

plentum



Pay attention on 



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]



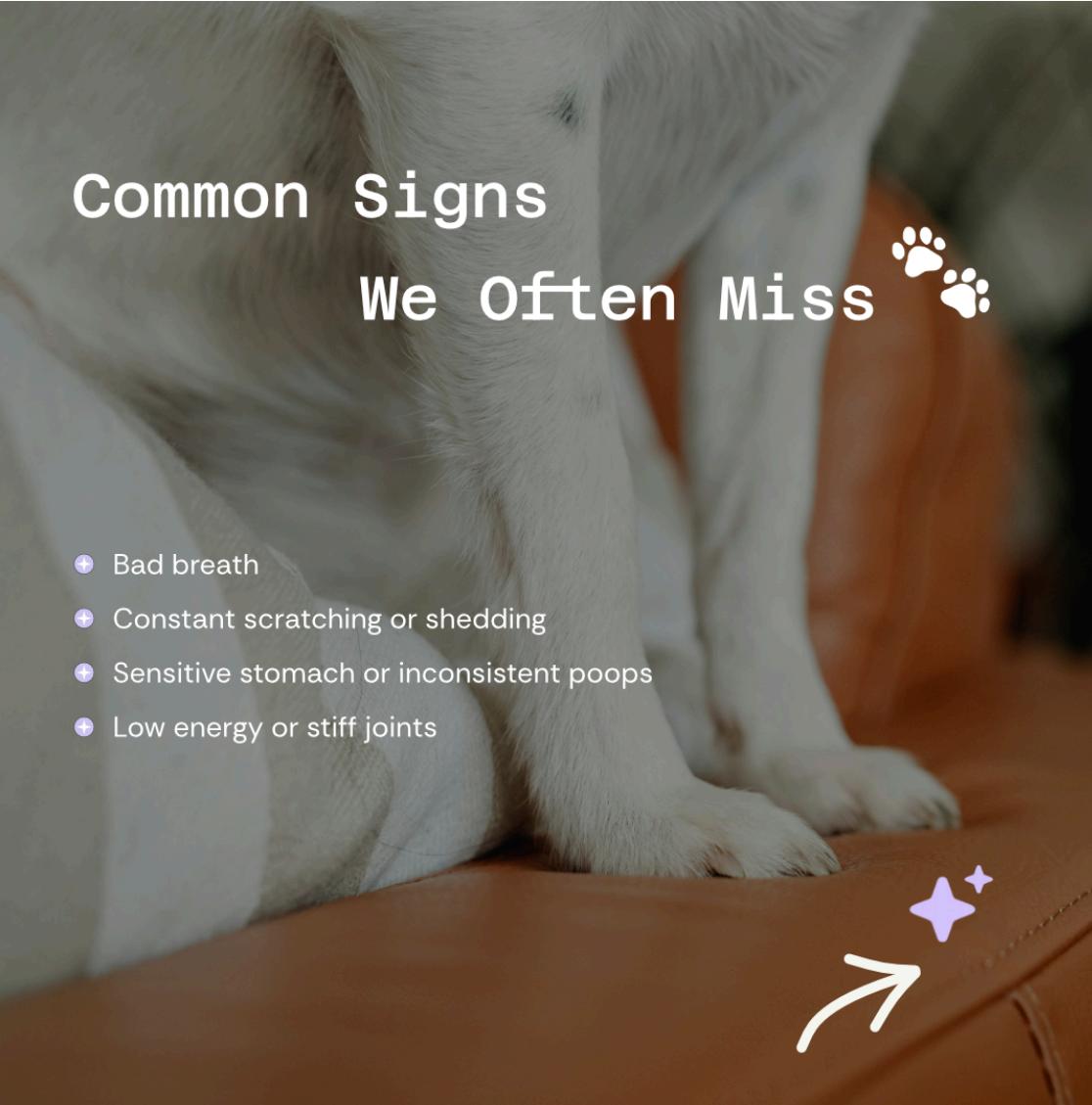
Keeping the vibe serious,
but not clinical

