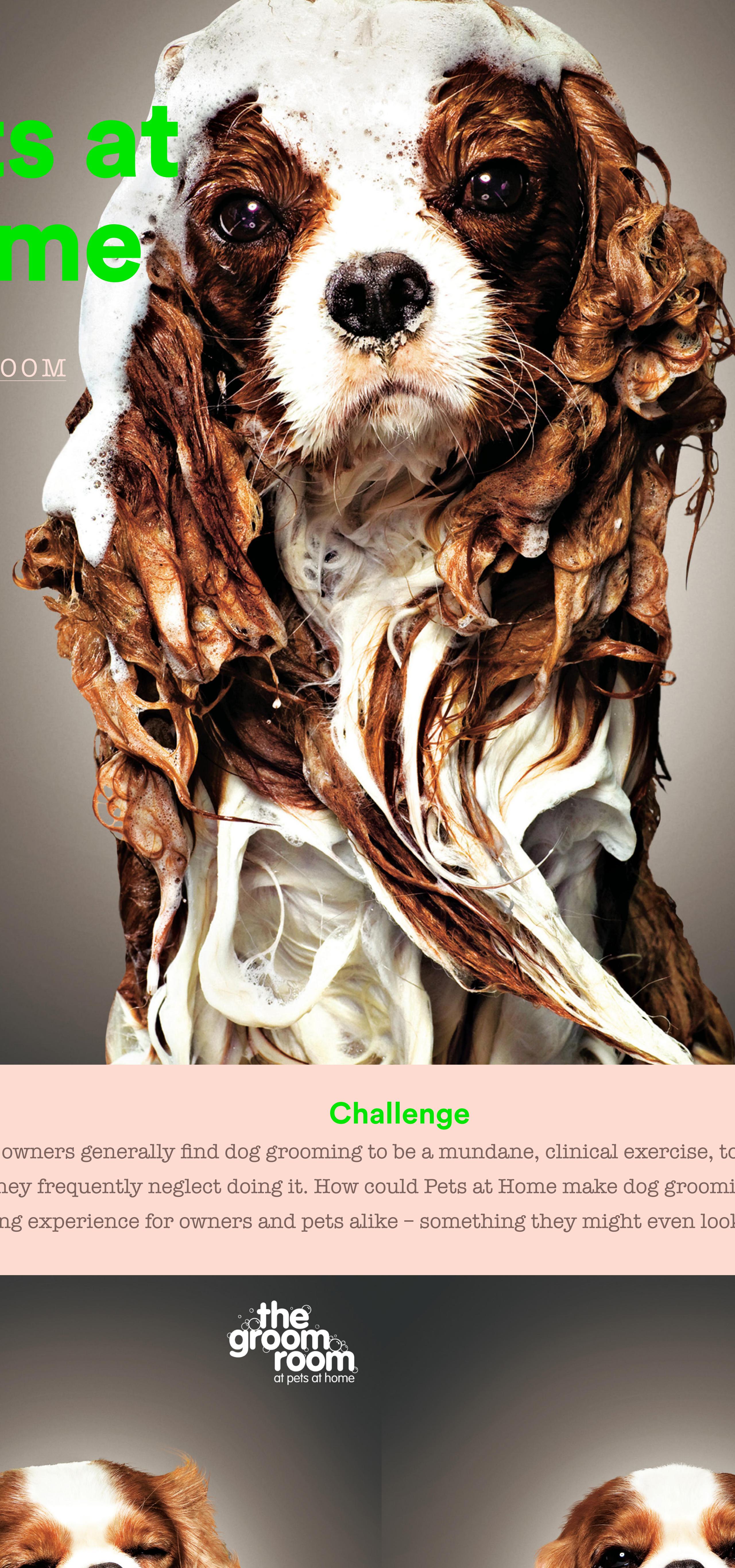


DINOSAUR

