



TOMLINSON'S

PART I: RESEARCH & INSIGHTS



METAMORPHOSIS MEDIA

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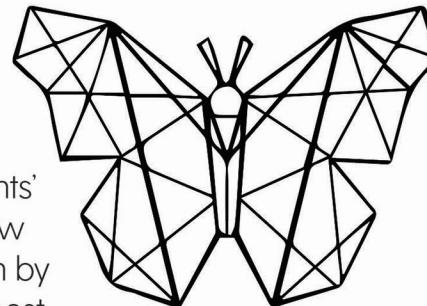
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AGENCY CREDENTIALS

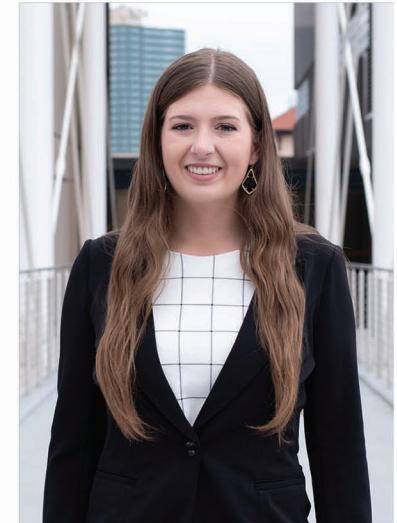
MEET THE TEAM!

Metamorphosis Media is a full service agency based out of Austin, TX.

Metamorphosis Media pairs innovation with strategy to guarantee that our clients' can emerge from their cocoon and show all their colors. Our media team is driven by authenticity and passion to deliver the best results possible by using unique and ingenious strategies. At Metamorphosis Media, our media team works endlessly to ensure that our clients' can evolve and transform in both traditional and digital media. We do so through our focal points: communication, strategy, and diversity. Like a butterfly, each experience with our clients is unique and remarkable.



MARIANA BULGARELLI



ERICA CAMPBELL



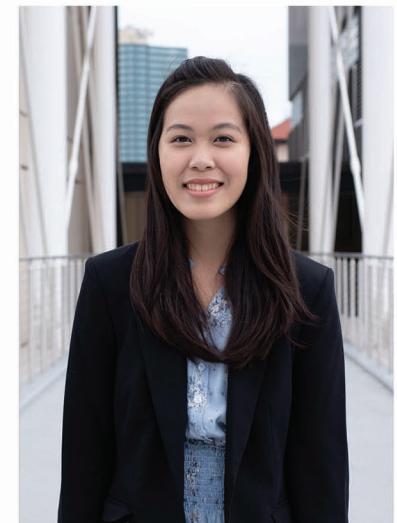
RACHEL GOODMAN



LOGAN HARVILL



KARIS PHAM



HELEN TRAN

EXECUTIVE SUMMARY

In many aspects, Seattle and Austin are very similar. However, we understand that by moving to the Northwest, Tomlinson's will be catering to a different audience. Tomlinson's in Seattle won't initially have the same esteem in the community that it has worked so hard to skillfully build in Austin. Nonetheless, Tomlinson's prosperity in Austin isn't solely defined by their success as a local favorite. In fact, Tomlinson's has developed a business plan strong enough to survive 73 years in a market that has been dominated by larger companies with national recognition and the means to make shopping for your pets incredibly convenient.

Tomlinson's Pet Feed sets itself apart from every other pet store through its commitment to quality in products and service. Regardless of the destination, pet owners will always want what's best for their furry friend. Unfortunately, some owners don't have the disposable income necessary to do that. That isn't the case in the Ballard neighborhood.

Home to thousands of wealthy young professional singles, Ballard serves as the perfect home base for Tomlinson's first venture out of Texas. Ballard is one of a few areas across the nation where homes have more pets than children. Therefore, Tomlinson's commitment to quality will resonate with a target market of successful millennials whose only commitment back home is their furry, four-legged friend. Our target market's pets are their family, so only a family-driven pet store like Tomlinson's that values and understands that bond can properly provide on their behalf.





CAMPAGN SCOPE



Tomlinson's Pet Feed, Austin's beloved pet store chain, will be taking a leap on May 11, 2019 with the grand opening of their new store in the Ballard neighborhood of Seattle, Washington. Although this new location will extend the Tomlinson family all the way to the West Coast, Seattle's young and independent vibe makes it the perfect location for Tomlinson's emergence outside of the Austin area.

