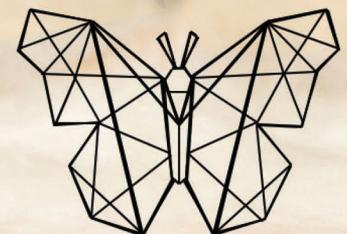


TOMLINSON'S

PART II: RECOMMENDATIONS
& LOGISTICS



METAMORPHOSIS MEDIA



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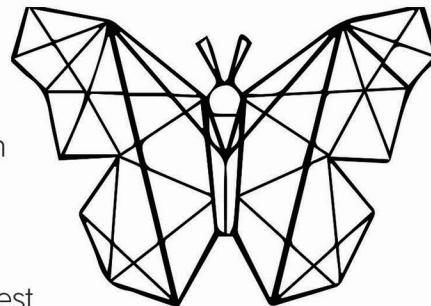
**CALL TO
ACTION**

AGENCY CREDENTIALS

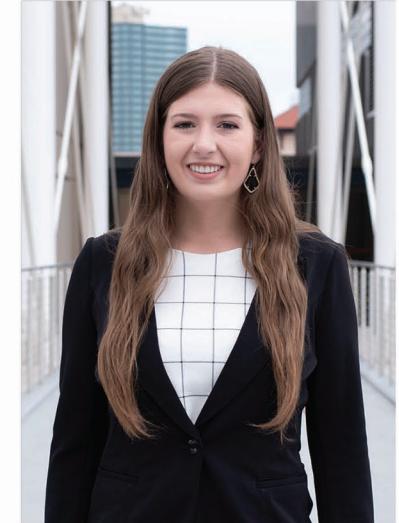
MEET THE TEAM!

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



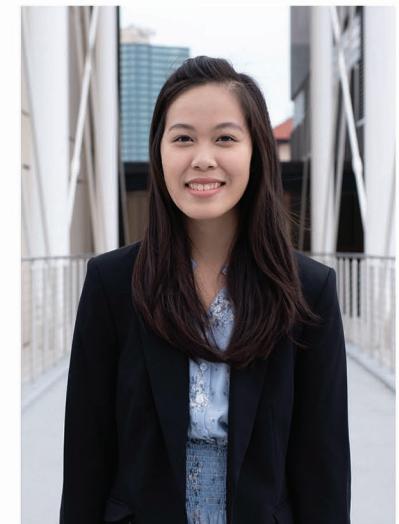
RACHEL GOODMAN



LOGAN HARVILL



KARIS PHAM



HELEN TRAN

EXECUTIVE SUMMARY

Tomlinson's first venture out of the Austin area will be nothing short of a grand success. In bringing the pride of Texas to the Seattle-Ballard area, Metamorphosis Media looks to transform the local favorite into a national presence and seeks to prove that the brand is making an intelligent decision by extending into a new market. Of the many goals in our campaign, the most prominent is our desire to replicate the down-home, personalized, experience and reinforce the voice of the brand through our communication with consumers. Through our campaign, we have four objectives: to infiltrate the current market, to motivate consumers to enter our store, to solidify brand image in the area, and to create a campaign that Tomlinson's can sustain and will succeed after our departure.

After the first 12 weeks (3 months) of the store's operation, our minimum goal is to have traffic counts of 100 visitors/day between Monday & Friday and 250 visitors/day on Saturday & Sunday. Following this launch phase, we will hold a Seattle edition of Tomlinson's - Austin Pound4Pound drive, a special event we will promote that supports local animal rescues and shelters. Also, after the launch phase, we plan to see a 5-10% growth in both Monday & Friday as well as Saturday & Sunday traffic counts.

FLIGHT 01

OBJECTIVE: INFILTRATE THE CURRENT MARKET

At a glance, it might seem that entering the Seattle-Ballard area could be a risky move, and quite frankly, it could be for a business that doesn't plan on disrupting a developed market. Efforts will include a mixture of competitively placed billboards, digital ads in a group of dating apps, attendance of local - brand relevant events, and an emphasis on paid social media presence. Through our research-based

approach, the media efforts will effectively attract and entice our Washington-Wunderkinds. A large portion of our funds will go to this flight and rightfully so. Considering the market that already exists in the space, the majority of our paid efforts need to go to ensuring that by the end of flight 1, consumers in the market know who Tomlinson's is.

FLIGHT 02

OBJECTIVE: GET CONSUMERS INTO THE STORE.

After spending four weeks shaking up the established pet care market in the area, our next effort will focus on prompting consumers to enter the store. Tomlinson's has a specific brand image that highlights their family-owned leadership and service style while actively working to improve the surrounding community. However, the consumers in Ballard aren't aware of that yet. By incentivizing our target to enter the store, our efforts will communicate that brand identity. Additionally, as consumers enter the store, we will collect and manage data which will more efficiently and sustainably drive current and future endeavors. Specifically, in flight 2, Tomlinson's will host multiple in-house events that target the Washington-Wunderkind, which will work as the center of all other media efforts in this flight. The end of this flight will finish at the end of the launch phase, allowing flight 3 to be optimized from measurements taken at the end of the first 12 weeks.