# Pets at Home

GROOM ROOM

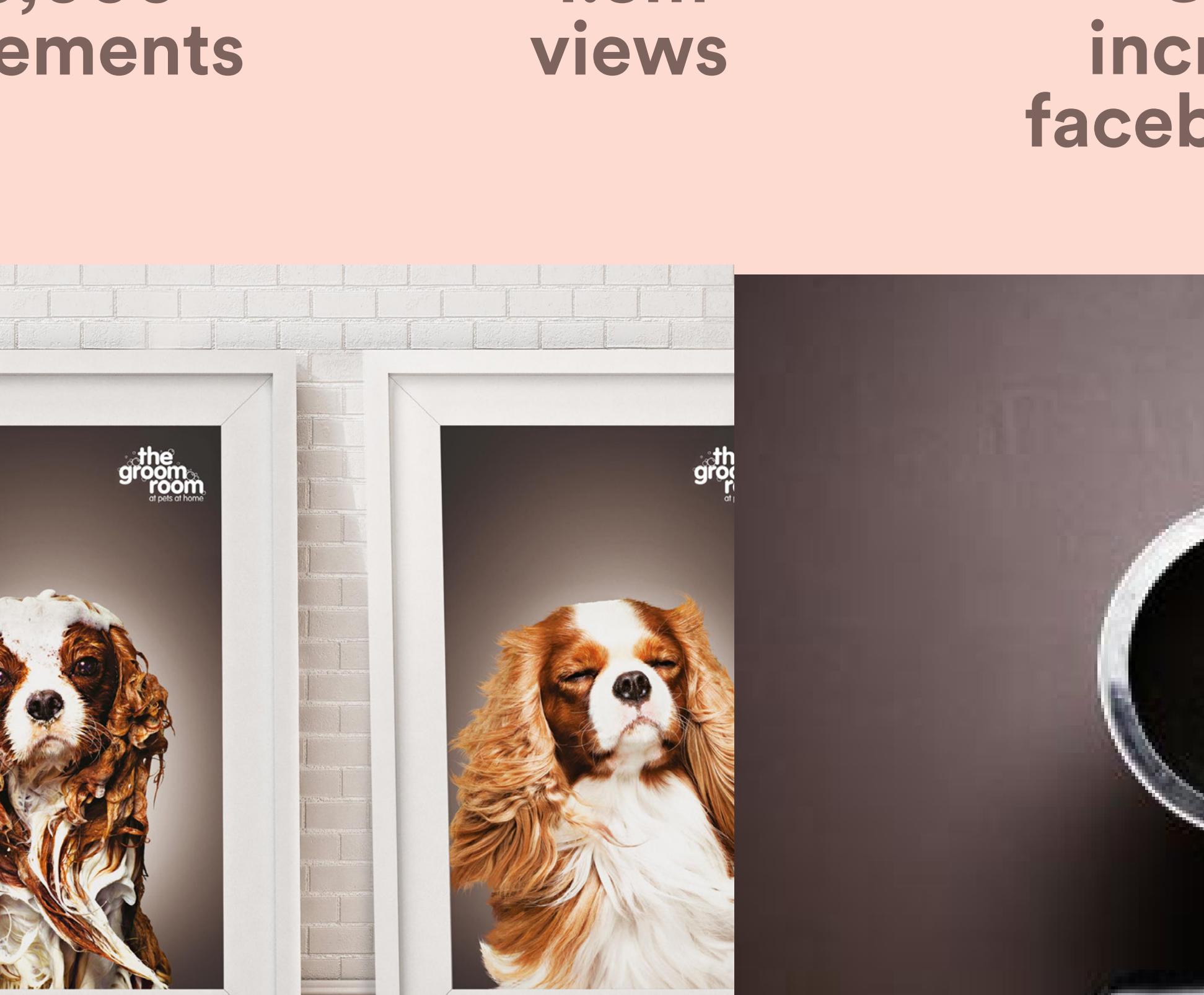