With a budget of \$100,000, by the end of the launch campaign at least 50% of the target population in Ballard will be aware of and able to recall Tomlinson's Pet Feed. Of those aware, at least half will be familiar with the Ballard location and Tomlinson's consumer-centric brand personality. Through our efforts, we will inspire consumers to engage with Tomlinson's and positively review them across their various social media platforms.

BY THE END OF TWELVE-WEEK LAUNCH:

- At least 100 visitors per day Monday-Friday
- At least 250 visitors per day Saturday-Sunday
- Twitter: 270 increase in followers (25% increase)
- Facebook: 3,000 increase in likes
- Instagram: 1,500 increase in followers
- 20% increase in website traffic
- Online impressions will be measured with AwarenessKPIs

Following the launch phase, after three months of operation, the ongoing maintenance campaign will begin where all of the goals in the launch will continue to grow by 5-10% until December 31, 2019.

BRAND PROFILE

“Do what’s best for our guests and their pets.”

When it comes to providing care for pets, Austinites look to Tomlinson's Pet Feed for the best in quality and care of their furry family member. The brand prides themselves in going above and beyond to provide the highest quality. Our strategy seeks to highlight Tomlinson's emphasis on family and treating guests and pets as such, while also embracing the city and community of Seattle similarly to their experience in Austin.

Since opening in 1946, as a chick hatchery and feed store, Tomlinson's has remained family owned and operated in the Austin area for 73 years, over four generations.¹ While Tomlinson's will surely see success in their residency in Seattle, there will certainly be struggles. The biggest of which will be the lack of familiarity with the local community that Tomlinson's has successfully built over many years with Austin locals. However, with their strong family values, expertise in the pet industry, and community involvement, the brand will make a name for themselves in Seattle in no time.

Tomlinson's understands that when you bring your pet into their store, you're shopping for a family member, and they should be treated like one. Unlike chain pet stores, Tomlinson's team members are trained in animal nutrition and world-class customer

¹ Tomlinson's Feed opens its 15th Central Texas location in Northwest Austin, 13 July 2018, al-texas-location-in-north-west-austin/

⁴ BRAND PROFILE

service through educational seminars.² The company is also known for their engagement with their surrounding communities by offering memberships to staff and volunteers of rescue shelters and hosting local events. Their renowned Pound4Pound food drive and adoption events have helped feed and provide homes for many animals throughout the central Texas region.³

PRODUCT VARIABLES

Tomlinson's is open every day of the week from 9am to 8pm, Monday - Saturday and 10am to 6pm on Sunday. Products offered include quality foods for dogs, cats, rabbits, and guinea pigs, dog and cat supplements, grooming supplies, toys and treats, waste management, flea and tick prevention and treatment, collars and leashes, and bowls.⁴ In comparison to the average costs for these products, Tomlinson's tends to be more expensive.⁵ However, according to Yelp, consumers believe “you get what you pay for,” as they provide both great value products and expert customer service.⁶ The Drug-free Teeth Cleaning Clinic is also a service offered by appointment in their stores. Shoppers can become part of the Tomlinson's family by joining the Pet Club in which members enjoy 10% off food products for a year, monthly special offers, exclusive event invites, and more.



² Retailer Of The Year Winner 2012-2013: Tomlinson's, 28 August 2012, <http://www.petproductnews.com/August-2012/Retailer-Of-The-Year-Winner-2012-2013-Tomlinsons/>

³ Tomlinson's To Distribute 60K Pounds Of Food To Austin Rescues, 28 March 2018, <https://patch.com/texas/eastaustin/tomlinsons-distribute-60k-pounds-food-austin-rescues>

⁴ Tomlinson's, <https://tomlinsons.com>

⁵ Costhelper Pets and Pet Care, <https://pets.costhelper.com>

⁶ Yelp, <https://www.yelp.com/biz/tomlinsons-feed-austin-2?start=20>



GEOGRAPHIC PRO- FILE

The neighborhood of Ballard, the self proclaimed hippy community, is located in the northwestern side of Seattle, Washington, about 20 minutes outside of downtown.¹ Of those living in the Ballard area, the median income is notably higher² than the national average of 2017.³ Therefore, these particular consumers are shown to have a larger discretionary income, with greater eligibility to spend more on Tomlinson's typically pricier products and splurge on their furry companions. Also, with an area of wealthy millennials, residents prefer businesses in the area to be socially aware and involved.⁴

Ballard's culture can be seen through the presence of their Nordic Museum, artisanal bars, speciality shops, their Artwalk, the Glass Art Society, and weekend farmers' markets.⁵ The area is known as an old part of town that cherishes old homes and small businesses; however, Ballard continues to be one of the fastest growing neighborhoods in Seattle.

