

P^{AW} SPA

CONFIDENT CARE FOR THE PET YOU LOVE.

Final Ad Campaign

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AGENDA

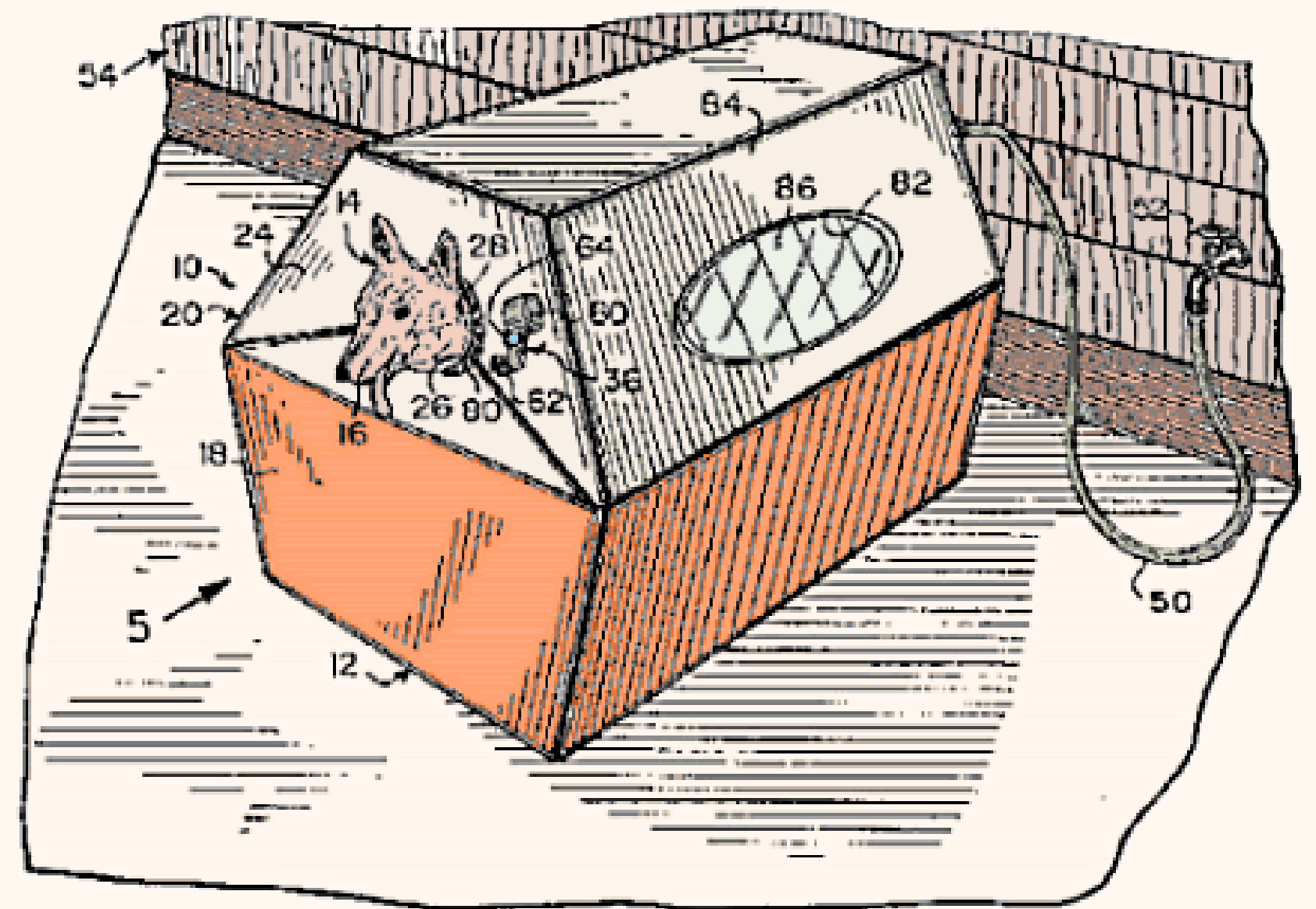
- **PRODUCT**
- **BUSINESS SITUATION**
- **OBJECTIVE**
- **TARGET AUDIENCE / PERSONA**
- **CONSUMER INSIGHT**
- **BRAND BENEFITS**
- **BRAND PERSONALITY**
- **CREATIVE CAMPAIGN**

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.