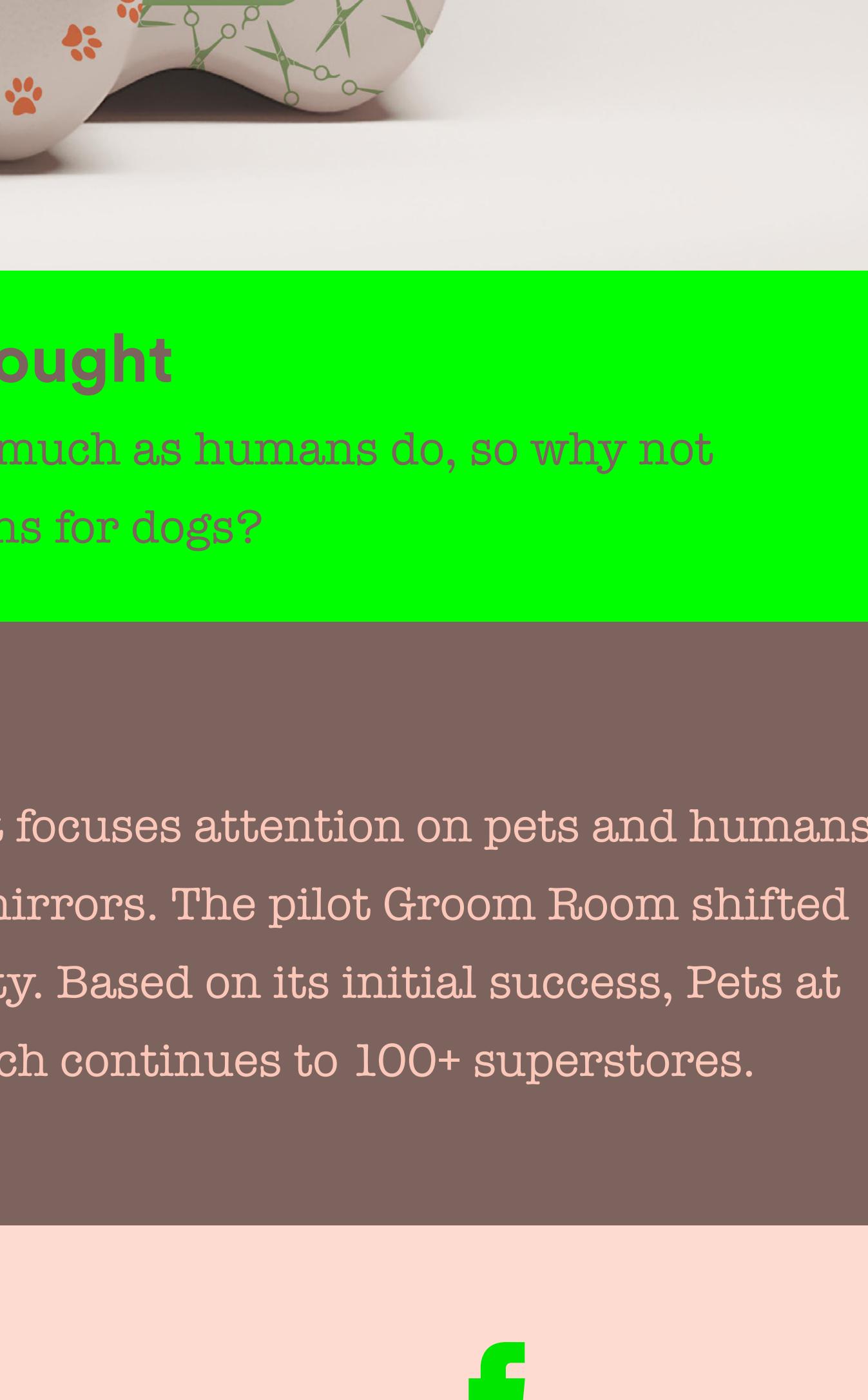