FLIGHT 03

OBJECTIVE: CUSTOMIZATION AND SOLIDIFY BRAND IMAGE

Throughout the final flight of this campaign, our goal is to take advantage of the data gathered during flights 1 & 2. Using that data, we can effectively pinpoint our efforts to consumers who have shown interest. Also, we will prioritize increasing brand awareness and making strides towards developing brand loyalty. To do so, we plan to begin incorporating some of the location-specific promotions, such as the

MORE THAN JUST YOUR PET

Pound4Pound drive, that worked well in Austin with a similar market of young and wealthy consumers. Primarily, the goal is to introduce consumers to the brand image and values of Tomlinson's - specifically an emphasis on quality care and community involvement - which is effective and currently resonates well with Austinites.

SUSTAINABILITY

The final - and potentially most critical - goal of the campaign is to put Tomlinson's in a position to sustainably succeed after our time period finishes. Essentially, we hope to establish the potential for Tomlinson's to open more stores in the new market. While our goals are not explicitly profit focused, they will provide Tomlinson's with the infrastructure to be financially successful in their new home. Specifically, our plan takes a step-by-step approach that prioritizes the need to break up the currently successful market and establish new contacts in the space that could become potentially lucrative relationship in the long term.

Tomlinson's has found success in Austin by providing a higher quality of service and pet products, while also becoming a staple in the community for their philanthropic efforts. We refuse to change that strategy. In fact, in Seattle-Ballard we believe we've found a way to enhance it. Throughout our strategy, we have identified and implemented successful ways that Tomlinson's currently attracts loyal consumers and recommended new communication methods specific to the new residence.

COMMUNICATION PLATFORM

Regardless of market, it wouldn't be surprising to see an owner treat their companion like a best friend, but the Ballard-Seattle market takes this even further. Saturated with successful young professionals, the area is primed for competitive businesses that provide something extra for their consumers, an added layer of care and quality. After working long and challenging days in some of the nation's most promising industries, these Washington-Wunderkinds have only one responsibility at home, and to them, this responsibility is their world. These consumers want and deserve personalized care for their pets, which to them are their children. Tomlinson's is prepared to provide just that.



[MEDIA OBJECTIVES & MEASUREMENTS]

OBJECTIVES:

INFILTRATE THE MARKET

DOING THE IMPAWSSIBLE

The first objective is to disrupt the existing market and to build brand awareness among young professionals. Tomlinson's name, relative location, and overall vibe will become ingrained in the minds of our target as they see the brand on billboards near competing pet stores and on their drive home from work, on their social media feeds and dating apps, and at events in the community.



IN-THE-STORE

JOIN THE BARKSIDE

The next focus will be on getting consumers into the store. The Washington-Wunderkind will already know about us, so it is now time for them to get to know us. Tomlinson's will host and attend events such as Doga and a pet photoshoot to entice consumers to visit the store, along with being a sponsor at Kirkland Uncorked and hosting an event at a local Cat Cafe.

CUSTOMIZATION & SOLIDIFY BRAND IMAGE

DIGGING US FUREVER

The final objective will be customization to acquired consumers and solidification of the brand image. We will promote Tomlinson's Pet Club loyalty program by offering Doga only to members. Two pet training sessions will be offered in store free of charge. Tomlinson's will strengthen its presence in the community by hosting weekly adoption events and a week-long pet food drive to be donated to local shelters and rescues.

MEASUREMENT:

Our team is determined to ensure that Tomlinson's is getting the greatest return on their investment possible, so it is important that the objectives set forth are achieved. To ensure the vehicles and media are successfully reaching the target market, we will perform in-depth analysis of the website's Google Analytics and social media platforms' analytics on a weekly basis. We are committed to keeping a close watch on Tomlinson's online presence and will provide a detailed editorial calendar to ensure Tomlinson's organic social media presence is strong and consistent. Employees will track foot traffic into the store daily through the use of a simple tally counter. For all the events Tomlinson's attends and hosts, we will collect detailed data including interactions generated, acquisition of personal information, traffic and attendance, online buzz, etc.. We will analyze each of these components to see where we can make improvements. With our close watch and careful measurements of all campaign elements, there will be solid proof that every dollar is well spent.

CONTINUOUS MEDIA

OOH

Tomlinson's target audience – the Washington-Wunderkind – have established themselves through the acquisition of a successful career. The target's commute to and from work everyday typically occurs on Highway 99, which runs by The Space Needle, Amazon, Google, Adobe, and Facebook. Tomlinson's will invest in a billboard poster on this busy highway throughout the entire campaign. The poster is strategically placed in this industrious area on the target's drive home into Ballard. With 241,628 impressions per week being achieved, awareness for Tomlinson's will be raised and maintained.