SNAPSHOT OF BALLARD. SEATTLE. WA



POPULATION: 43,935
AVG AGE: 37.7 YRS OLD



MEDIAN @ BALLARD: \$77,600
MEDIAN @ USA: \$61,372



AVG MONTHLY LOW: 41°F
AVG MONTHLY HIGH: 68°F
AVG WEATHER: RAINY



51.1% YOUNG PROFESSIONALS

With moderate temperatures throughout the year,⁶ Ballard attracts a lot of walking visitors, dropping in on different shops, restaurants and sights. Due to the large amount of rainfall received,⁷ residents are sure to take advantage of any dry days and spend them shopping or adventuring at local attractions like the Ballard Locks, Salmon Ladder, or local parks. The Golden Gardens is an 87 acre park overlooking the Olympic mountains and water, has walking trails, a beach, and an off-leash dog area.

1 Trip Advisor, https://www.tripadvisor.com/Attraction_Review-g60878-d12103320-Reviews-or10-Ballard-Seattle_Washington.html

2 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Household-Income>

3 Census, 12 September 2018, <https://www.census.gov/library/publications/2018/demo/p60-263.html>

4 Attitudes Towards Corporate Responsibility <http://academic.mintel.com/display/905350/>

5 Census, 12 September 2018, <https://www.census.gov/library/publications/2018/demo/p60-263.html>

6 Sustainable Ballard, <http://www.sustainableballard.org/about/>

7 My Ballard, <http://www.myballard.com/golden-gardens-park/>

COMPETITIVE PROFILE

ALL THE BEST PET CARE¹

1909 NW MARKET ST, SEATTLE, WA 98107

A family-owned pet store that has different store locations throughout the Seattle area. Similar to Tomlinson's, this pet store put an emphasis on selling health conscious food for pets. Since coming to the area in the 1980s, this pet store has the upperhand in terms of established relationships. Thus, by being a 5 minute walk away, having similar background, services, and products to Tomlinson's, this pet store caters to the same niche of consumers, making it Tomlinson's biggest threat.

MUD BAY²

5314 15TH AVE NW, SEATTLE, WA 98107

An employer-owned chain in Seattle and Oregon that's main focus is on the well-being of all pets alike through natural feed, adoption, and charity. Like Tomlinson's, Mud Bay focuses on educating their employees in regards to the physiology and nutrition of an animal in order to help consumers nurture their pets. Through the years, Mud Bay has been able to secure a brand loyal consumer base since they've been open since 1988 in the Washington area.

PETCO³

8728 HOLMAN RD NW, SEATTLE, WA 98117

A leading national pet retailer that provides a multitude of pet products at lower prices. Although their location is further from Tomlinson's Ballard location, Petco is often a top-of-mind brand, as it has thousands of locations and has been around for more than 50 years. However, Tomlinson's rivals Petco with excellent service.