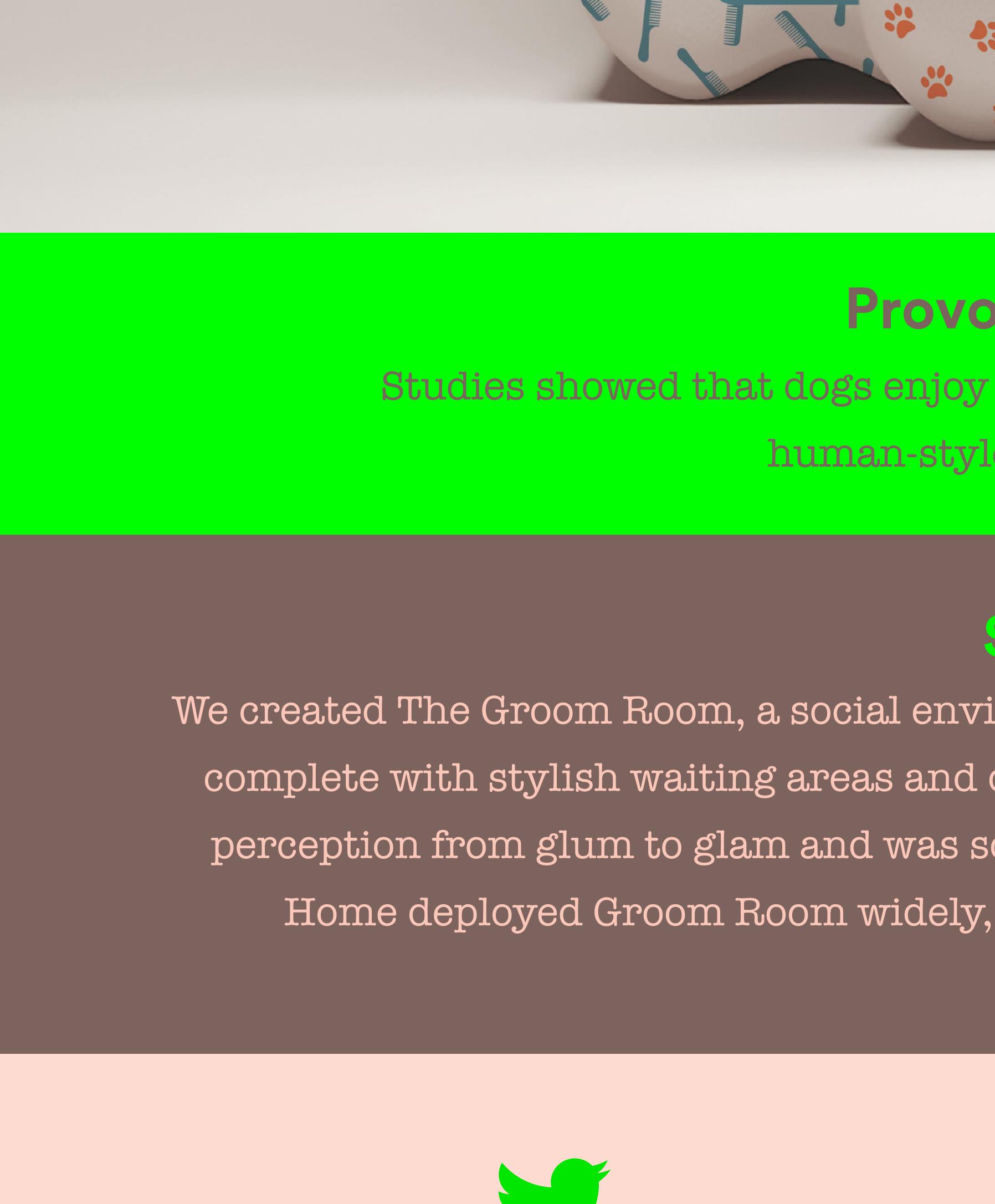