OWNED MEDIA

With the use of email marketing and social media continuously throughout the campaign, Tomlinson's will actively engage with the target audience by generating interactions. Tomlinson's will be actively acquiring email addresses from all customers at checkout and at all events. The target already has an established social media presence, and since they are always on the go, the use of social media platforms on mobile devices is common. By utilizing Facebook, Twitter, Snapchat and Instagram (@tomlinsonsseattle) accounts specific to the Seattle location, Tomlinson's will leverage their organic presence online to its current and future consumers.

PAID SOCIAL MEDIA

Tomlinson's plans to utilize their various social media platforms to effectively build up their online presence. Through a schedule of organic posts and paid ads, Tomlinson's will make an active effort to go to the consumer where they already are: online. At the beginning of Flight 1, Instagram influencer @SeattleDoggos will be paid to post content once a week for #TomlinsonsTuesdays to highlight furry friends who visit the store. This will bring followers to Tomlinson's page and build brand name recognition. Visually stimulating paid ads will be used on Facebook, Twitter, Instagram, and Snapchat to present the high-quality products and services Tomlinson's has to offer. In Flight 2 and Flight 3, the social media ads will focus more on the events Tomlinson's is hosting.

EARNED

By harnessing the power of earned media, Tomlinson's will gain exposure and publicity, all while increasing it's SEO ranking in the Seattle-Ballard area. We will pitch press releases to media contacts of platforms that reach the target market effectively. We will draft and pitch a press release for Tomlinson's grand opening, all of the hosted events, and all philanthropic activities. The media contacts we chose serve mostly younger audiences, enjoy high ratings, and primarily serve Seattle, Ballard, or near the Ballard area. Earned exposure will allow Tomlinson's to organically integrate itself into the local community by creating buzz and accelerating consumer trust in the marketplace.

The media contacts that releases will be pitched to include the following:

NEWSPAPERS & THEIR WEBSITES

- Ballard News Tribune
- Capitol Hill Times
- Queen Anne & Magnolia News
- Westside Seattle

TV BROADCASTERS

- King 5 News (NBC)
- KIRO 7 News (CBS)
- KOMO News (ABC)

INTERNET NEWS SITES

- MYNorthwest
- Crosscut
- My Ballard

BLOGS/WEBSITES

- VisitBallard.com
- Seattle Bloggers
- West Seattle Blog
- Seattle PI- Ballard

DIGITAL MAGAZINE

- Seattle Me

All events hosted by Tomlinson's will be directly submitted to VisitBallard.com, in their designated "Submit Your Event" section.

FLIGHT 01: MAY 11 - JUNE 09

DOING THE IMPAWSSIBLE

OPENING DAY

To kick off opening day and draw in customers, a free pet photoshoot will be available to all visitors. A professional photographer will capture the pets' natural beauty as they sport bandanas branded with Tomlinson's name, which are theirs to keep. Emails will be acquired from all attendees and photos will be available on Tomlinson's website to drive online traffic. The following of Tomlinson's social media will actively be encouraged and a snapchat geofilter will be available for all attendees to post to their stories. A press release detailing Tomlinson's Grand Opening will be pitched to all media contacts prior to the opening to gain publicity and increase attendance.

FURRY 5K¹

The annual Furry 5K is one of the few events in the area that encourages participants to bring their furry friends. The proceeds from this event goes to the Seattle Animal Shelter. Because the event is notorious for helping out the shelter and doing admirable work for animals in the local areas, there is a high participant turnout each year of 2,000 two-legged participants and 1,000 four-legged participants. With intense foot traffic comes an opportunity for Tomlinson's to sponsor the event and get their name out. The bandana sponsorship package we will purchase comes with a banner, a goody bag insert, booth, and Tomlinson's logo on numerous items such as the brochure, T-shirts, poster, and bandanas. In addition, towels will be purchased in bulk featuring Tomlinson's logo to offer more merchandise that can help increase brand awareness in Seattle. A snapchat geofilter with Tomlinson's name will be available for all at the event. The booth will also give participants a chance to interact with Tomlinson's employees and become more informed about what the store and brand has to offer.

An event like this has the opportunity to help achieve Tomlinson's goal of 50% brand name awareness among our target group. Also, by sponsoring an event that has a relevant cause-fit with Tomlinson's, attendees will begin to better understand Tomlinson's brand image and sense of social responsibility.





OOH²

Two OOH installments will be used to help Tomlinson's take a stance against competitors. These competitive billboards will be strategically positioned near Petco with 110,267 impressions per week and near Mudbay with 189,765 impressions per week. This offers a direct offensive approach to inform potential consumers that a more niche pet-store has arrived in the Seattle area, offering high quality products and services.

