

Instagram Post Assessment  
For \_\_\_\_\_



**plentum**

By \_\_\_\_\_

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In this document, I'll be sharing my creative approach to the Instagram carousel brief, bringing together Plentum's clean aesthetic, playful tone, and thoughtful storytelling into a scroll-worthy, on-brand post for 2025.

Best viewed on 

Pay attention on 



1

Slide 1

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# Is Your Dog Really as Healthy as You Think?

Most dogs look happy and active on the outside, but inside... their health might be telling a different story



Minimalist, De - Branded start for our post. [1]



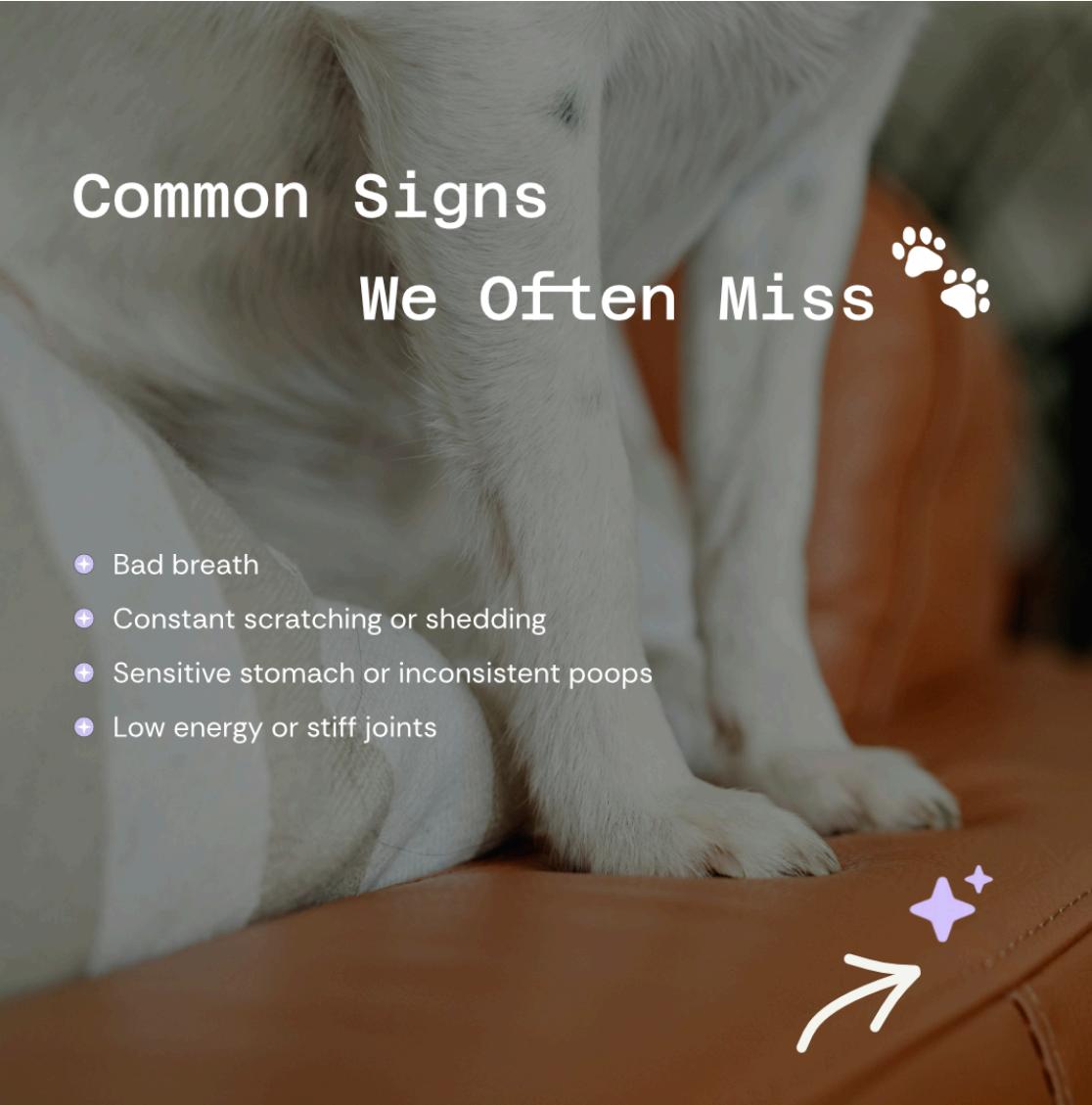
Keeping the vibe serious,  
but not clinical

