



NEW YEAR NEW ZOOMIES

2025 Fitness Goals: Zoomies, naps, and snack breaks.

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CAMPAIGN IDEA

New Year, New Zoomies: Funny, Wholesome, and Totally Paw-some!

Concept

Launching in January 2025, this campaign combines New Year's fitness trends with humor, capturing authentic user-generated content (UGC) during the holiday season. It celebrates relatable pet moments, such as funny workout interruptions, dogs zooming, cats doing quirky yoga, pets napping in odd positions, and more, turning everyday moments into shareable, heartwarming content.



OBJECTIVES & TG

New Year, New Zoomies: Target Audience & Objectives

Objective

- Increase video submissions by 30%.
- Boost platform engagement by 20%.
- Grow follower count by 15%.
- Re-establish The Pet Collective's positioning as the go-to destination for funny and wholesome pet content.

Target Audience

- Pet owners on Instagram, TikTok, YouTube, and Facebook.
- Primary audience: Social media-savvy individuals who enjoy sharing pet content.



PLATFORMS & EXECUTION

- 1 Meta (IG & FB) X: Reel challenges, Story polls, and UGC compilations, memes.
- 2 TikTok: Trends with audio like Eye of the Tiger, etc.
- 3 YouTube Shorts: Weekly highlight compilations.
- 4 Reddit: Post niche pet-related subreddits like r/aww and r/funny encouraging submissions.
- 5 Pinterest: Infographics like: 5 Funny Fitness Challenges for Pets.



ENGAGEMENT AND INCENTIVES



Digital Badges

Zoomie Champion 2025” or “Best Fitness Fail.” Something that makes users feel happy and compelling to share.



UGC Features

Top submissions will be highlighted on The Pet Collective's main page, tagging the users who submitted the content.



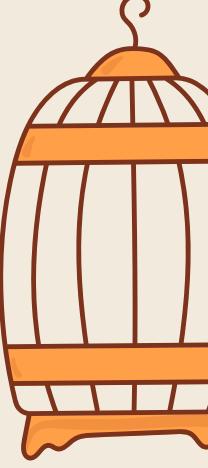
Physical Prizes

Collaborate with pet toy organizations on a barter system to provide Branded pet toys and pet accessories.



METRICS & EVALUATION

- Primary KPI: Video submissions using #NewYearNewZoomies and our official handle tagged.
- Link clicks + UTM to track the platforms and channels receiving the most submissions.
- Engagement Metrics: Likes, shares, and comments.
- Follower Growth: New followers gained during the campaign.



WEEK 1

Announcement

Teasers and first submissions.

WEEK 2

Highlight submissions and introduce challenges.



CAMPAIGN TIMELINE

Key Milestones

WEEK 3

Weekly compilations and sponsor, branded content.

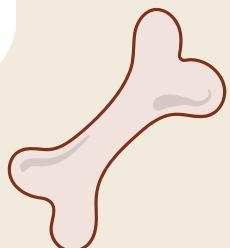
WEEK 4

Final push for submissions and highlight reel release.