DIGITAL DISPLAY³

Tomlinson's will implement a digital display campaign across various dating applications. Tapping into Bumble, Tinder, and OKCupid will enable further reach into the market of single young professionals. To insure we reach pet owners, the display on OKCupid will specifically target cat enthusiasts and dog enthusiasts. A larger net will be cast through the use of other digital platforms that are more specific for singles rather than just the wide social media market.

SPOTIFY⁴

Spotify ads will be purchased to ensure Tomlinson's name is present on the widely-used streaming platform. These ads have the potential to

reach 80,000 - 90,000 listeners at least once. Not only will consumers visually see our ads through digital display on mobile apps, they will hear us loud and clear with our audio ads. Tomlinson's will meet its potential consumers halfway by being present on apps that are actively used by the target market.

SEM⁵

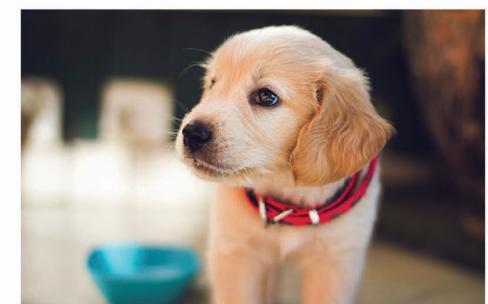
Search Engine Marketing will allow Tomlinson's to have its advertisements pop up when users search for specific words or phrases concerning their pets on Google. Tomlinson's will invest in competitor-oriented keywords, such as "Petco," "pet stores near me," "Mudbay," "pet food" and "Petapolooza" in Flight 1 to increase its visibility on results pages and allow Tomlinson's to steal some of the space taken currently by competitors.

2 Lamar Advertising, www.lamar.com

3 SRDS, www.next.srds.com

4 Spotify Ad Studio, www.adstudio.spotify.com

5 Google Adwords, www.ad.google.com



FLIGHT 02: JOIN THE BARKSIDE



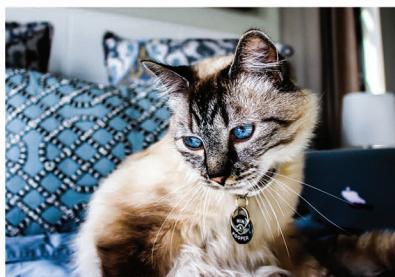
DOGA & PHOTOSHOOT

With the communities awareness of Tomlinson's new location, new events will instigate an increase in foot traffic. Yoga with dogs, or Doga, will be held for three sessions on the 1st, 3rd and 4th Saturday of the flight at Tomlinson's location. Participants will be able to come with their dogs for free for an hour session with a certified yoga instructor. After the session, these young pet parents will be able to browse the store and leave with their own Tomlinson's towel, perfect for cleaning dogs after a rainy day at the park. A snapchat geofilter will be available at all Doga events to share to their stories. An additional pet photoshoot will be hosted for 4 hours on the final

Saturday of the flight. Pet owners will take advantage of this free opportunity to get professional photos taken of their pets, while also getting a bandana as a souvenir. Overall, they'll be able to share their experiences through posts on social media, tagging Tomlinson's.

CAT CAFE: JULY 18TH

Tomlinson's will rent out Seattle Meowtopolitan - Seattle's first Cat Cafe, for 2 hours on a Thursday night for all cat lovers to come enjoy free coffee and pastries. A Snapchat geofilter will be available for attendees to share their experience in a fun and interactive way. This event will attract cat owners and personalize our efforts towards them.



KIRKLAND UNCORKED

Tomlinson's will be the Dog Day Sponsor of Washington's largest summer food and wine festival, Kirkland Uncorked. The event benefits the no-kill shelter Homeward Bound Pet Adoption Center. Tomlinson's will be the main sponsor of the CityDog Dog Modeling Contest on Sunday of the festival. 35,000 people attend annually, in which 65% are within the ages of 21 and 39. This provides Tomlinson's with the opportunity to reach a vast number of its target audience. A Snapchat geofilter featuring Tomlinson's logo will be available for all festival-goers. Sponsoring the contest and the canine-focused exhibits will emphasize our presence in the community and express our dedication to local animal shelters.

DIGITAL DISPLAY

Digital display will continue to be utilized on Tinder, Bumble, and OkCupid to the same extent as Flight 1. However, these ads will be more tailored to the promotion of the events during Flight 2 to entice attendees and keep the brand in the minds of the target.

SEM

For Flight 2, the keywords focus more on driving awareness for the in-store events and quality products. These keywords will consist of "pet food," "dog yoga," "quality pet food," "pet stores near me" and "dog photo shoot."

OOH

During this flight, Tomlinson's will have fewer billboards and turn its focus towards the billboards acquiring the highest number of impressions. The use of a competitive billboard near Mudbay will be continued, taking a direct offense in addition to providing Tomlinson's with 759,060 total impressions over this four-week flight.

