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MEET THE TEAM

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AGENDA

-  About BarkBox
-  Market Profile
-  PEST & SWOT Analysis
-  Target Market
-  Positioning
-  SMART Objective
-  Marketing Strategy
-  Conclusion
-  References



About BarkBox



BARK BOX Overview

Background

- **Founded:** 2011
- **Founders:** Henrik Werdelin and Carly Strife
- **Companies under Bark & Co:** BarkPost, BarkBox, BarkShop
- Publicly Traded

Performance & Approach

- **Financials:** Revenue growth from \$75 million in 2015 to \$117 million in 2021 (56%+)
- **Approach:** Maintain a customer-centric marketing culture, focuses on customer satisfaction

Mission Statement

- “Dedicated to fostering the health and happiness of dogs everywhere”



What Does BarkBox Offer?

- **Monthly Tailored Subscriptions**
 - Tailored for your dog, based on your preferences
- **BarkBox Shop**
 - Individual toys, treats, and chews
- **BarkBox Eats**
 - A variety of treats and chews with high quality ingredients
- **Limited Edition Boxes**
 - Seasonally themed boxes with exclusive contents



Market Profile

- The pet care market has grown to \$261 billion in 2022; up from \$245 billion in 2021.
- ~6.1% annual growth rate **projects \$350 billion by 2027**
- Millennial and Gen Z households account for 60% of pet ownership.
- **Drivers:** High disposable incomes, rising pet ownership, and increased spending on pet care products.
- BARK has Lost over 90% of value since IPO (June, 2021)



PEST Analysis



Political

- Animal health regulations
- Import/Export restrictions

Economical

- Increasing incomes
- Growing market In pet Industry
- Economic recovery since COVID, but could experience recession

Social

- Rise in pet ownership
- Companies maintaining past subscriptions

Technological

- Rise in E-Commerce platforms



SWOT Analysis

STRENGTHS

- Loyal customer base
- Highly customizable products
- User-friendly website
- Diversified product portfolio
- Strong social media presence
- Strong brand identity
- Excellent customer service

WEAKNESSES

- High operation costs
- Dependence on subscription business model
- Customer churn

OPPORTUNITIES

- Economic recovery
- Market growth
- Product expansion

THREATS

- Changing consumer behaviors
- Fierce competition
- Regulation changes
- Economic recession



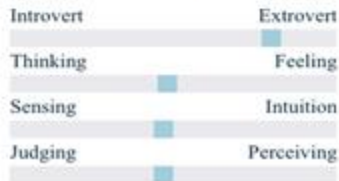
Debbie the Dog Lover



"Balancing my professional and personal life, including my dog!"

Age: 35 (Millennials)
Income: Middle-income, ~\$70,000 annually
Family: Single without kids
Location: Nevada
Character: Professional, Caring, Motivated, Work-Life Balance

Personality



Active Lifestyle

Health-Conscious

Convenience & Effectiveness

Goals

- Try to find work-life balance. Try to be professional at work as well as take good care of her personal life, including her dog.
- Find the best dog products that is of high-quality and cost-effective.
- Giving her dog the best care and love as she can.

Frustrations

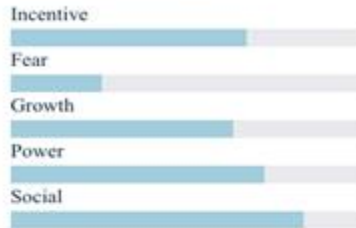
- Too many options online and in stores, doesn't know which one she should choose.
- Is not very sure about the criteria for dog products to be considered as "good".
- Take good care of her dog is not easy. It's just like looking after kids, which is quite a burden in the long run since she has limited budget.

Bio

Debbie the dog lover is a single, professional woman in her mid-thirties living in Nevada, who is earning a middle income wage. She saw many neighbors had pets and then decided to adopt her first dog, Rufus, when the pandemic hit to accompany her. Now Rufus has become an indispensable member of her family. She often includes Rufus in her active lifestyle by including him on hikes, camping trips, and dog park visits.

Debbie usually bought dog products from local grocery stores during the pandemic. But as the pandemic has passed and Rufus become more important to her, she started to take better care of Rufus by being more cautious and serious about dog products with great concerns about treats, toys, safety, and product diversity. She started her search online instead of shopping in store to find better variety of products but is currently overwhelmed by all kinds of dog products, subscription box options, and brands, and doesn't know which brand is the best choice for her beloved Rufus.