PETAPOLUZA PET SUPPLY & GROOMING⁴

114 N 36TH ST SEATTLE, WA 98103

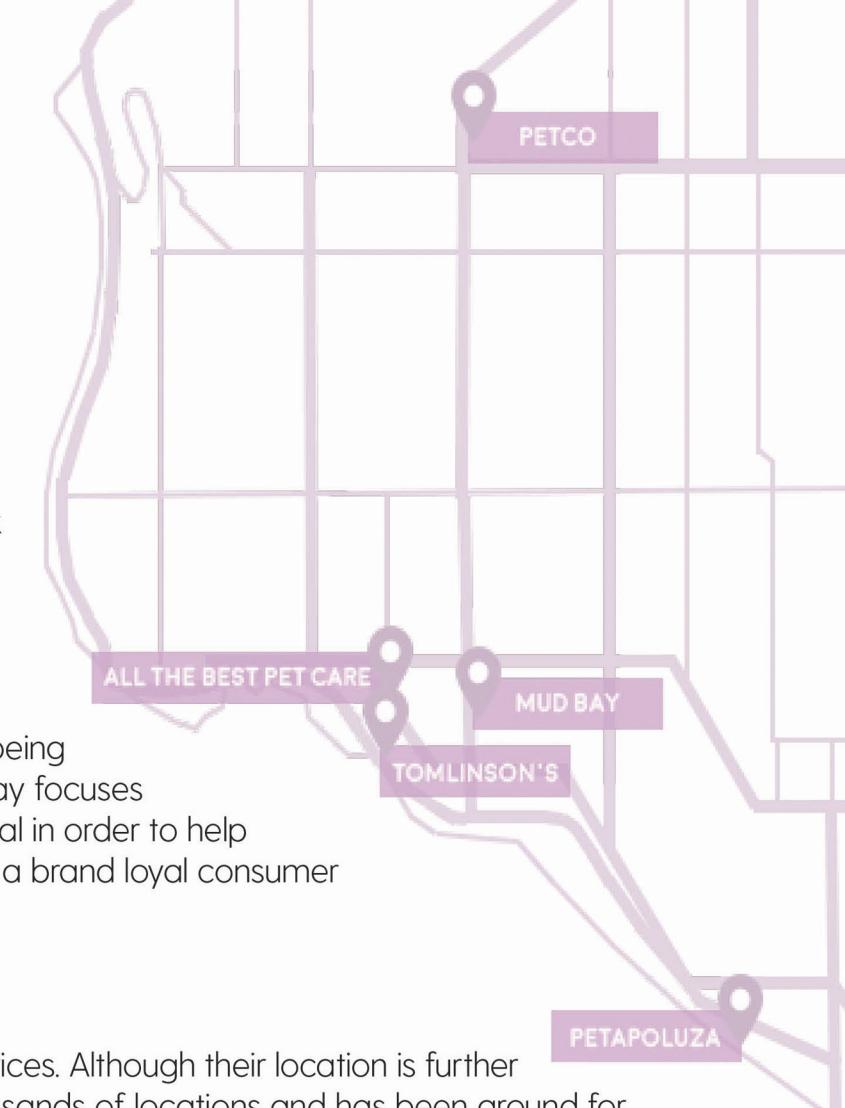
An independent store located in the Fremont neighborhood in Seattle, a four minute drive from Tomlinson's location. This store is centered around grooming services but also provides pet food, supplies and different supplements to its customers. Conversely, by consistently opening at 10AM, they might miss out on customers because other locations open at 9AM.

1 All the Best Pet Care, <https://www.allthebestpetcare.com/> <https://allthebestpetcare.com/>

2 Mud Bay, <https://mudbay.com/>

3 Petco, <https://about.petco.com/>

4 Petapoluza Pet Supply & Grooming, <https://www.petapoluza.com/>



TARGET MARKET

"THE WASHINGTON WUNDERKIND"

The Washington Wunderkind is our target market. They are typically white,¹ single² young adults between the ages of 25 and 39³ living in the Ballard area in single-person households.⁴ These hotshot young professionals are well educated with university degrees,⁵ living in one of the nicest districts in Seattle, making upward of \$77,600 annually⁶ in white-collar jobs,⁷ and they aren't willing or ready to let a significant other prevent them from reaching the height of their career.

Viewing their pets as their children, "fur babies" to be exact, they treat their pets more graciously than your typical pet owner. They don't have little humans taking up all of their time and money, so they spend it all on their pets. These young professionals are more than willing and capable to take their pets to Tomlinson's to find higher quality food and toys, and they'll truly value a personable shopping experience with knowledgeable and caring employees.⁸



MEET ETHAN!

Ethan is 31 years old, and after leaving his hometown in the midwest to attend University of Washington, Ethan decided to stay in the Seattle area to pursue his career. As a support engineering manager at Boeing, he has very little time to meet other singles in the area.

With his immediate family back home, Ethan enjoys spending his weekends on the dock with his best friend, his husky Harry or hanging out with his work friends at local artisanal breweries where they never miss a UW game.

MEET HARRY!

Harry likes visiting Tomlinson's because the employees give him belly rubs and small treats every time he stops by.

