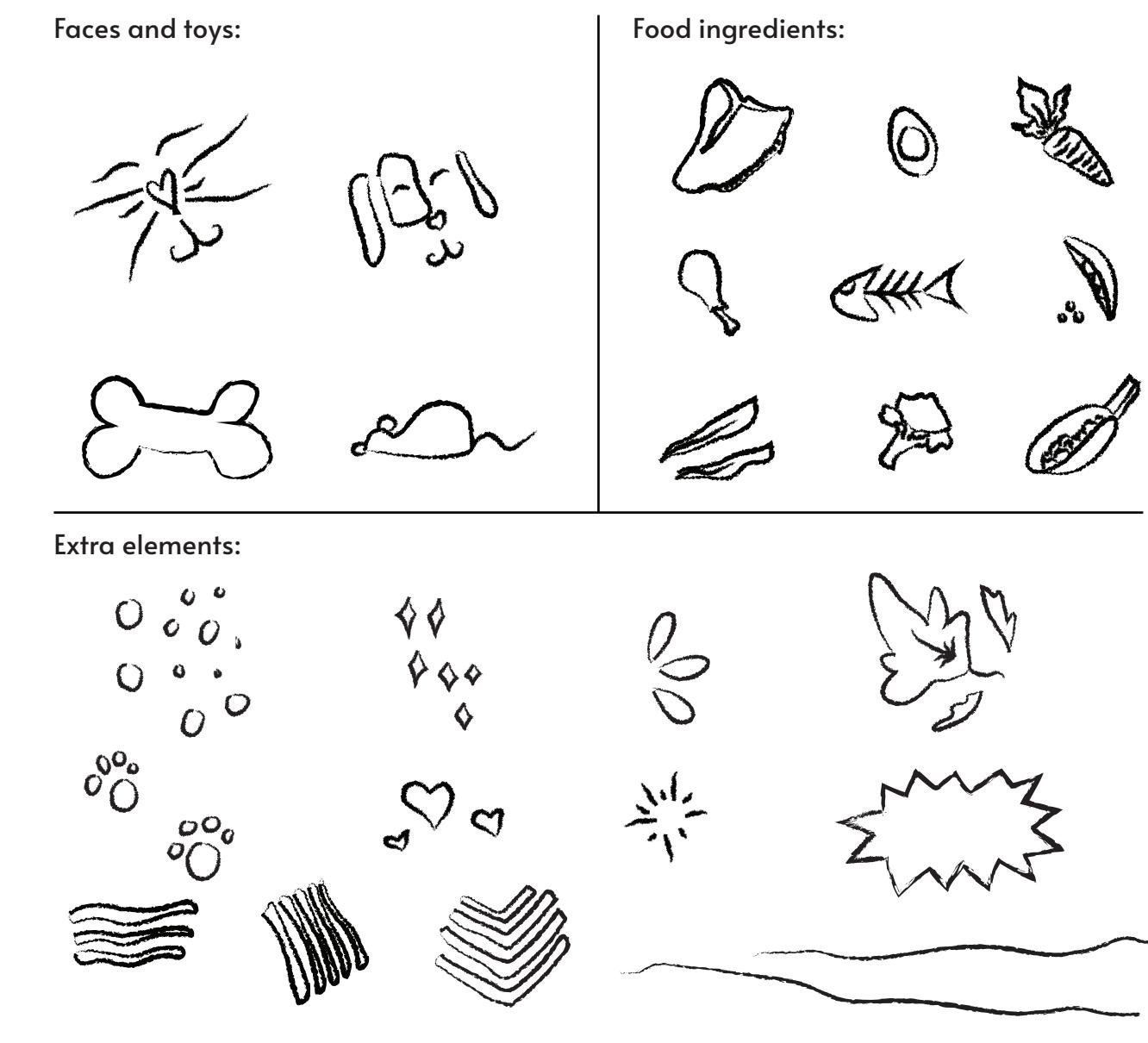


dog cat chasing tail to make symbol



Sinage System:

- Sinage will be chalk boards because they are reusable
- The signage will have specific requirement on how it should look when someone fills a sign out

