

PAW SPA

CONFIDENT CARE FOR THE PET YOU LOVE.

Final Ad Campaign
Created By: Andrew Goheen



AGENDA

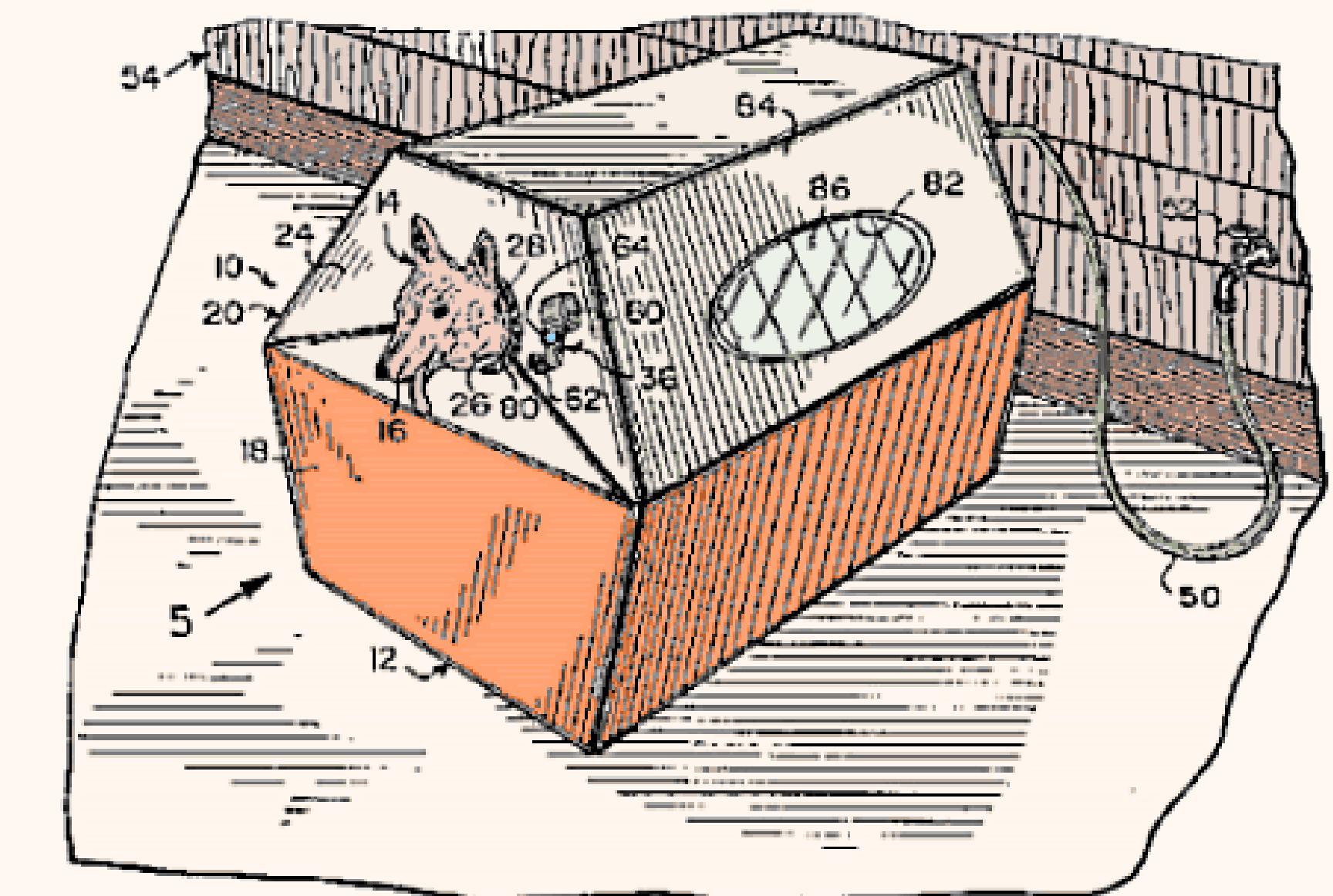
- **PRODUCT**
- **BUSINESS SITUATION**
- **OBJECTIVE**
- **TARGET AUDIENCE / PERSONA**
- **CONSUMER INSIGHT**
- **BRAND BENEFITS**
- **BRAND PERSONALITY**
- **CREATIVE CAMPAIGN**

PRODUCT

A NEW APPROACH TO PET MAINTENANCE

Paw Spa is a purpose-built bathing system designed to safely contain and wash pets while minimizing stress for both pet and owner.