FLIGHT 03: SEPTEMBER 22 - OCTOBER 20 DIGGING US FOREVER

ADOPTION EVENTS

To help find families for shelter and rescue animals, adoption events will be hosted every Sunday at Tomlinson's for four weeks, during Flight 3. Tomlinson's will connect prospective pet owners with the furry animals being put up for adoption. A relationship will be established between the brand and the new owners because their adopted pet will serve as a reminder of where it all started – Tomlinson's. Through these adoption events, Tomlinson's will sustainably build new business and emphasize their brand identity as a caregiver to pets and their owners.

POUND4POUND

Adopting a successful practice from the Austin location, Tomlinson's will pay it forward with Pound4Pound, a week-long charitable food-drive. For every pound of pet food donated, Tomlinson's will also donate a pound of food to animal shelters in the Seattle area. This promotion will foster interactions within the community while offering an incentive to customers who participate. For every pound a customer donates, they will receive a ticket to enter their name into a raffle. At the end of the week, three winners will be chosen and rewarded a \$300, \$200, and \$100 gift card to Tomlinson's according to the order of the names drawn.

DOGA

Doga sessions will be held at the store every Saturday in Flight 3 for Pet Club loyalty members exclusively. This will encourage people to join Tomlinson's loyalty program, setting the stage for repeat purchases, more CRM data, and long-term brand loyalty.

TRAINING SESSIONS

For every other Wednesday of Flight 3, a Tomlinson's employee will be providing an hour-long training session in-store for free. Through

this event, Tomlinson's will be able to promote its products by handing out treats as rewards in training. A free toy will be given to each dog participating, as a way to take a piece of Tomlinson's home and keep the brand top-of-mind. These training sessions not only offer consumers a chance to understand the quality of Tomlinson's products, but also an opportunity to come witness the excellence of Tomlinson's service.

DIGITAL DISPLAY

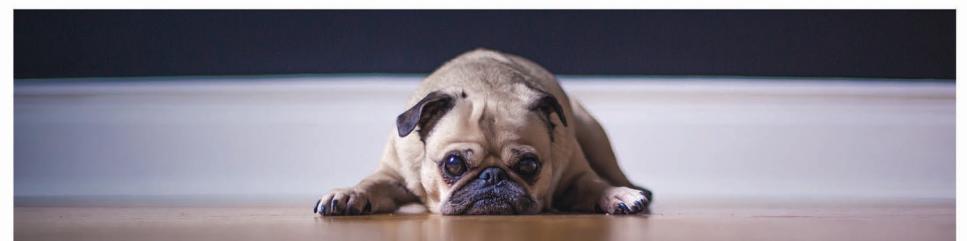
Digital display on Tinder, Bumble, and OkCupid will be executed throughout the final flight as a method of driving awareness to the brand, to promote pet adoptions, and inform about Pound4Pound.

SEM

Investment in the keywords "pet stores near me", "dog yoga", and "quality pet food" will be continued to promote conversions and the keywords "pet adoption" and "pet training" will be added in order to increase awareness for these events.

OOH

During this flight, Tomlinson's will have fewer billboards and turn their focus towards the billboards acquiring the highest number of impressions. The use of a competitive billboard near Mudbay will be continued, taking a direct offense in addition to providing Tomlinson's with 759,060 total impressions over this four-week flight.



MEDIA MENU

DIGITAL DISPLAY¹

Local Digital Display	CPM from
Tinder	\$8.55
Bumble	\$8.55
OkCupid- Dog Enthusiasts	\$7.00
OKCupid- Cat Enthusiasts	\$7.00

AUDIO²

Audio	Cost (\$) Per Ad Served
Spotify	0.013

INSTAGRAM INFLUENCER³

Instagram Influencer	Cost Per Post
SeattleDoggos	\$100

SOCIAL MEDIA²

Social Media	Cost
Facebook ⁴	7.19 CPM
Twitter ⁵	5.92 CPM
Instagram ⁶	5.00 CPM
Snapchat ⁷	2.95 CPM
Snapchat geofilter ⁸	\$5 per 20,000 sq. ft.