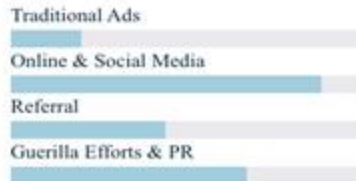
Motivation



Brand & Influencer

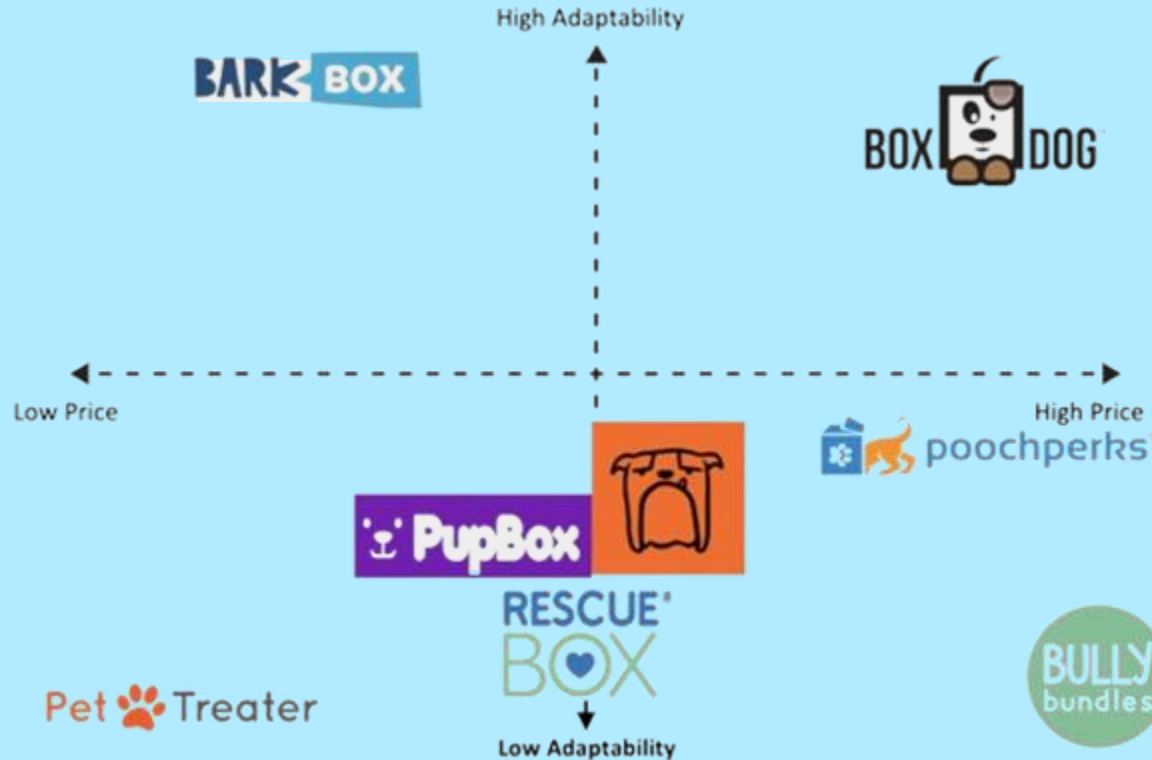


Preferred Channels



Positioning

High Adaptability = user's ease in customizing the delivered product precisely to match their specific requirements.



SMART Objective

Increase BarkBox holiday themed box subscriptions among millennial pet owners like Debbie the Dog Lover by 5% within the next 3 months starting November 1, 2023 to January 31, 2024.