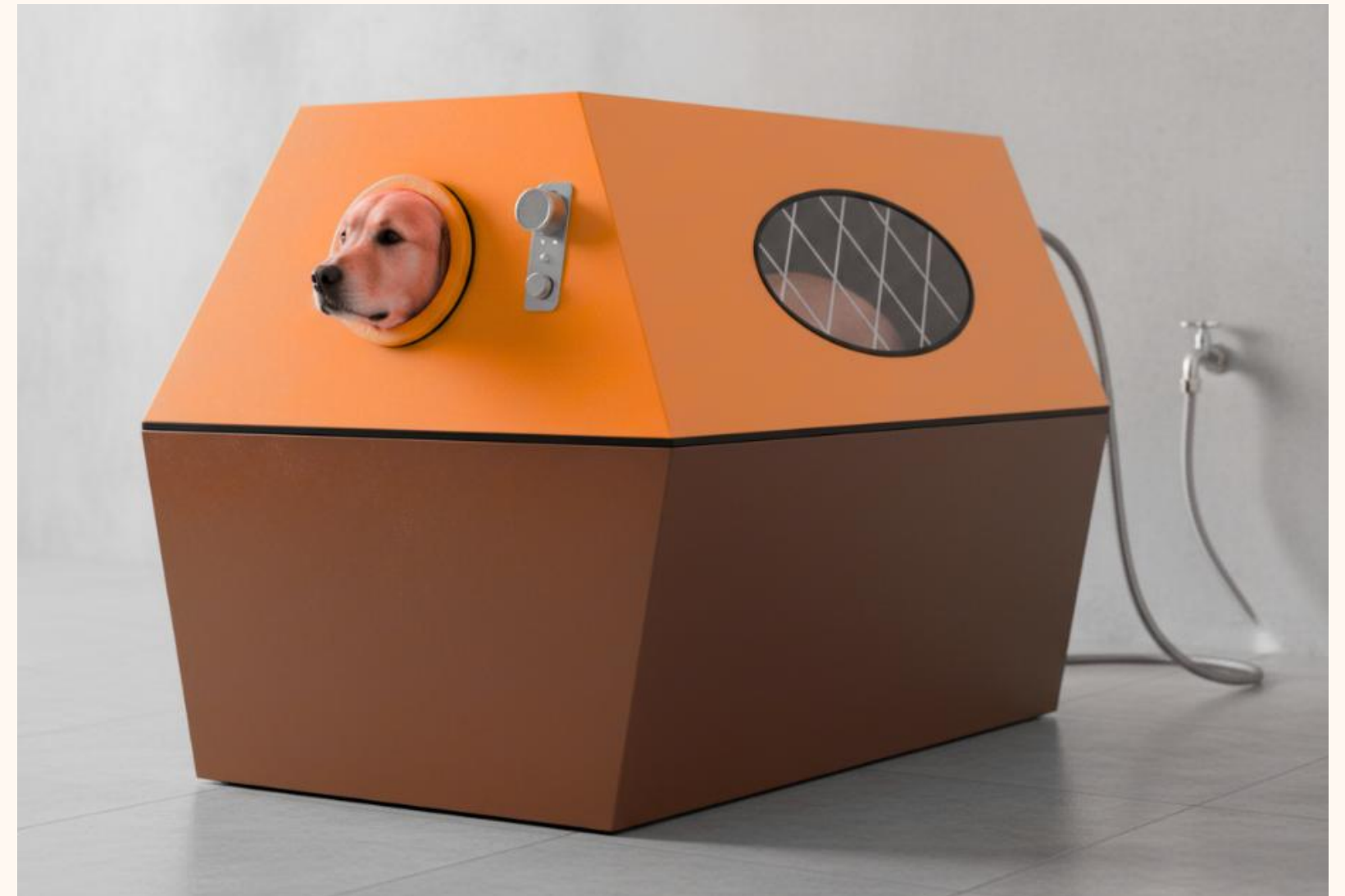
CATEGORY:

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 bath 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

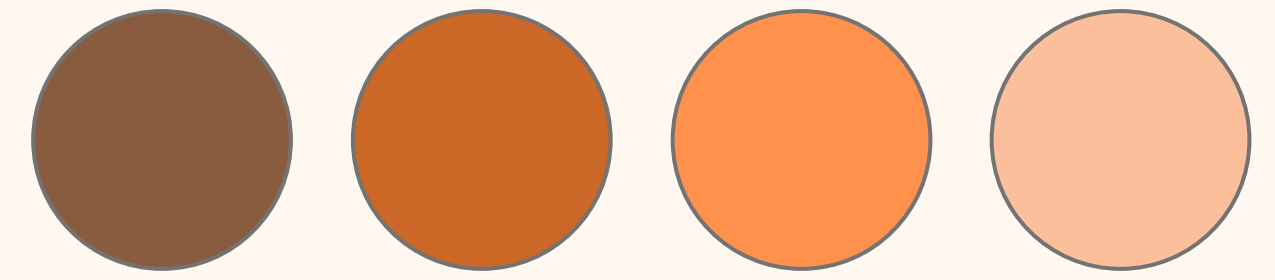
PAW SPA – “CONFIDENT CARE FOR THE PET YOU LOVE.”

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/LOGO/THEMELINE



P W 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



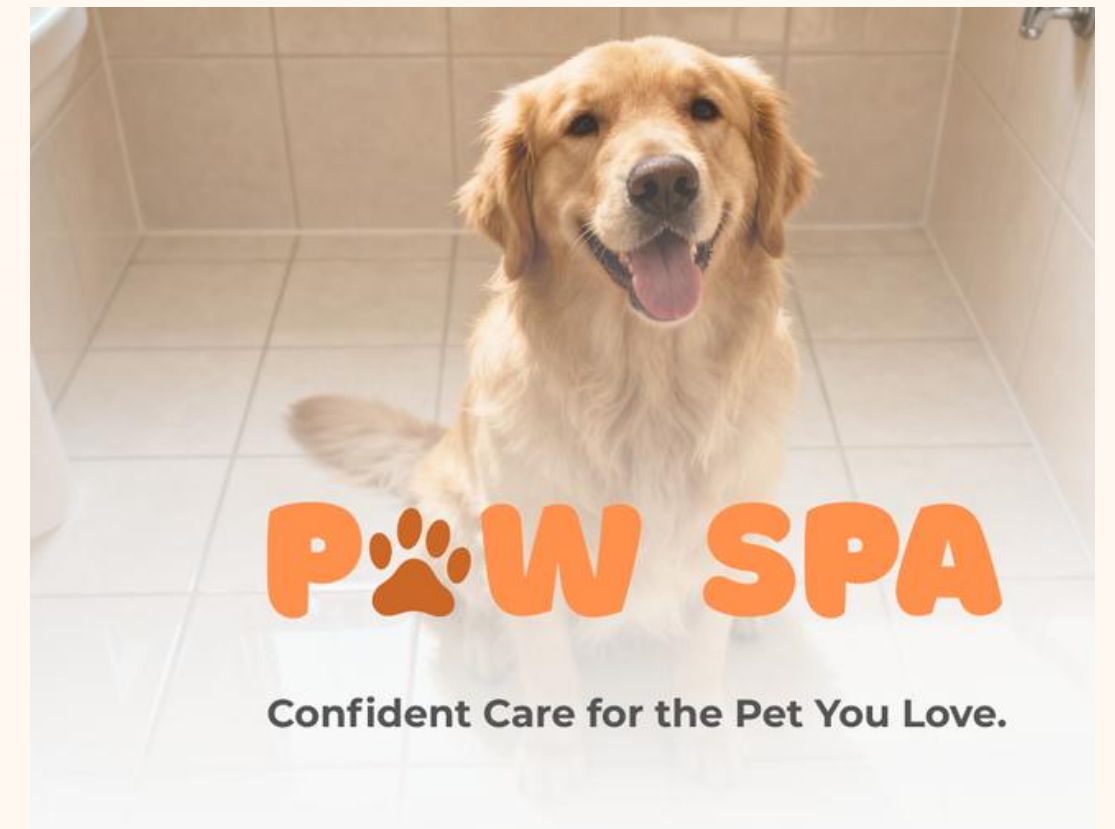
VO: "Bath time used to be chaos..."
[SFX: Water Splashing, dog panting, owner sighs]