## Challenge

Pet owners generally find dog grooming to be a mundane, clinical exercise, to the point that they frequently neglect doing it. How could Pets at Home make dog grooming a fun and engaging experience for owners and pets alike – something they might even look forward to?

the  
groom  
room  
at pets at home

the  
groom  
room  
at pets at home



## Provocative Thought

Studies showed that dogs enjoy grooming as much as humans do, so why not human-style beauty salons for dogs?

## Solution

We created The Groom Room, a social environment that focuses attention on pets and humans, complete with stylish waiting areas and doggy-sized mirrors. The pilot Groom Room shifted perception from glum to glam and was soon at capacity. Based on its initial success, Pets at Home deployed Groom Room widely, a rollout which continues to 100+ superstores.



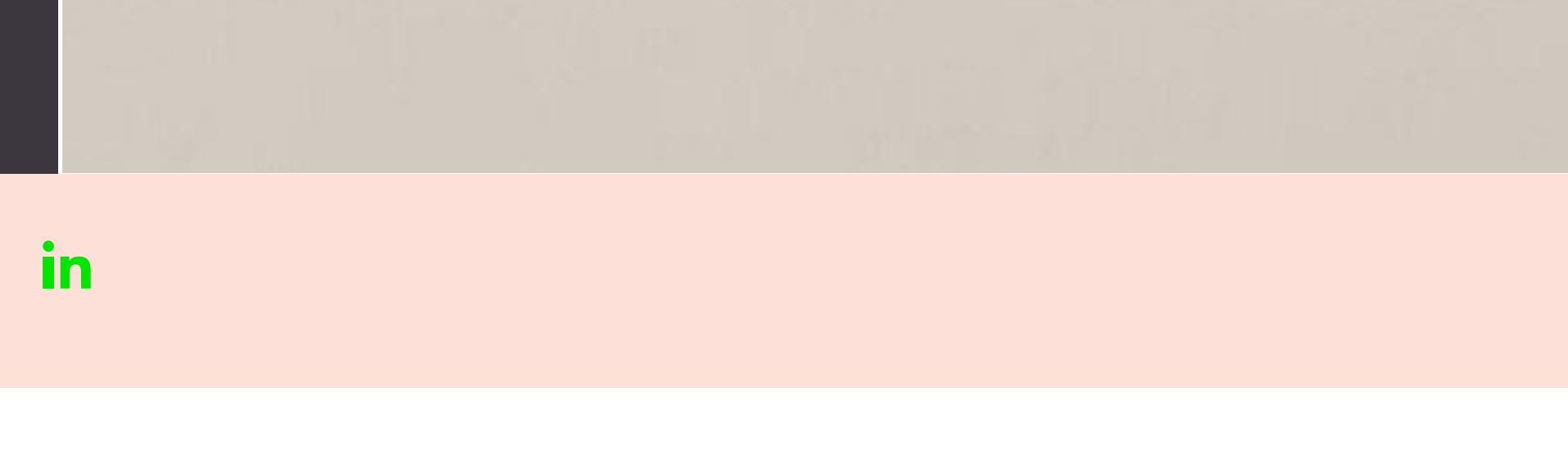
+500,000 engagements



1.3m views

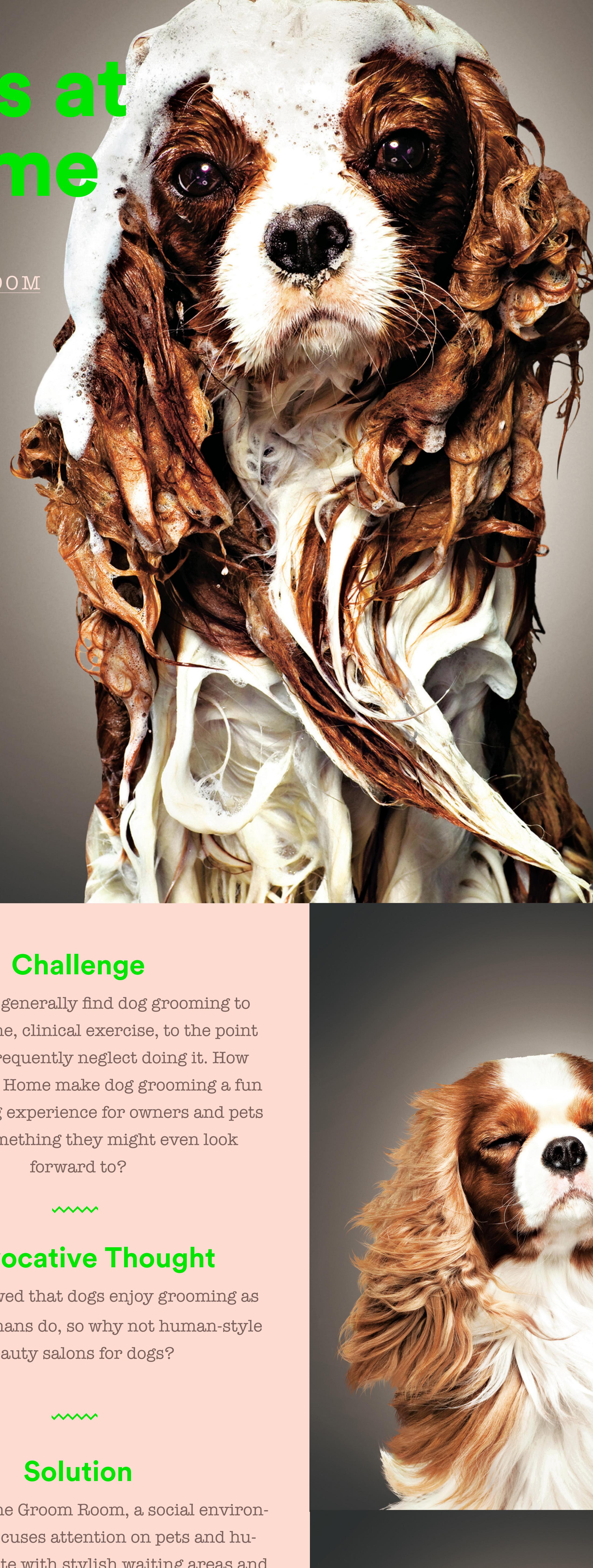


98.2% increase in facebook likes





The image features a dark grey background. At the top left, the word "Home" is written in large, bold, bright green letters. Below it is a short, horizontal green wavy line. Underneath the wavy line, the words "GROOM ROOM" are written in a white, serif font, with a thin horizontal line extending from the left end of the text. On the far right, there is a close-up photograph of a white dog's muzzle. The dog has dark brown or black markings around its eyes and nose. Its mouth is slightly open, revealing its tongue and teeth. The lighting highlights the texture of the dog's fur and skin.