- Securely holds pets - prevents scratching, biting, escaping.
- Cuts bath time by 50% with streamlined design.



BUSINESS SITUATION

PAW SPA MARKET OVERVIEW

STATUS:

A new product launch in a category of existing pet care and grooming solutions.

CHALLENGE:

Introducing a novel bathing concept in an older, established market resistant to change.

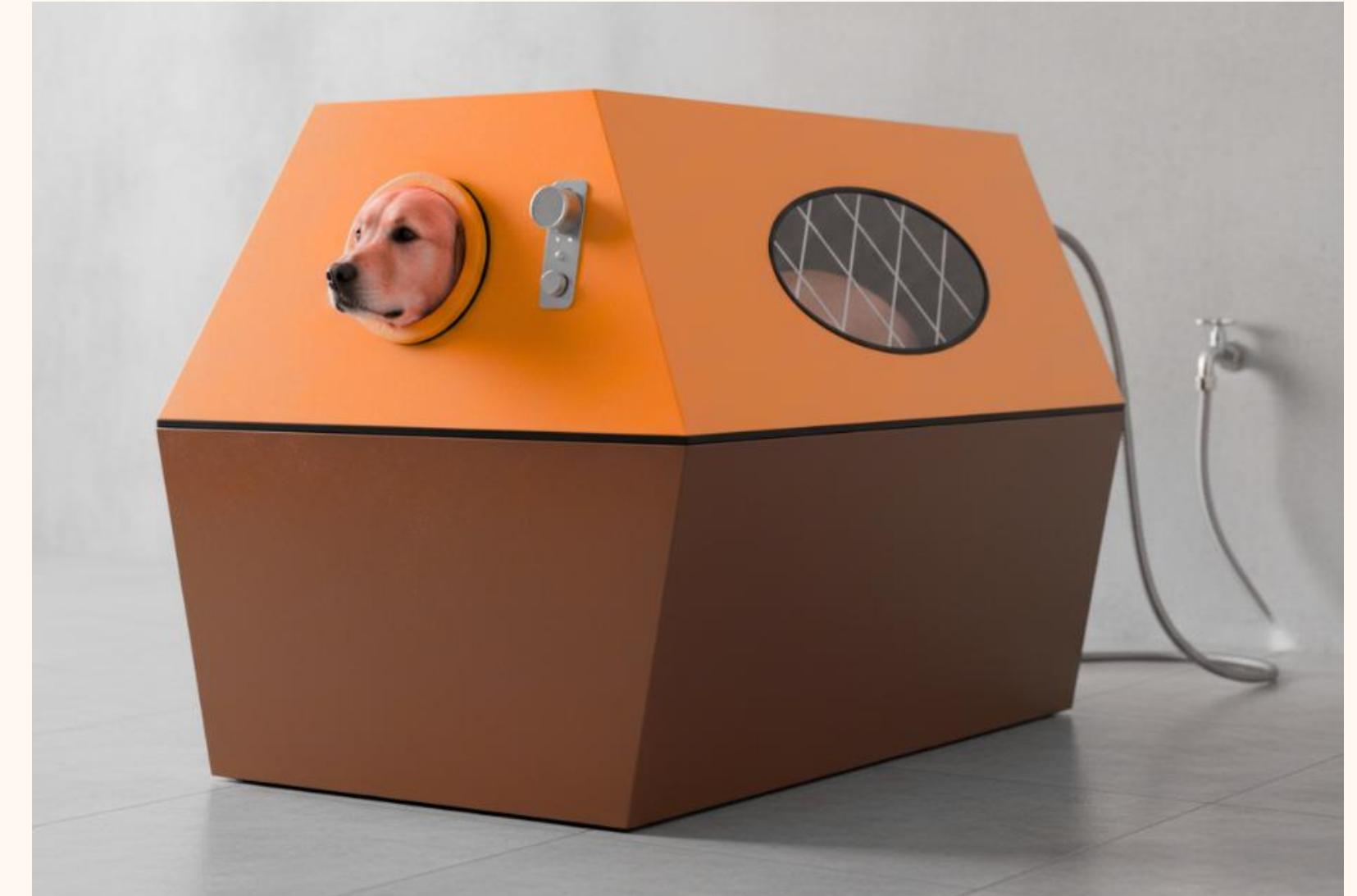
CATEGORY:

Fits within the lifestyle and leisure segment, enhancing the daily routine for pet-owning families.

OBJECTIVE

DRIVE CONSIDERATION

Drive consideration by positioning Paw Spa as the trusted, easy solution for pet owners who find at-home bathing stressful and costly professional grooming inconvenient.