EXPERIENTIAL

Event	Event Items	Cost
Grand Opening	Photographer ⁹	\$2,000
	Raffle	\$300
	Cookies	\$200
	Refreshments	\$50
	Bandanas ¹⁰	\$2,000
	Balloons ¹¹	\$7.99
Furry 5K	Sponsorship ¹²	\$4,000
	Towels ¹³	\$1,522.50
	Labor ¹⁴	\$192
Doga	Instructor ¹⁵	\$2,800
	Towels ¹³	\$1,522.50
Kirkland Uncorked	Sponsorship ¹⁶	\$4,000
	Tent ¹⁷	\$300
	Table ¹⁸	\$65
	Banner ¹⁹	\$78
	Labor ¹⁴	\$168
Cat Café	Rental ²⁰	\$500
	Food Credit ²⁰	\$50
Pet Photoshoot	Photographer ⁹	\$500
	Bandanas ¹⁰	\$2,000
Pet Training	Labor ²¹	\$150
	Giveaways	\$250
Pound4Pound	Pet Food	\$3,510.54
	Raffle	\$600



- 1 SRDS, www.next.srds.com
 2 Spotify, www.adstudio.spotify.com
 3 How Much Do Influencers Charge? | Paying Influencers 2019 Guide, 22 June 2018, www.cpcstrategy.com/blog/2018/06/how-much-do-influencers-charge-paying-influencers-2018-guide/motion
 4 How Much Does It Cost To Advertise on Facebook, 27 March 2018, www.datadrivelnlabs.io/blog/facebook-ads-cost
 5 Average Twitter CPM Rates 2018, 16 July 2018, www.blognife.com/2018/07/16/average-twitter-cpm-rates-2018/
 6 Influencer Marketing Hub, www.influencermarketinghub.com/how-much-does-it-cost-to-advertise-on-instagram/
 7 Snapchat Ad Prices Go From Ungodly to Cheap, 11 June 2018, <https://adage.com/article/digital/snapchat-prices-ungodly-cheap/313824>
 8 Geofilter Studio, www.geofilter.studio/snapchat-fee/
 9 Photographer: Thumbtack, www.thumbtack.com/p/photographer-prices/
 10 UsImprints, www.usimprints.com/product/cotton-bandana-22-x-22-l2754803/bandanas
 11 Party City, www.partycity.com/apple-red-balloons-72ct-229514.html
 12 Furry 5K, www.furry5k.com/wordpress/wp-content/uploads/2019/02/2019-Furry5K-Sponsorship.pdf
 13 UsImprints, www.usimprints.com/product/go-go-rally-towel-8968244/customize/
 14 Seattle, www.seattle.gov/laborstandards/ordinances/minimum-wage
 15 Half Moon Yoga, www.halffmoonyoga.net/classes/team-yoga/
 16 Kirkland Uncorked, www.kirklanduncorked.com/wp-content/uploads/2018/10/2019-KUC-Sponsor-Book.pdf
 17 Etsy, www.etsy.com/listing/621036121/custom-printed-10x10-commercial-tent-599
 18 Walmart, www.walmart.com
 19 Signs, www.signs.com/price-calculator
 20 Seattle Meowtropolitan, www.seattlemeowtropolitan.com
 21 Cost Helper Pet & Pet Care, www.pets.costhelper.com/dog-training-obedience-class.html

Flight 1: May 11 - June 09				
	Rate	Quantity	Total Cost	Budget %
Opening: 5/11				
Photographer	\$250/hour	8	\$2,000.00	2%
Decorations: Balloons	\$7.99/72 ct	1	\$7.99	0.0799%
Bandanas	\$2/each	1000	\$2,000.00	2%
Snapchat Geofilter	\$18/2 hours	6	\$108.00	0.08%
\$100 Giftcard Raffle	\$100/each	3	\$300.00	0.30%
Refreshments	\$50	1	\$50.00	0.05%
Cookies	\$200	1	\$200.00	0.20%
Furry 5K Sponsor: 6/9				
Event Supplies & Brand Representation	\$5,000	1	\$5,000.00	5%
Event Labor: 2 Employees	\$24/hour	8	\$192.00	0.192%
Event Handout: Towels	\$1.35/each	1000	\$1,350.00	13%
Snapchat Geofilter	\$18/2 hours	4	\$72.00	0.018%
OOH				
Competitive Poster (near Mudbay)	\$562.50/week	4	\$2,250.00	2.25%
Competitive Poster (near Petco)	\$562.50/week	4	\$2,250.00	2.25%
Social				
Social Media Influencer (@Seattle Doggos)	\$100/week	4	\$400.00	0.40%
Audio				
Spotify	\$0.013/each	115000	\$1,495.00	1.495%
Digital Display				
Tinder	8.55 CPM	30,425	\$260.13	0.26%
Bumble	8.55 CPM	30,425	\$260.13	0.26%
OkCupid (Cat Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
OkCupid (Dog Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
SEM				
Ad Words	0.62 CPC	14000	\$8,680.00	8.68%
Total			\$27,088.23	27.11%