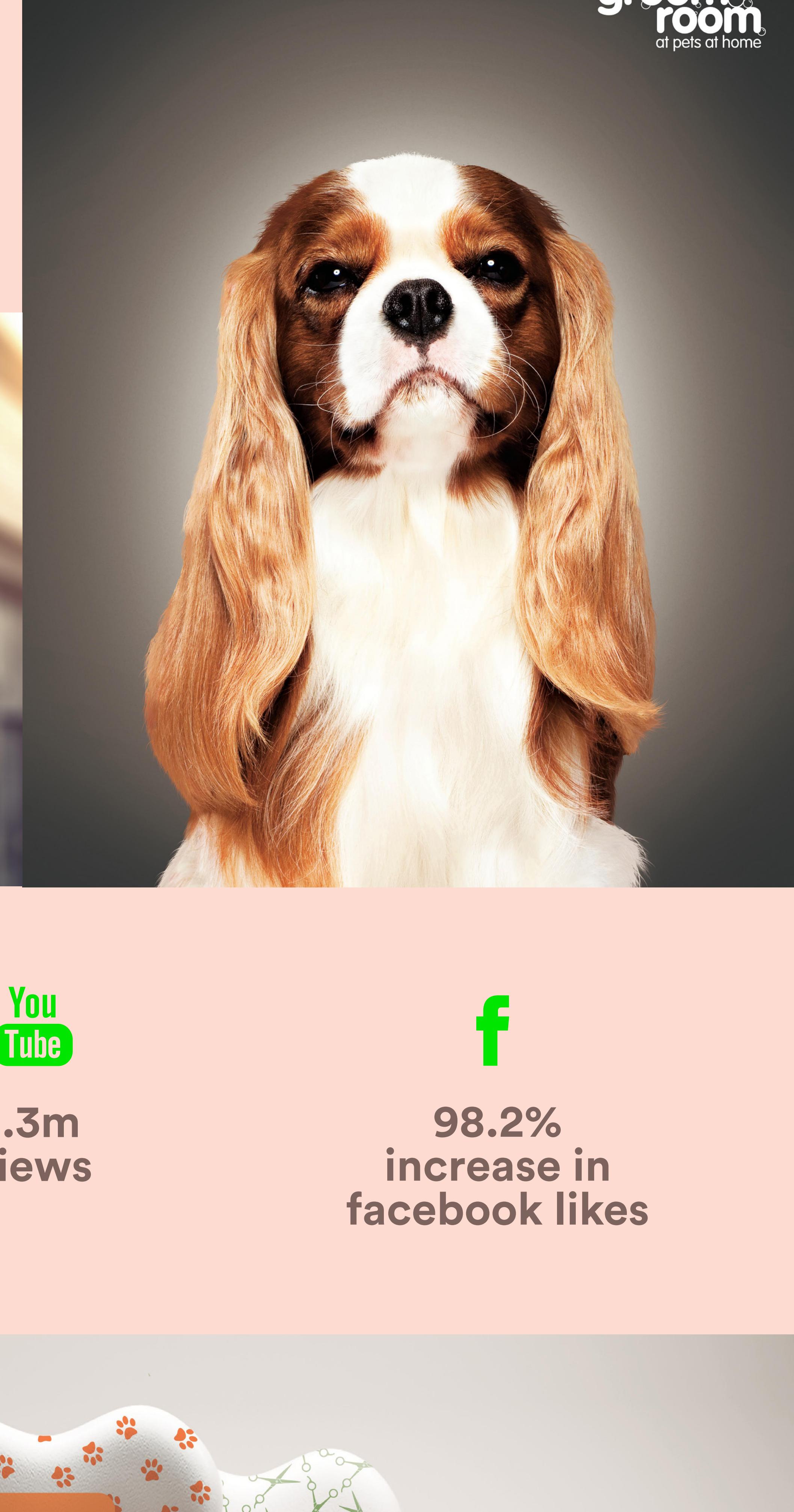
city. Based on its  
e deployed Groom  
b continues to 10

A close-up, low-angle shot of a circular sign mounted on a dark, textured metal surface, likely a shopfront. The sign features the text "the groom room at pets at home" in a white, sans-serif font. The word "the" is smaller above "groom room", which is the largest text element. Below "groom room", the words "at pets at home" are written in a slightly smaller size. Small decorative icons resembling bubbles or paw prints are placed around the letters 'o' and 'r'. The sign has a thin silver border and is set against a blurred background of a building's exterior.

A photograph of a dark, rectangular object, possibly a book cover or endpaper, showing signs of wear and discoloration. The object is positioned horizontally against a light-colored background.

A green Twitter logo is positioned at the top center of the slide.

**+500,000  
engagements**



A small, rectangular white label is positioned in the upper right corner of the frame. The label contains printed text and a barcode. The text is partially visible, showing what appears to be a date or identification code.



This image consists of two vertical panels. The left panel is a solid dark brown color. The right panel is a light beige or cream color. A thin, dark horizontal line runs across the entire width of the image, separating the two panels. There is some very faint, illegible text visible near the bottom edge of the right panel.



A large, framed photograph of a horse's head and neck is mounted on a wall above a wooden floor. The photograph is set in a white frame and shows a close-up of a horse's head, with its mane and neck visible. The horse has a dark coat with light-colored highlights. The background is a plain, light-colored wall. To the right of the main photograph, there is a vertical strip of the same photograph, suggesting it is part of a larger series or a duplicate print.