TARGET AUDIENCE + PERSONA

TARGET PERSONA: "THE OVERWHELMED PET PARENT"

DEMOGRAPHICS:

- Age: 24-42 years old
- Gender: 60% female, 40% male
- Income: \$50,000 - \$85,000/yr
- Household: Often partnered/married, no children, just “fur babies”.
- Geography: Urban and suburban areas (higher grooming costs, busier lifestyles).

PSYCHOGRAPHICS:

- Lifestyle: Busy professionals balancing work, and pet care.
- Activities: Values convenience, self-care, and efficient time. management; enjoys DIY solutions
- Emotions: Frustrated with chaotic bath times; anxious about hurting their pet, wants to feel capable.

TARGET AUDIENCE + PERSONA CONTINUED

TARGET PERSONA: "THE OVERWHELMED PET PARENT"

BENEFITS SOUGHT:

- Time Saving solution (reduces bath time from ~1 hour to 15/30 minutes)
- Safety and comfort for their pet
- Cost savings compared to grooming
- Cleanliness and reduced mess
- Ease of use (simple, intuitive design)
- Peace of mind

CURRENT BEHAVIOR/PAIN POINTS:

- Currently uses professional grooming every 6-8 weeks (spends \$200-700/yr)
- Attempts at-home bathing, but finds it stressful (runs away, scratches)
- Feels guilty about not bathing pet enough between professional appts.
- Researches "easier ways to bathe my dog at home"

CONSUMER INSIGHT



WHY PAW SPA RESONATES:

The Overwhelmed Pet Parent sees Paw Spa as the solution that finally lets them bathe the pet they love so much; confidently, safely, and conveniently, transforming a dreaded guilt-inducing chore into a manageable 15-minute task they can control.

**The secure, contained design removes the fear factor.
Pet owners feel capable again.**

BENEFITS

BATHE YOUR PET WITH CONFIDENCE

- Secure design eliminates fear and stress for you and your pet.

RECLAIM YOUR TIME & SANITY

- Cuts bath time in half, reduces mess, and transforms a dreaded chore into a quick task.

BE THE PET PARENT YOU WANT TO BE

- Makes regular at-home bathing easy, empowering you to care for your pet without guilt or reliance on expensive grooming.



BRAND + PERSONALITY

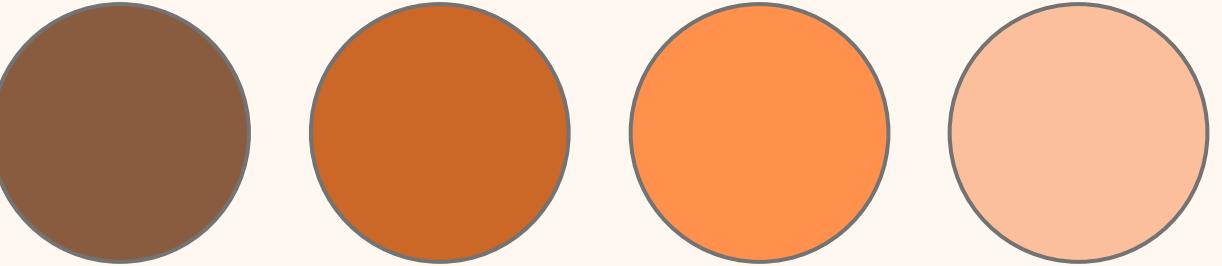
PAW SPA – “CONFIDENT CARE FOR THE PET YOU LOVE.”

| | |
|--------------------|---|
| Supportive | Always here to help overwhelmed pet parents feel confident |
| Trustworthy | Provides dependable solutions you can count on |
| Empathetic | Understands pet parents' struggles and cares about their experience |
| Efficient | Values your time, makes life easier and simpler |
| Calm | Takes the chaos and stress out of pet care |

CREATIVE CAMPAIGN



BRAND/LOCO/THEMELINE



PAW SPA

CONFIDENT CARE FOR THE PET YOU LOVE.

TV STORYBOARD

Owner stressed in chaotic bathroom with dog running through water



VO: "Bath time used to be chaos..."
[SFX: Water Splashing, dog panting, owner sighs]

Close-up: Owner's frustrated face, hand on forehead, exhausted expression



VO: "...until now." [SFX: Deep breath, transition music begins]

Product shot: Paw Spa box, modern sleek design, clean white background



VO: "Introducing Paw Spa." [SFX: Product reveal music, uplifting tone]

TV STORYBOARD CONTINUED

Dog's calm face visible through Paw Spa opening, content expression



VO: "Bath time used to be chaos..."
[SFX: Water Splashing, dog panting,
owner sighs]

Women kneeling, watching dog through Paw Spa, both calm and relaxed.