Marketing Strategy



Product

- Focus on Thanksgiving, Christmas, and New Year themed boxes.
- Customize the dog's name on the package.
- More customizable features



Barksgiving Box



Bark the Halls Box



Chew Year's Eve Box

Price



You can't put a price on dog joy, but we tried

- 🐾 BarkBox, \$20/month
- 🐾 2 full bags of customized treats, 2 holiday themed toys,
1 delicious chew
- 🐾 Competitor Prices:
 - 🐾 RescueBox, \$30/month
 - 🐾 BoxDog, \$50/month
 - 🐾 Pet Treater, \$15/month
- 🐾 Average toy price range = \$10-\$20
- 🐾 ~ \$60.00 value for \$20



Place



Online:



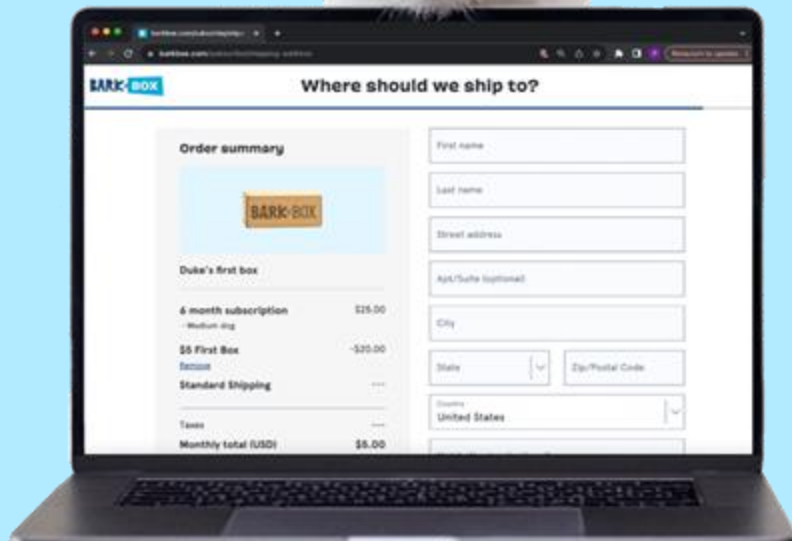
Bark.co and BarkBox website



Social media pop-up ads



Amazon



Promotional Mix

Owned

- Pop-up windows on BarkBox & Bark websites & mobile app
- BarkPost newsletter
- BarkBox Instagram, TikTok, & Facebook



Paid

- Search engine boosts
- Social media ads
- TV & Streaming ads
- Direct-mail advertising (email)
- Sponsorship: the National Dog Show
- Influencers