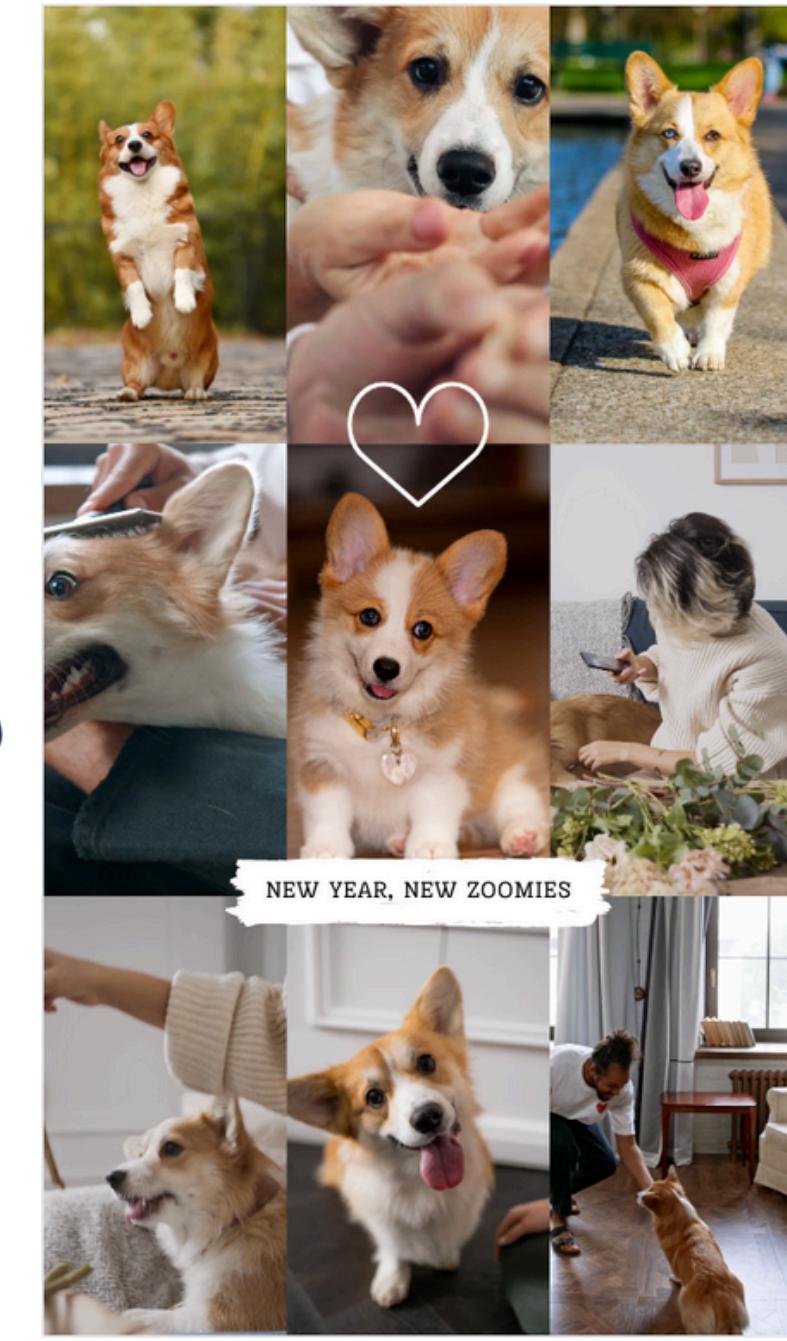
END

Awards, Prizes, and Compilation of the Best submissions.

Post-campaign sustenance.



CREATIVE MOCKUPS



CREATIVE IDEAS

- Instagram Reel: A dog doing zoomies with text overlay: "Zoomies 🐶 = Cardio. Submit your videos and join #NewYearNewZoomies!"
- Instagram Story Poll: "Which is harder: Fetch Sprints 🐾 or Couch Naps 🛌?"
- Pinterest Infographic: "Top 5 Funny Fitness Goals for Pets."
- YouTube, Instagram, Facebook, X: Pawsonal Trainers - Pets take over as their owners' personal trainers, hilariously motivating or distracting them during workouts.

Reference Videos:

Video 1: <https://youtube.com/shorts/8nPh44seCmE>

Video 2: <https://youtube.com/shorts/c9vwly5ljSg>

Video 3: <https://youtube.com/shorts/PVlHDZJuyo4>

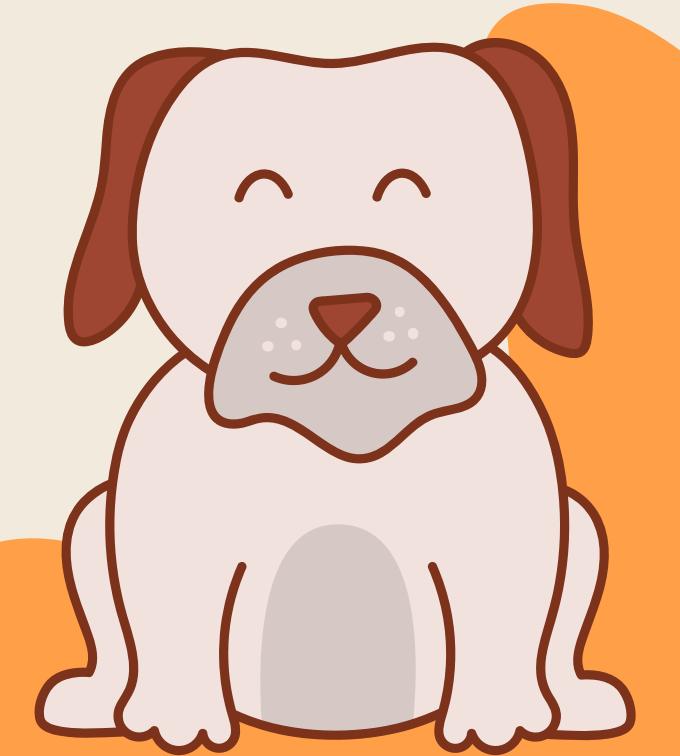
Video 4: https://youtube.com/shorts/OfRG_y2fisk



READY, SET, ZOOM!

**Let's make 2025 the funniest and
most wholesome year yet!
Join us in celebrating pets and
their quirks.**

SUBMIT YOUR VIDEO





MESSAGING & WHY THIS WORKS?



Funny and Relatable:

- When your pet's cardio session lasts 10 seconds but burns 100% of their energy.
- Skip the gym, your pet's got the funniest fitness routine at home.

Wholesome and Encouraging:

- Whether it's zoomies or nap breaks, every pet deserves to shine in 2025.

Why This Works?

- Trend Alignment: Fitness resolutions are a big January theme, but the humorous twist keeps it fresh and unique.
- Humor-Driven: Fitness fails and silly workouts are inherently funny and relatable, ensuring high engagement.
- Wholesome Content: Encourages funny and heartwarming, resonating with The Pet Collective's audience.



THANK YOU

Do you have any questions?

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