We want our product to be  
included in Pet owner's lifestyle

Storytelling through  
pictures

Hiding pup evokes a sense of  
curiosity

# Slide 2



Continuing the Problem statement, with details

Capture the emotional nature of the problem

As we're focused on the "wellness" aspect of pet's health



Subtle Branding takes over

Brand's "star" shows that, with a swipe marker symbolizing that the "problem" can be solved

# Slide 3

## Note:

Slide 3 was designed to be interactive—but since Instagram doesn't support in-post interactivity, I've recreated it in a quiz-style format to simulate engagement while keeping the experience fun and intuitive.

## What's the #1 Root Cause of These Issues?

- A. Genetics
- B. Not enough exercise
- C. Gut and oral microbiome imbalance



( 90% of a dog's immune system lives in the gut. When it's off, the whole body feels it. )



Tackling the issue by putting the viewer in the problem solving mode

## Storytelling through pictures

Cute doggo with glasses adds to the quiz vibe, NEXT arrow shows solution is near



Brand color (Purple) is more visible.

Associating the Brand with Solution, Custom shape is similar to 🧠 emoji, associated with thinking

# Slide 4

One Sachet. Daily Balance.

Advanced K9 Microbiome Care is an all-in-one powder that supports your dog's:

- + Gut and oral health
- + Immune strength
- + Joint and heart function
- + Skin and coat vitality



## Meet the Solution !

Visually stimulating page tells the viewer about "what" can help. This is an important slide

## Branding Elements

I continued the the playful, curvy lines vibe of the branding in the typography

## Brand color (Green) is more visible.

Assosiating the Brand with Solution, and Taking action

## Illustrations

Used cute, familiar elements to build trust—just like how we see pets as family and trust what

## Chews Are Cute. But Are They Clean?

	Chews	Plentum Sachets
Fillers & Binders	Often included	Never
Targets Oral Health	Rarely	Yes <input checked="" type="checkbox"/>
Format	Bulky	Light Powder
Consistency	Varies by chew	Mixes evenly with food