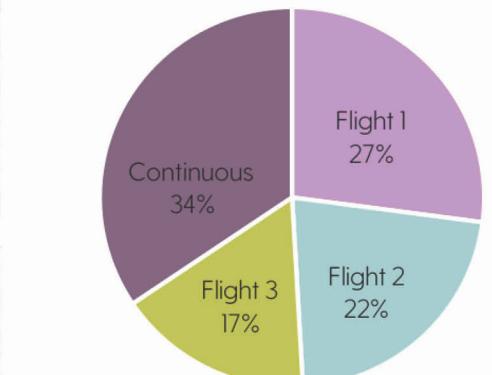
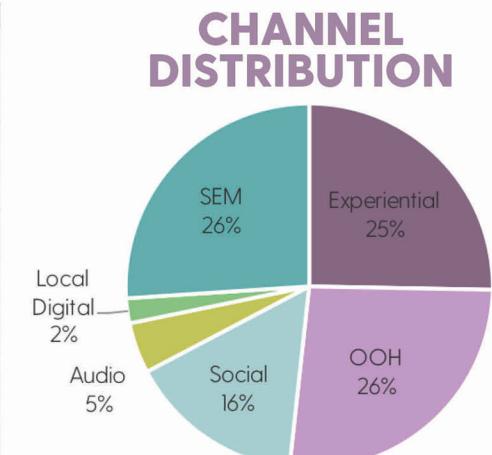
Flight 2: July 6 - August 3				
	Rate	Quantity	Total Cost	Budget %
Doga: 7/6, 7/20, 7/27				
Yoga Instructor	\$200/hour	6	\$1,200.00	120%
Handout: Towels	\$1.35/each	75	\$101.25	0.1025%
Snapchat Geofilter	\$18/2 hours	3	\$54.00	0.054%
Kirkland Uncorked: 7/14				
Dog Day Sponsor	\$4,000	1	\$4,000.00	4%
Event Labor: 2 Employees	\$24/hour	7	\$168.00	0.168%
Tent	\$300/each	1	\$300.00	0.30%
Table	\$65/each	1	\$65.00	0.065%
Banner	\$78/each	1	\$78.00	0.078%
Snapchat Geofilter	\$18/2 hours	3	\$54.00	0.054%
Cat Café: 7/18				
Café Rental	\$250/hour	2	\$500.00	0.50%
Food & Drink Credit	\$50	2	\$100.00	0.10%
Snapchat Geofilter	\$18/2 hours	1	\$18.00	0.0018%
Pet Photoshoot: 8/3				
Photographer	\$200/hour	4	\$800.00	0.80%
Bandanas	\$2/each	500	\$1,000.00	1.00%
OOH				
Competitive Poster (near Mudbay)	\$562.50/week	4	\$2,250.00	2.25%
Social				
Social Media Influencer (@Seattle Doggos)	\$100/week	4	\$400.00	0.40%
Audio				
Spotify	\$0.013/each	115000	\$1,495.00	1.495%
Digital Display				
Tinder	8.55 CPM	30,425	\$260.13	0.26%
Bumble	8.55 CPM	30,425	\$260.13	0.26%
OkCupid (Cat Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
OkCupid (Dog Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
SEM				
Ad Words	0.62 CPC	14000	\$8,680.00	8.68%
Total			\$21,996.49	21.99%