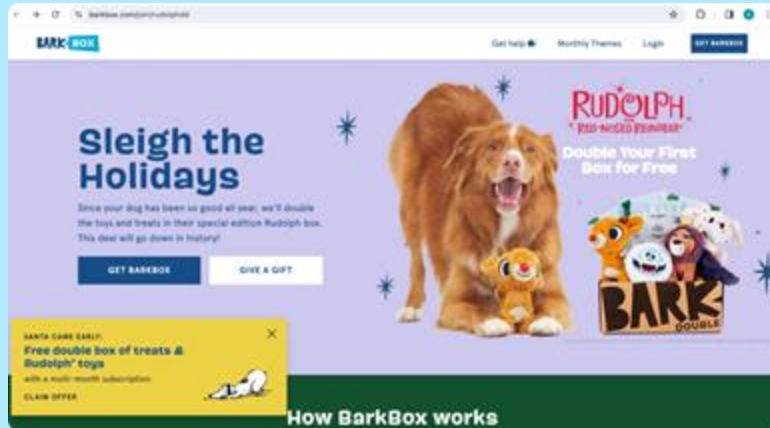
Earned

- #BarkBoxHoliday contest campaign
- Online review campaign

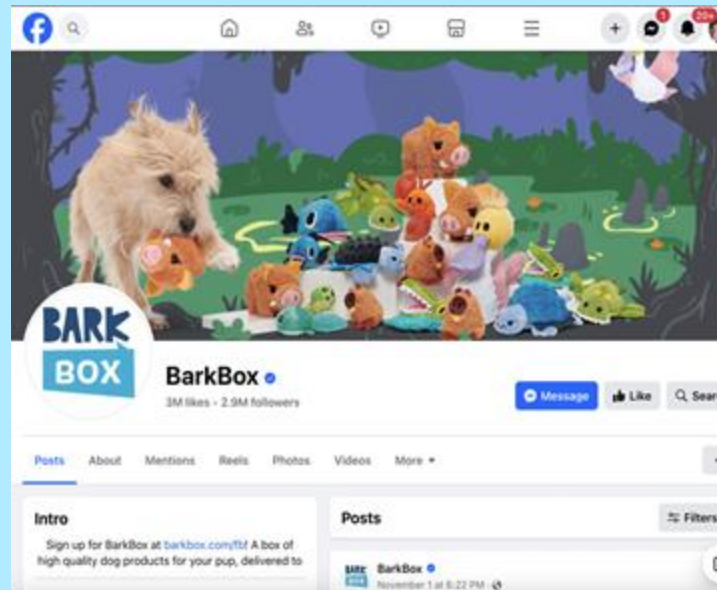
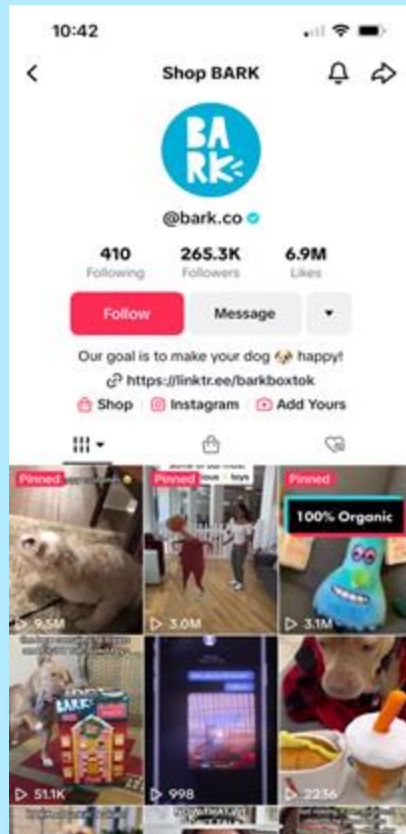
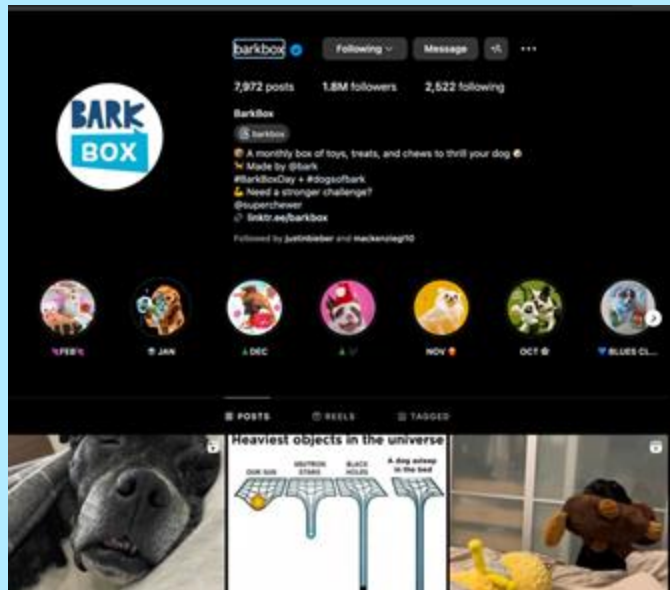