Competition Vs Our product

Taking visual cues from the official website, made a easily digestable table



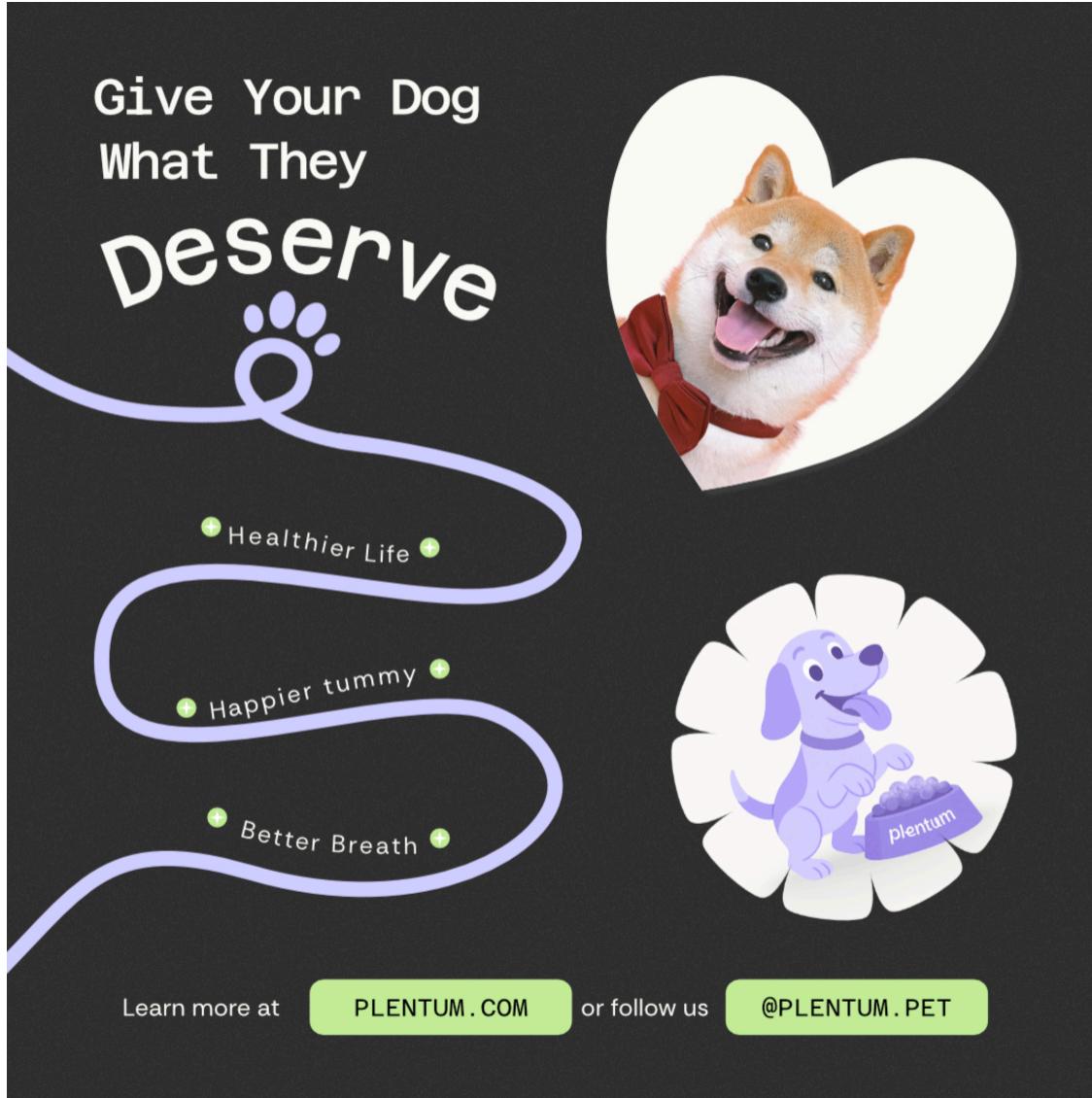
### Visual cues

Dotted line goes with brand's visual identity of playfulness and also gives the cue to the user to swipe right

### Typography

Playful typography that goes with the brand guidelines

# Slide 6



## CTA Slide

Cute and playful slide with CTA elements, brand's green takes over

## Visual cues

Purple line goes with brand and visually bears resemblance to intestinal movement and a hand shadow puppet of a dog

## Branding

CTA and brands green go together, taking cues from brand booklet and the website



# All slides, together



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as You Think?

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Give Your Dog  
What They  
Deserve

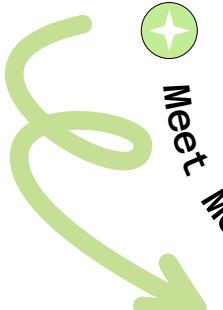


Learn more at [PLENTUM.COM](http://PLENTUM.COM) or follow us @PLENTUM.PET



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Meet Me !





# Hi !, I'm Kshitij.

a designer who believes in the power of warmth, wit, and good visual storytelling.

I make things look good and feel right. From branding and social media to illustrations and UI/UX, my work leans into clarity, intention, and a little charm. I've worked across fashion, wellness, and tech-always with one goal: to make people feel something (and maybe smile a little).

Outside the pixels, I'm into ambient music, culture, and chasing soft light with my camera. And..it's been fun working on this project over the weekend.

Let's make something *lovely*.