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



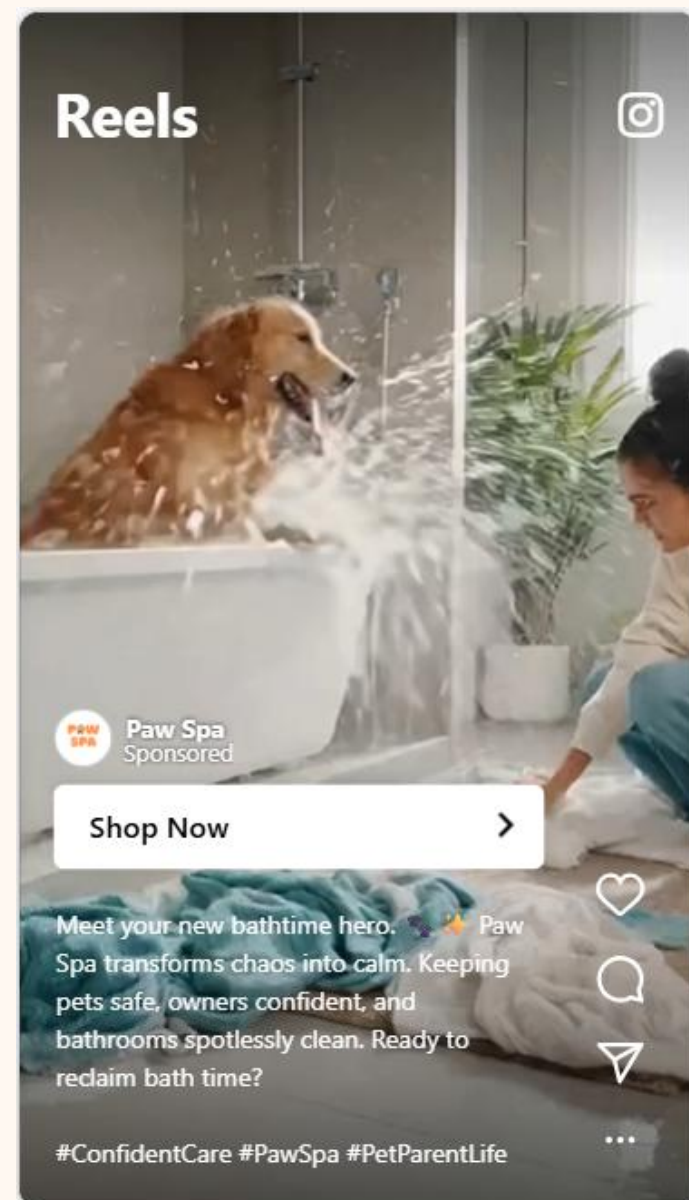
VO: "watch your pet get washed automatically..." [SFX: Water flowing gently, peaceful ambiance]