Owned Media: Website, Mobile App, Blog Post

BarkPost Newsletter

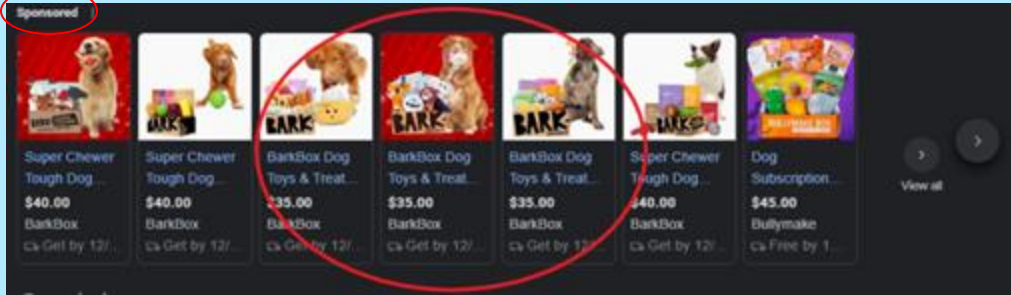


Owned Media: Social Media

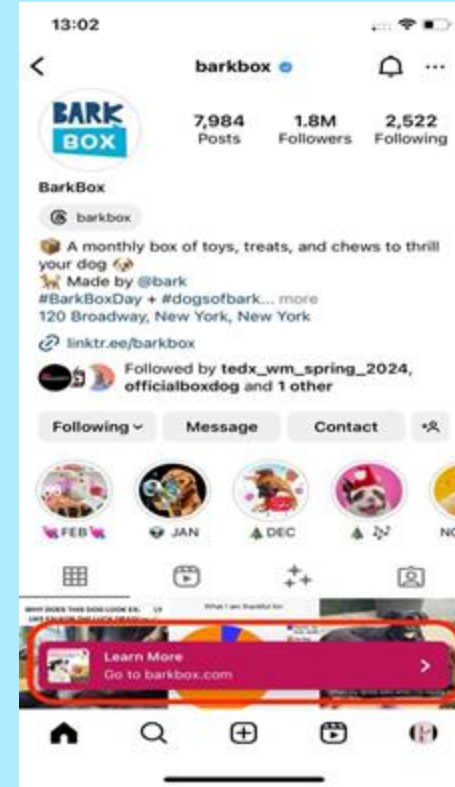


Paid Media: Digital

Search Engine Boosts



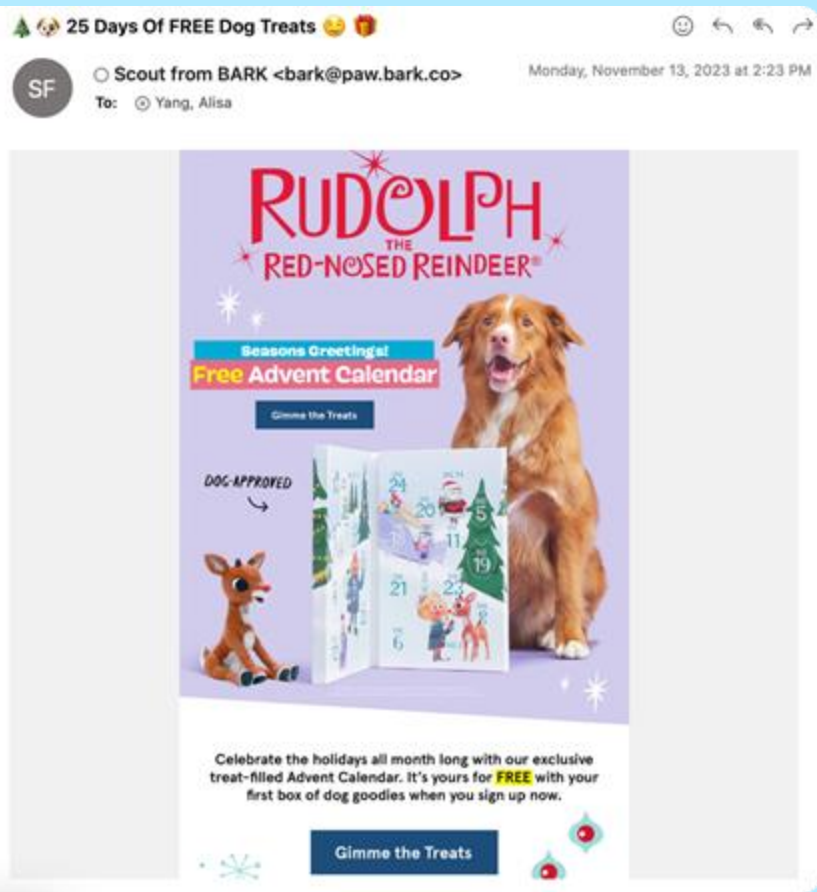
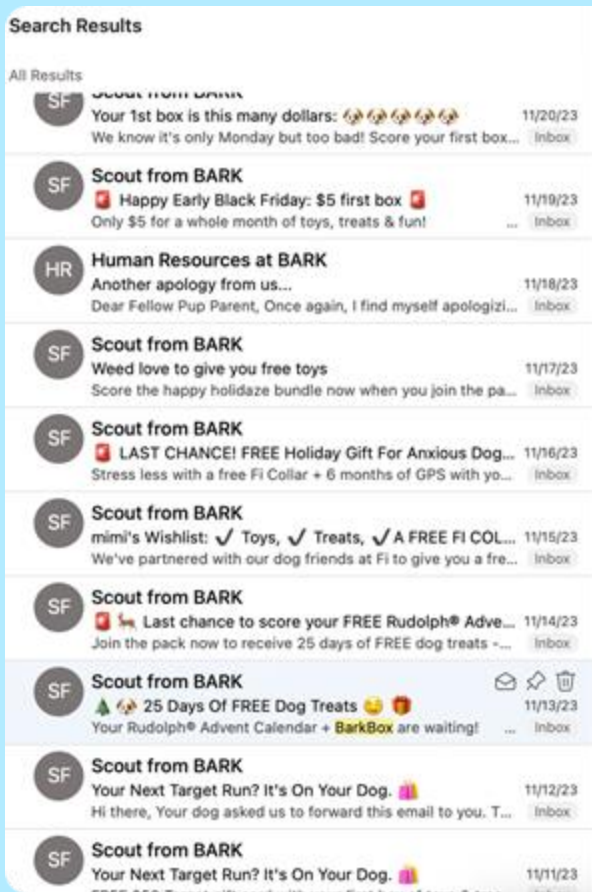
Streamed Media Ads