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



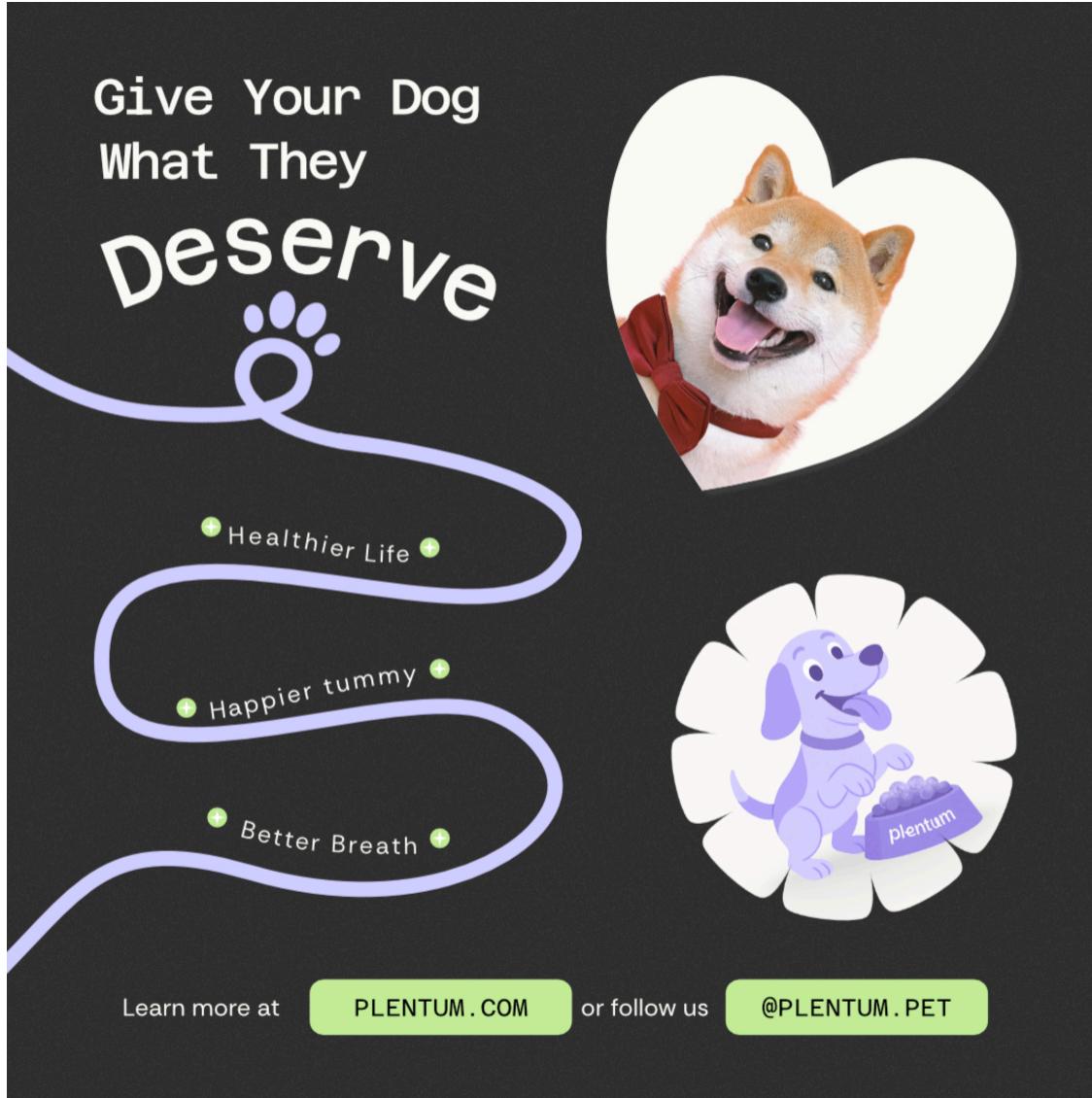
Visual cues

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

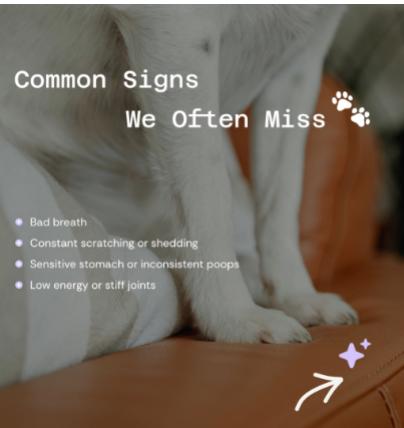


All slides, together



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Give Your Dog
What They
Deserve



Learn more at PLENTUM.COM or follow us @PLENTUM.PET



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