- 1 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Race-and-Ethnicity>
- 2 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Marital-Status>
- 3 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Age-and-Sex>
- 4 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Household-Types>
- 5 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Educational-Attainment>
- 6 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Household-Income>
- 7 Statistical Atlas, <https://statisticalatlas.com/neighborhood/Washington/Seattle/Ballard/Industries>
- 8 Mintel, May 2018, <http://reports.mintel.com/display/860433/>



SITUATION ANALYSIS

STRENGTHS

- Tomlinson's gives back to the community through their Pound4Pound food drive by matching each pound donated by their consumers during Thanksgiving to Christmas.¹
- Employees are extremely knowledgeable and helpful to consumers because they are trained in animal nutrition and world-class customer service.¹
- Tomlinson's appeals to health-conscious pet owners by providing organic, healthy, and all-natural pet food selection.¹
- At their locations, Tomlinson's offer adoption events and drug-free teeth cleanings for pets.¹

OPPORTUNITIES

- Tomlinson's has the opportunity to add more niche products to their list of pet supplies in order to attract consumers that can't find what they need from bigger chain stores offering more generalized products.²
- The Ballard neighborhood has more dogs per residents, so Tomlinson's is able to access this consumer base by opening up this new location.³
- In addition to specializing in high-end dog and cat, Tomlinson's also participates in the sale of birds with 400 breeders in Texas.
- With a new location in another state, they have the chance to expand their network of breeders.²

¹ Tomlinson's, <https://tomlinsons.com>
² Tomlinson's Serves Furry, Feathered Clients, 27 January 1997. <https://www.bizjournals.com/austin/stories/1997/01/27/smallbl1.html>
³ Seattle Times Digs Up Cool Statistics About Our Dogs, 2 March 2015. <https://www.seattledogspot.com/seattle-times-digs-up-cool-statistics-about-our-dogs/>
⁴ All the Best Pet Care, <https://www.allthebestpetcare.com/>
⁵ Mud Bay, <https://mudbay.com/>
⁶ Petapoluza Pet Supply & Grooming, <https://www.petapoluza.com/>
⁷ Petco, <https://about.petco.com/>

WEAKNESSES

- Although Tomlinson's offers a variety of products, their primary focus is "premium dog and cat foods," so this could deter other pet owners from shopping with the company if they feel like they don't have many options to choose from.²
- Typically, 75% of Tomlinson's revenue is acquired from retail sales. By expanding into Seattle, their retail presence will be weak and sales will likely suffer.²
- Tomlinson's is seen as a high-end specialty store, which may not be affordable to many consumers.¹
- There is not enough differentiation among Tomlinson's and their competitors because each location provides similar products and services.

THREATS

- All The Best Pet Care is a family-owned pet company that has multiple locations in Seattle with a partnership with Amazon, which gives them a larger online presence in addition to their already established in-store relations.⁴
- Local pet businesses such as Mud Bay have been in Seattle since the 1980s and developed a brand loyal consumer base throughout those years.⁵
- Petapoluza Pet Supply and Grooming is an independently owned store that offers grooming services and a self-serving tub in addition to just selling food or supplies.⁶
- Petco is a bigger chain store with a larger consumer base and national presence with many events like adoption drives and vaccination clinics.⁷

MEDIA MENU

DIGITAL DISPLAY¹

Site	CPM from	Unique Visitor	Type	Size
Thrillest Seattle	\$8.25	3,163,000	Image ads	640 x 480
The Seattle Times	\$5.60	2,219,000	Image ads	160x600, 320x50, 728x90, 300x600, 970x250, 300x250
Seattle PI	\$4.00	720,000	Image ads	640x480, 640x360, 500x300, 400x300, 160x600, 320x50, 970x90, 300x600, 300x250, 970x250, 300x1050, 728x90
The News Tribune.com	\$6.55	189,000	Image ads	1024x576, 300x600, 320x50, 970x90, 160x600, 970x250, 300x250, 728x90