Social Media Ads: pop-up window



Paid Media: Direct-Mail Advertising (Email)

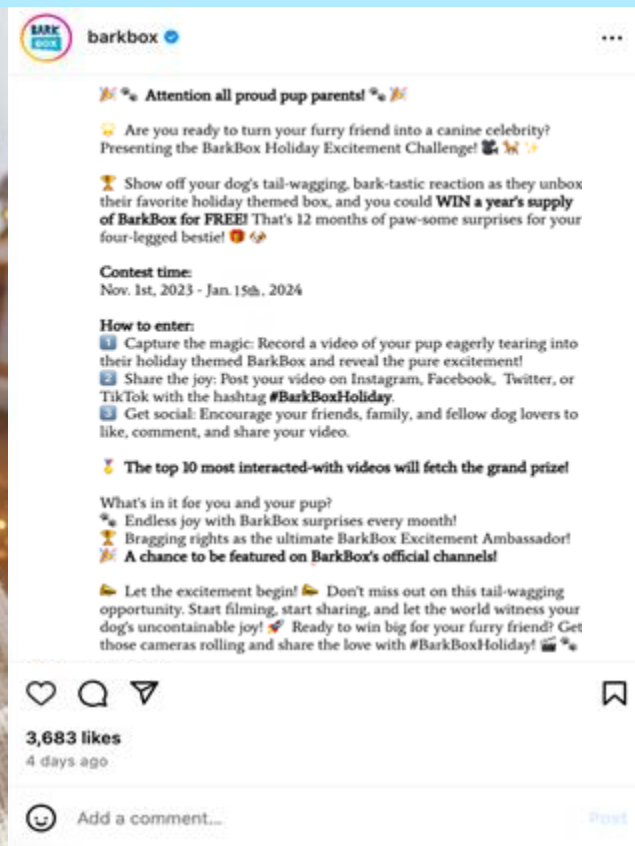


Paid Media: Sponsorship & Streaming Ads

BarkBox as the sponsor of the National Dog Show 2023 streamed on NBC News, during Thanksgiving holiday.