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

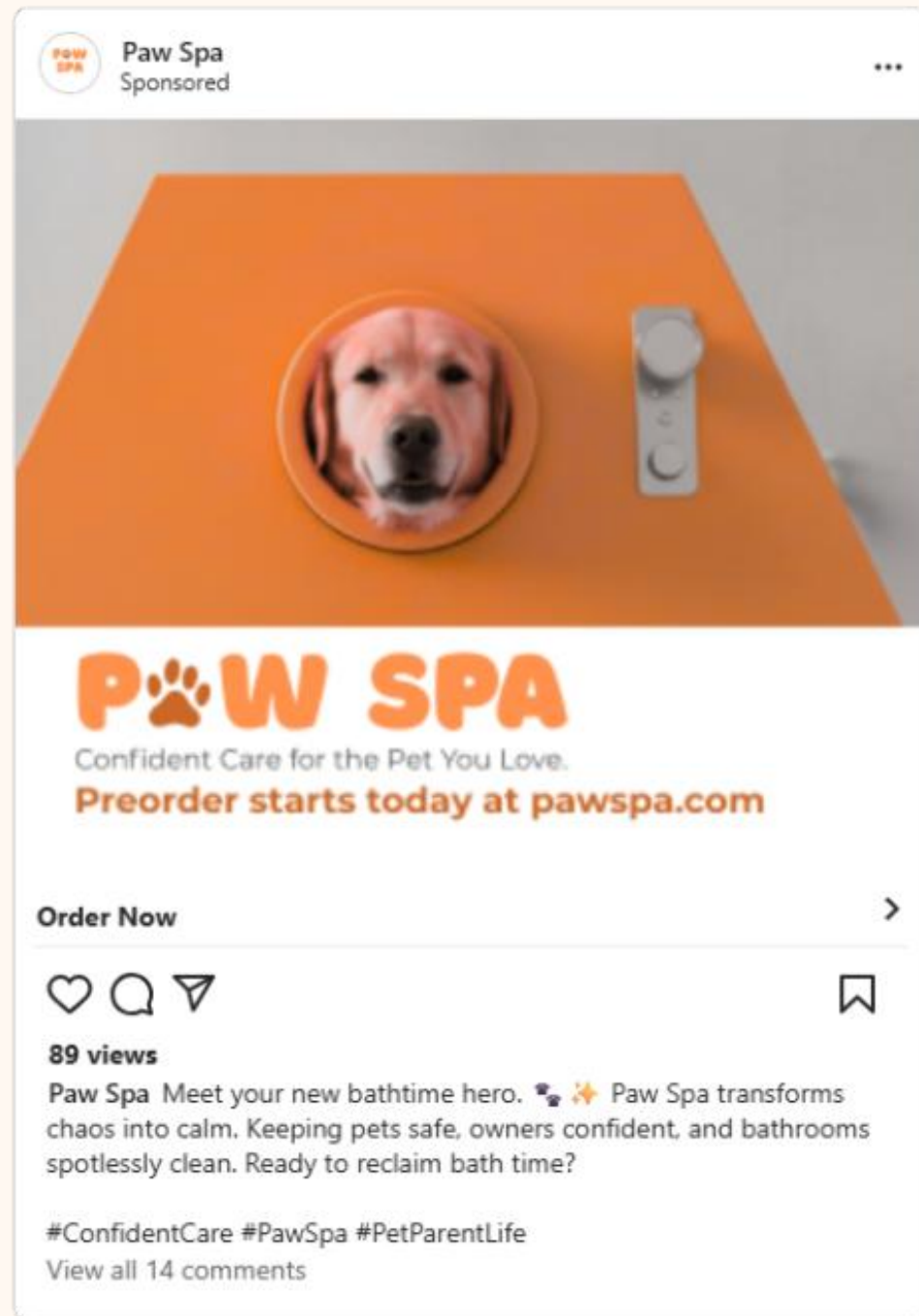


Understand that this video
will not play in PDF format.

Apologies for the
inconvenience.