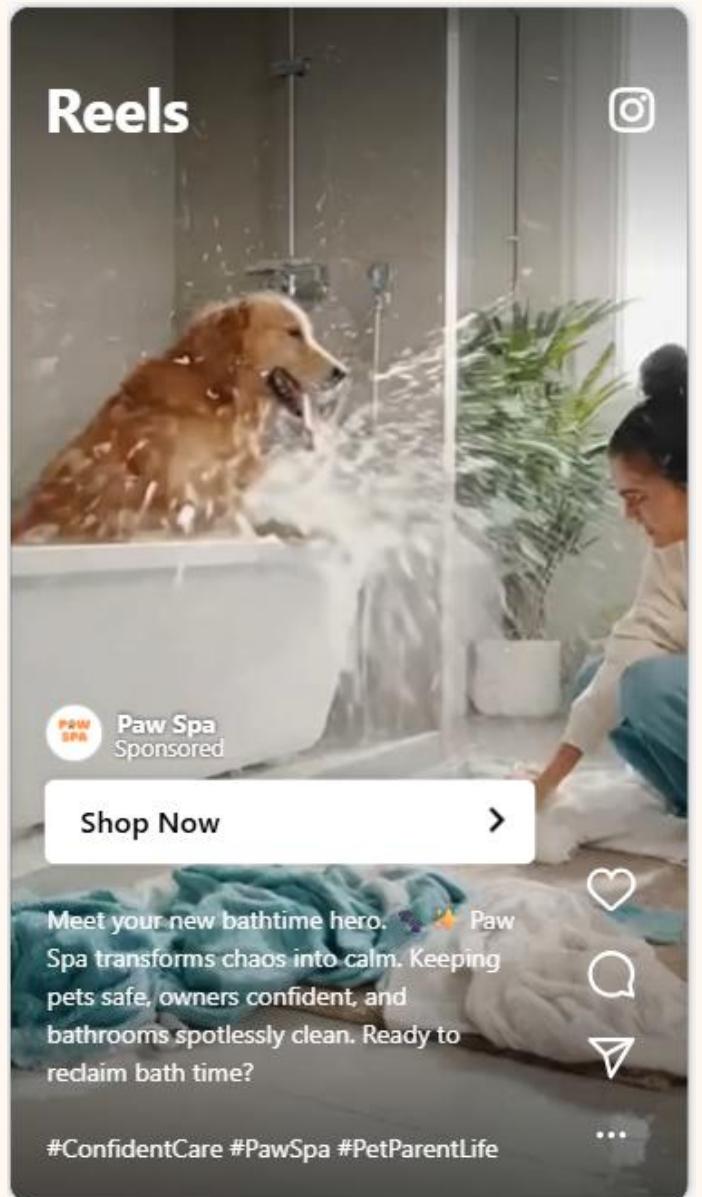
VO: "watch your pet get washed automatically..." [SFX: Water flowing gently, peaceful ambiance]

Final shot of a clean, happy dog:
"Paw Spa. Confident Care for the Pet You Love."



VO: "Confident Care for the Pet You Love. Paw Spa." [TEXT ON SCREEN/CTA, SFX: Brand music]

INSTAGRAM / FACEBOOK REEL



Understand that this video
will not play in PDF format.

Apologies for the
inconvenience.