Earned & Paid Media: social media #BarkBoxHoliday

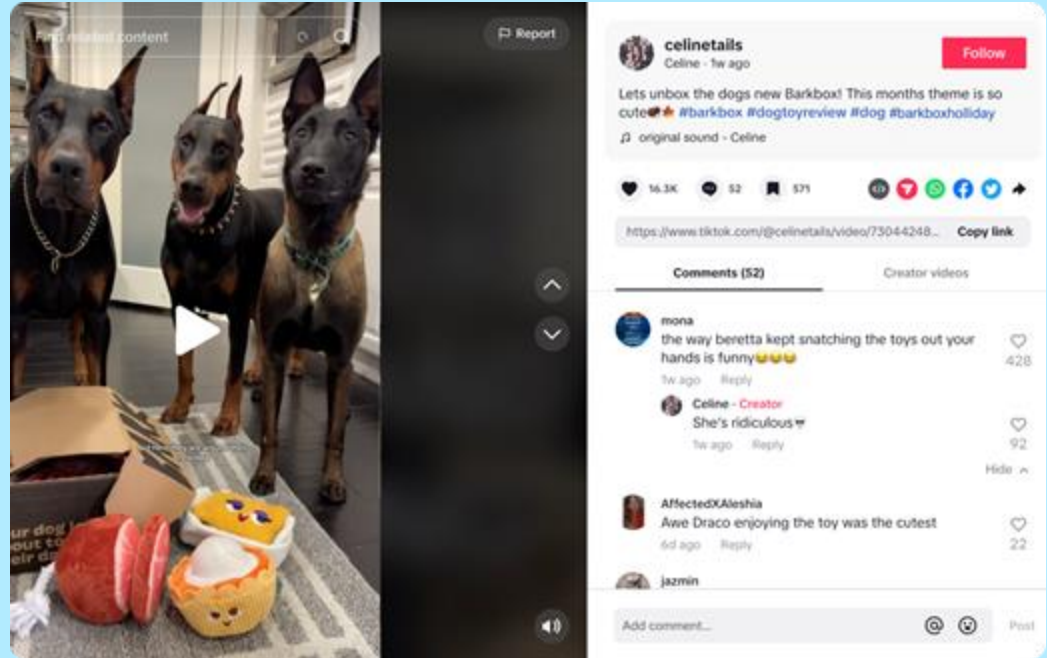


#BarkBoxHoliday Example

Example Package Display



TikTok #BarkBoxHoliday Example



Earned & Paid Media: Social Media (Online Reviews)

The screenshot displays a YouTube channel page for 'The Pink Envelope'. The left sidebar shows the channel's navigation menu with options like Home, Shorts, Subscriptions, and a 'You' section with links to the channel, history, and videos. Below this is a 'Subscriptions' list featuring channels like National Geographic, Drew B. Darby, and others. The main content area shows a list of videos. The top video is titled '*NEW* BarkBox Review 🐶 Dog Subscription Box - Treat your pets with something special' and has 3.8K views. The second video is 'Unboxing my 1st Bark Box with my dog!' with 32K views. The third video is 'BARK BOX SUPER CHEWER! | Lick or Treat | October 2023 | A Dog Parent Unboxing' with 251 views. Each video thumbnail shows a person interacting with a BarkBox or a dog. The channel's name 'The Pink Envelope' is visible at the top of the video list.

YouTube

Search

All Shorts Videos Unwatched Watched For you Recently uploaded Live Large dog Filters

***NEW* BarkBox Review 🐶 Dog Subscription Box - Treat your pets with something special**
3.8K views • 5 months ago
The Pink Envelope
We hope you enjoyed our first unboxing here on The Pink Envelope as much as we did! We have enjoyed being subscribed to ...
4K
Minutes & Welcome | BarkBox Pricing Breakdown | Super Chewer Pricing | BarkBox Unboxing | Cluck... 8 chapters

Unboxing my 1st Bark Box with my dog!
32K views • 1 year ago
Steph Vlogs
Thank you for watching! Main channel : @StephPappas Instagram : StephPappas Tiktok : StephPappas Snapchat ...
Squirt Gun | Ingredients | Salmon Treat 3 moments

BARK BOX SUPER CHEWER! | Lick or Treat | October 2023 | A Dog Parent Unboxing
251 views • 1 month ago
Geeking out with MellyMel
As dog parents, our dogs are super important to us. We have 2 dogs; Einstein and Luna. Luna is the youngest and she loves toys ...



EVALUATION

Owned

- 5,000 visits to the BarkBox website
- 1,000 app downloads
- 2,000 views to BarkPost
- 5,000 new followers on Instagram, TikTok, and Facebook

Paid

- 10,000 clicks-through from search engine & all social media platforms
- 2,500 click-through from direct-mail advertising
- 1,500 promotion codes redeemed

Earned

- 3,000 #BarkBoxHoliday participants across social media
- 300 new review videos on social media & YouTube



CAMPAIGN TIMELINE

- Announce hashtag contest across BarkBox digital & social media channels;
- Start online review campaign & paid media
- Push TV & stream ads about upcoming holiday themed boxes
- Announce winners
- Continue pushing ads on streaming and social media platforms
- Collect data on interactions and engagement
- Analyze social engagement and reinvest into responsive platforms
- Reevaluate and update goals for interactions

Nov. 1, 2023

Jan. 15, 2024

Jan. 31, 2024





0:00.00



Let's Do a Quick Unboxing
Christmas and Unleash the
FUN ahead!



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