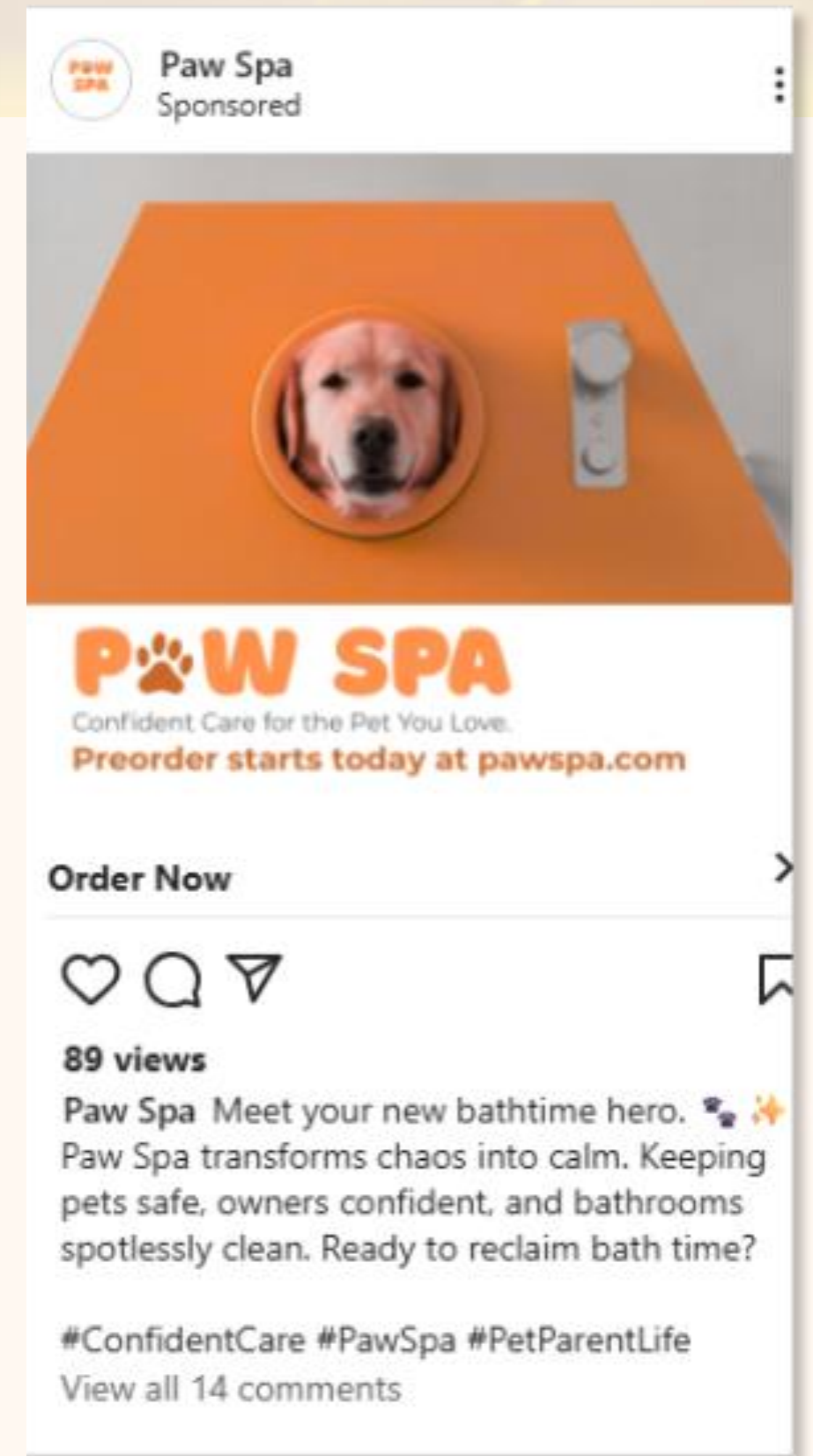
STATIC ADS

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?