NEWSPAPER¹

Publication	Frequency	Circulation	Cost Per Inch	1 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page	Inserts (CPM)
The Seattle Times	Mon-Sat	201,122	BW: \$123.75 C: \$165.00	BW: \$8,437 C: \$11,250	BW: \$4,425 C: \$5,900	BW: \$2,475 C: \$3,300	BW: \$1350 C: \$1,800	BW: \$750 C: \$1,000	
	Sunday	259,703	BW: \$165 C: \$220	BW: \$11,250 C: \$15,000	BW: \$5,925 C: \$7,900	BW: \$3,150 C: \$4,200	BW: \$1,725 C: \$2,300	BW: \$900 C: \$1,200	
Seattle Daily Journal of Commerce	Mon-Sat	3,122		BW: \$2,000 C: \$2,200	BW: \$1,100 C: \$1,200	BW: \$620 C: \$820	BW: \$350 C: \$550	BW: \$200 C: \$400	\$700
The Stranger	Wednesday	50,938		BW: \$3,686 C: \$4,386	BW: \$2,002	BW: \$1,051	BW: \$648		\$64
The Northern Light	Thursday	10,475		BW: \$1,650 C: \$1,950	BW: \$900 C: \$1,100	BW: \$450 C: \$550			\$75

OOH: TRANSIT²

City Utilities Transit	Space/Unit	Production/Unit	Size
<i>Traditional Products</i>			
Super King	\$625	\$150	30" x 216"
King	\$590	\$75	30" x 144"
Queen	\$445	\$60	30" x 88"
Tail	\$495	\$40	21" x 72"
<i>Signature Products</i>			
Full Back	\$650	\$550	90" x 96"
Kong	\$695	\$400	Varies
Full Wrap (local routes only)	\$2,750	\$4,500	Entire bus
Full Wrap (60' articulated bus)	\$3,150	\$5,000	Entire bus
<i>Double Deck Product</i>			
Sky Strip	\$895	\$575	30" x 496"
Sky Tail	\$625	\$150	30" x 88"

OOH: BILLBOARD²

Billboards	Price Range 4wk Rate	Average 4wk Rate	Size
Digital Bulletins	\$5K - \$15K	\$10,000	600 x 600 px, 400 x 840 px, 400 x 1000 px, 400 x 1200 px, 400 x 1400 px, 400 x 1600 px, 625 x 1000 px
Digital Posters	\$1.5K - \$3.5K	\$2,500	600 x 600 px, 400 x 840 px, 400 x 1000 px, 400 x 1200 px, 400 x 1400 px, 400 x 1600 px, 625 x 1000 px
Bulletin	\$3K - \$50K	\$26,500	14' x 48'
Poster	\$1K - \$3.5K	\$2,250	10'6" x 22"
Junior Poster	\$350 - \$550	\$450	6'2" x 12'2"

MAGAZINE¹

Magazine	Circulation	4C Page Rate	1/2 Page	1/3 Page	1/4 Page	1/6 Page
Sunset Insider Guide	96,523	\$13,170	\$8,230			
Seattle Met	65,606	\$6,650	\$3,590	\$2,545		\$1,490
City Arts	50,000	\$4,054	\$2,632	\$1,559		\$812
Seattle Magazine	46,188	\$6,925	\$4,670	\$3,115		\$2,075
Portrait of Seattle	20,000	\$3,500	\$2,300		\$1,200	
The Herald Business Journal	12,150	\$3,240				

RADIO¹

Daypart	4Q18	3Q18	2Q18	1Q18
AM	338	315	306	328
Day	304	301	282	274
PM	338	329	301	310
Evening	184	190	144	135

TELEVISION¹

Television	SQAD Cost-Per-Point Levels
Daypart	4Q18 3Q18 2Q18 1Q18
Prime Access	570 449 447 421
Prime	1002 981 975 1036
Late News	597 601 535 552
Late Fringe	441 413 392 447

CABLE³

Cable Provider	Price per :30
Comcast Spotlight of Seattle	\$175

SEM⁹

Source	Keywords	Clicks/Day	Impressions/Day	Average CPC	CTR	Bid Range	Location
AdWords	dog, cat, pet, guinea pig food, high quality pet food, Petco, all the best pet care, Mud Bay, Petapoluza, pet stores near me, breed specific dog food	210	2,500	\$0.62	5.30%	\$0.13 - \$11.70	Seattle, WA

1 SRDS, www.next.srds.com

2 Lamar Advertising, www.lamar.com

3 Buy Ads Direct, www.buyadsdirect.com/local_cable_tv_advertising_rates_pricing_and_information/
Google Adwords, www.ads.google.com