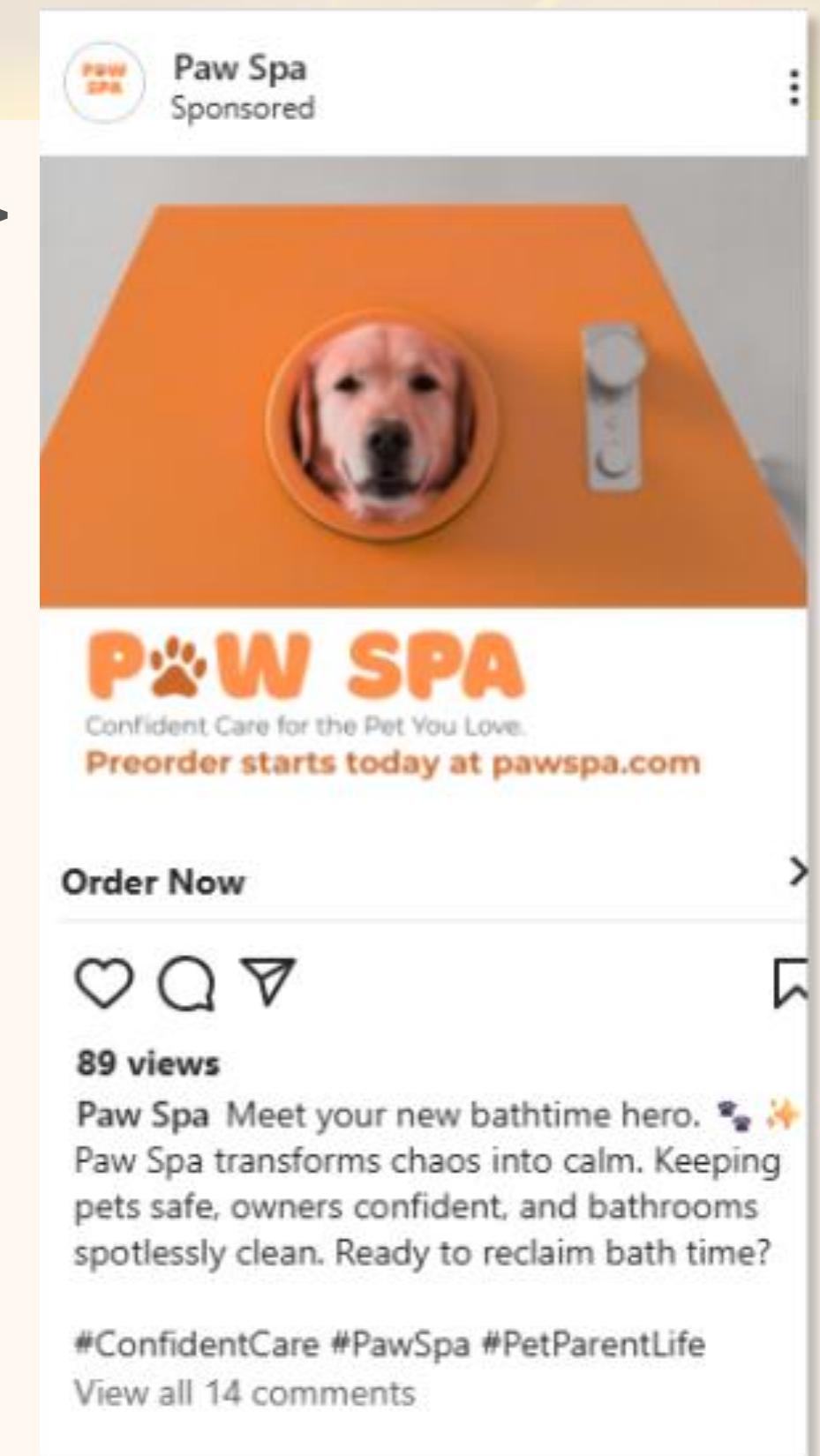
STATIC ADS

Desktop Static Social Media Ad



Mobile Static Social Media Ad >

Digital Banner Ad



CAMPAIGN EFFECTIVENESS

HOW THIS CAMPAIGN DELIVERS RESULTS:

OBJECTIVE:

Drive consideration for Paw Spa among frustrated pet owners.

-- *How our ads achieve this:*

- TV spot: Shows chaos-to-calm transformation (addresses pain point).
- Instagram Reel: Quick, relatable format for target demographic.
- Static Ad: Bold colors, and strong CTA along with targeted placement.

TARGET AUDIENCE:

“Overwhelmed Pet Parent” 24-42, no time

-- *How we reach them:*

- Visual storytelling mirrors their frustration and relief.
- Copy (“Confident Care,” “Be the Pet Parent You Want to Be”) addresses guilt/capability.
- Social media platforms where this persona actively engages.

CAMPAIGN EFFECTIVENESS CONTINUED

HOW THIS CAMPAIGN DELIVERS RESULTS:

INSIGHT:

Pet parents feel guilt, fear, lack of control over bathing.

-- *How creative reinforces insight:*

- Frame 1-2: Show frustration/fear (acknowledges their pain).
- Frame 4-5: Show control, confidence, calm (solves the insight).
- Tagline “Confident Care” directly addresses control + confidence.

BENEFITS:

Confidence, Time Savings, Capability

-- *How ads communicate benefits:*

- Every frame shows the product delivering safety/control/results.
- Copy emphasizes time-saving (“15-minute bath”)
- Testimonial-style calm owner proves capability.

THANK YOU!

QUESTIONS?