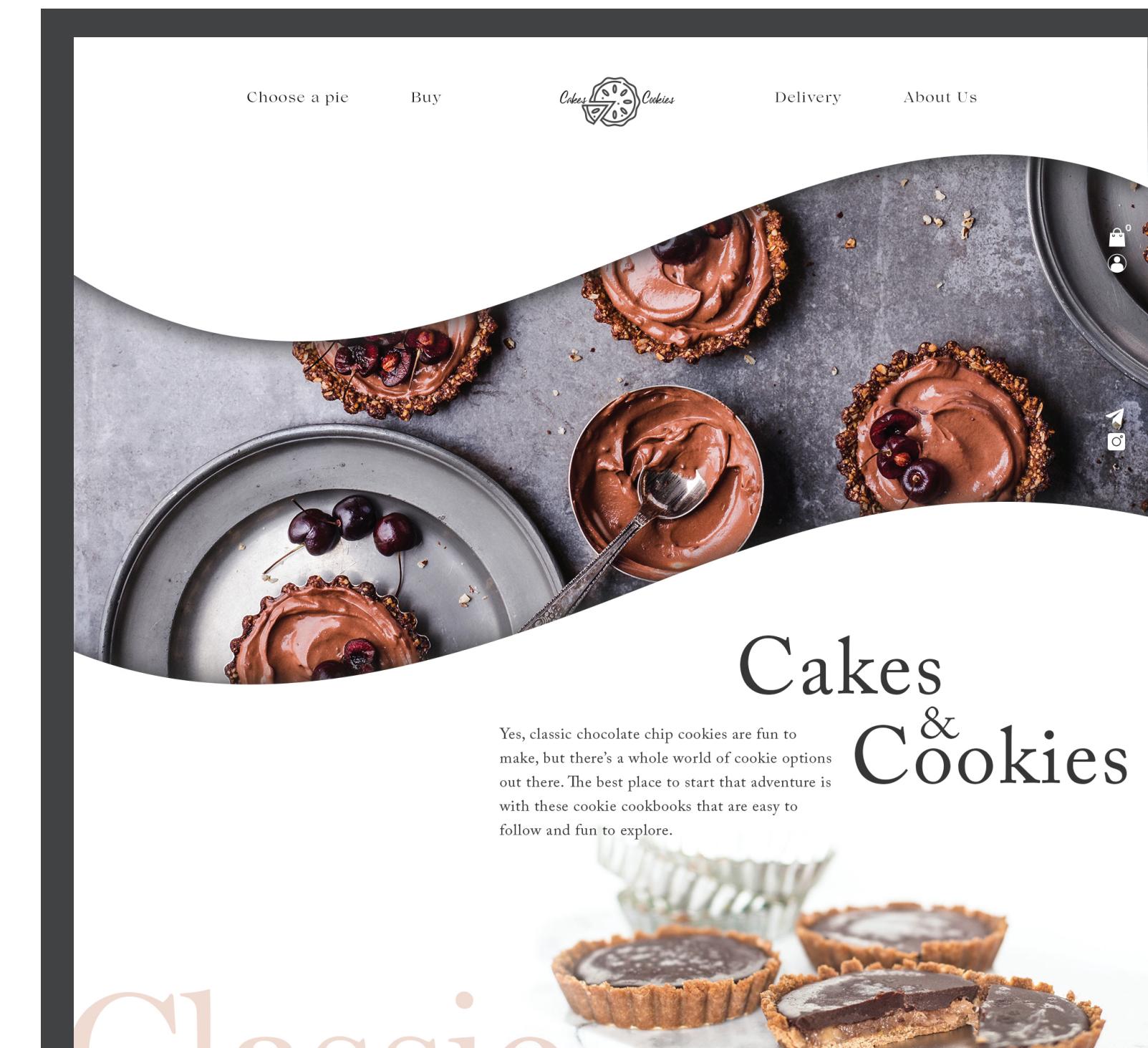


Writing style:
Wording should be written in cursive, but still easily readable. Colors are interchangeable.

sale! sale! sale!

Website:

- Has information about the store
 - Home, About, Contact, brands and items sold in store
- Information on the staff and products



Outdoor Advertising:

- Store Front Advertising
- located in dog park, vets, shelters, etc.



Online Advertising:

- Targeted ads on Instagram
- Social media icons and headers