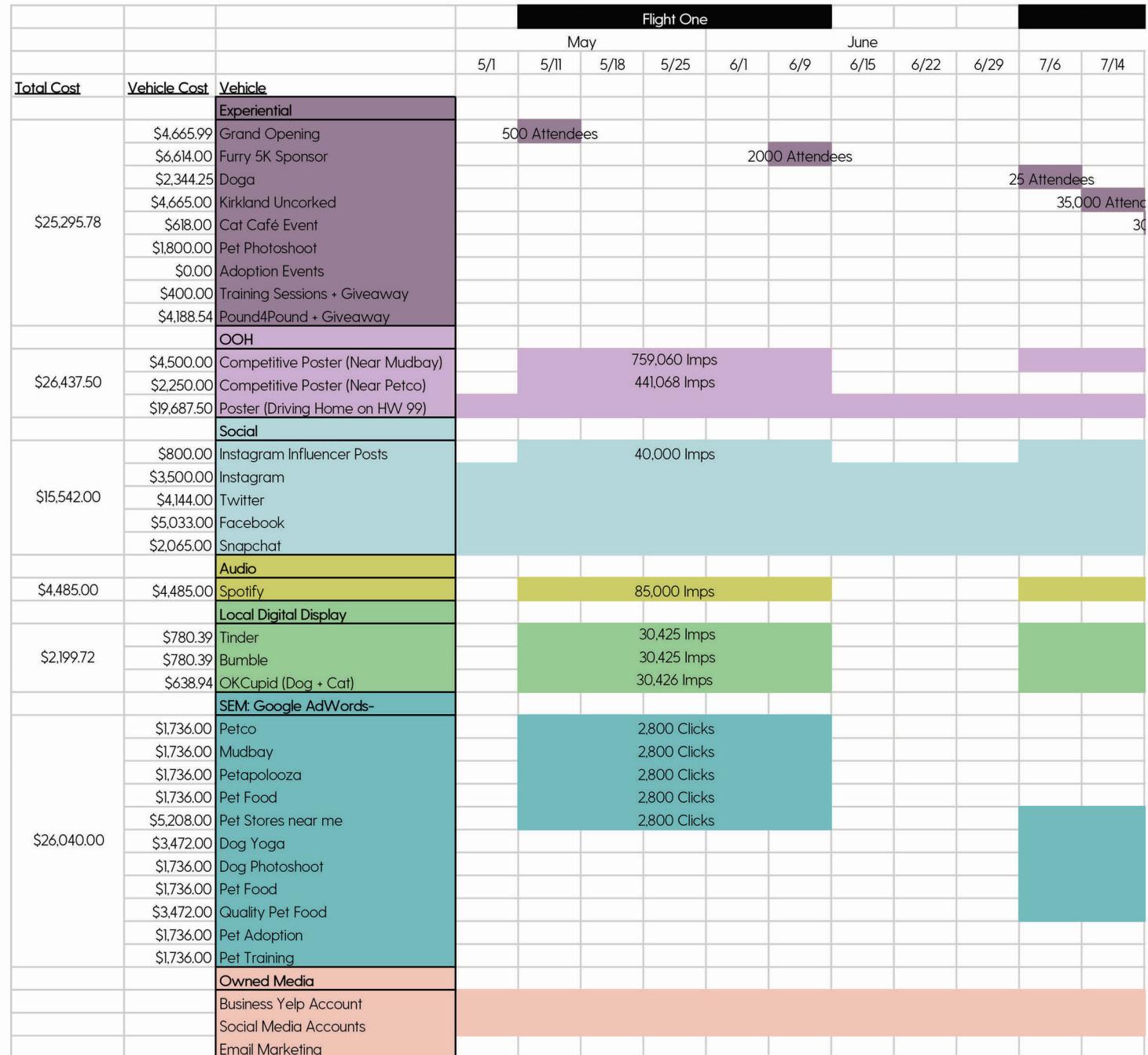
Flight 3: September 22 - October 20				
	Rate	Quantity	Total Cost	Budget %
Doga: 9/28, 10/5, 10/12, 10/19				
Yoga Instructor	\$200/hour	4	\$800.00	0.80%
Handout: Towels	\$1.35/each	100	\$135.00	0.135%
Snapchat Geofilter	\$18/2 hours	3	\$54.00	0.054%
Adoption Events: 9/22, 10/6, 10/13				
			\$0.00	0%
Pet Training Session: 9/25, 10/9				
Employee Instructor	\$75/hour	2	\$150.00	0.15%
Giveaway Items: Treats & Toys	\$250	1	\$250.00	0.25%
Pound4Pound: 10/13 - 10/20				
Raffle: Gift Card Prizes	\$600	1	\$600.00	0.60%
Food Donation	\$3,510.54	1	\$3,510.54	3.655%
Banner	\$78/each	1	\$78.00	0.078%
Audio				
Spotify	\$0.013/each	115000	\$1,495.00	1.495%
Digital Display				
Tinder	8.55 CPM	30,425	\$260.13	0.26%
Bumble	8.55 CPM	30,425	\$260.13	0.26%
OkCupid (Cat Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
OkCupid (Dog Enthusiasts)	7 CPM	15,213	\$106.49	0.11%
SEM				
Ad Words	0.62 CPC	14000	\$8,680.00	8.68%
Total			\$16,485.78	16.64%

Continuous				
	Rate	Quantity	Total Cost	Budget %
OOH				
Billboard/Poster: Drive Home (HW 99)	\$562.50/week	35	\$19,687.50	19.6875%
Social Media				
Facebook	7.19 CPM	700	\$5,033.00	5.033%
Twitter	5.92 CPM	700	\$4,144.00	4.144%
Instagram	5 CPM	700	\$3,500.00	3.50%
Snapchat	2.95 CPM	700	\$2,065.00	2.065%
Total			\$34,429.50	34.43%

Channel Type	Budget Amount	Percentage
Experiential	\$25,295.78	25.30%
OOH	\$26,437.50	26.44%
Social	\$15,542.00	15.54%
Audio	\$4,485.00	4.49%
Continuous	\$34,429.50	34.43%
Local Digital	\$2,199.72	2.20%
SEM	\$26,040.00	26.04%
Total	\$100,000.00	100.00%



FLOWCHART





CALL TO **ACTION**



In the same way that your mission statement is to “Do what’s best for guests and their pets”, Metamorphosis Media is determined to do what’s best for you. It would be an honor to grow with your brand and we would like to thank you for considering our agency. When we roll out this campaign, we have faith that Tomlinson’s will become an integral part of pet owners’ lives in the Seattle-Ballard area.

FURWELL FOR NOW!



Ballard Ave NW
20th Ave NW

TOMLINSON'S
Naturally Smarter Pet Supplies



