



# We love our pets! Campaign

## Executive Summary

The "We Love Our Pets!" campaign is a comprehensive marketing initiative designed to increase brand awareness, drive product sales, and foster customer loyalty within the rapidly growing pet care market. This campaign will leverage a multi-channel approach, combining digital marketing, in-store promotions, and experiential events to connect with pet owners on a deeper level. Our goal is to position our brand as the go-to choice for quality, health, and a memorable experience for pets and their owners.

- **Increase Brand Awareness:** Achieve a 25% increase in brand recognition among our target demographic within six months.
- **Boost Product Sales:** Drive a 15% increase in sales of "PetCare Premium" and related products over the campaign duration.
- **Enhance Customer Engagement:** Foster a vibrant online community and increase customer interaction through social media and events.
- **Strengthen Brand Loyalty:** Encourage repeat purchases and cultivate a loyal customer base through exclusive offers and personalized experiences.

## Target Audience

Our primary target audience includes:

- **Aged 25-55:** Female individuals who are pet owners and are interested in exploring new products and care methods for their pets.
- **Urban Professionals:** Busy individuals seeking convenience and quality in their daily pet care routines.
- **Home Pet Enthusiasts:** Individuals who enjoy caring for their pets at home and are looking for premium products and accessories.
- **Social Pet Owners:** Those who enjoy pet-related social activities and seek out unique pet-friendly experiences.

- **Priority Countries:** Norway, Denmark, Sweden
- **Other Countries:** Italy, France, UK

## Target Products

- **PetCare Premium:** Our premium pet food blend made from carefully selected ingredients, offering a rich, balanced nutrition with essential vitamins for discerning pet owners.

## Campaign Strategies and Tactics

### 1. Digital Marketing

- **Social Media Campaign:**
  - **Platforms:** Instagram, TikTok.
  - **Content:** High-quality visuals of happy pets (playing, eating PetCare Premium), short videos of pet routines, behind-the-scenes glimpses of PetCare Premium production, user-generated content features.
  - **Engagement:** Interactive polls (e.g., "What's your pet's favorite activity?"), Q&A sessions with pet experts, contests (e.g., "Cutest Pet Photo" competition), user-generated content challenges.
  - **Paid Ads:** Targeted ads based on interests (pets, animal welfare, healthy living) and demographics (female, 25-55, Norway, Denmark, Sweden).
- **Influencer Collaborations:** Partner with pet enthusiasts, pet bloggers, and lifestyle influencers to create authentic content and reach a wider audience.
- **Email Marketing:**
  - **Newsletter:** Regular updates on new products, pet care tips, exclusive pet-friendly recipes, and campaign highlights.
  - **Personalized Offers:** Segmented email lists for targeted promotions based on customer preferences and past purchases (e.g., dog owners, cat owners).
- **Website Optimization:**
  - **Landing Pages:** Dedicated campaign landing pages for promotions and new product launches.
  - **Blog Content:** Articles on pet health, training guides, benefits of "PetCare Premium," and brand story.
  - **E-commerce:** Streamlined online ordering process with clear product descriptions and appealing imagery.

### 2. In-Store Promotions

- **Tasting Stations:** Offer free samples of "PetCare Premium" for pets.

- **Loyalty Program:** Introduce a tiered loyalty program with exclusive discounts, early access to new products, and personalized rewards.
- **Bundle Deals:** Create attractive product bundles (e.g., "PetCare Premium" + pet toy, food bowl + "PetCare Premium").
- **Limited Edition Products:** Release seasonal or limited-edition pet care items to create urgency and excitement.

### 3. Experiential Events

- **Pet Workshops:** Host workshops on topics like pet training, grooming tips, and pet nutrition.
- **Pop-up Pet Play Areas:** Set up temporary pet-friendly areas at local events, markets, and festivals.
- **Partnerships with Local Businesses:** Collaborate with pet stores, vet clinics, or pet groomers for joint promotions and events.

## Key Performance Indicators (KPIs)

Metric	Target	Measurement Method
Brand Awareness	25% increase	Brand lift studies, social media mentions, website traffic
Sales Revenue	15% increase	E-commerce sales data, POS data
Website Traffic	20% increase	Website Traffic Data
Social Media Engagement Rate	10% increase	Platform insights

## Campaign Timeline

The campaign will run for 2 months between February 1st and March 31st 2025, divided into three phases:

- **Phase 1: Awareness & Teaser (Month 1):**
  - Launch social media teasers and initial influencer collaborations focusing on the "We Love Our Pets!" theme.
  - Website updates and blog content release centered on pet care and the benefits

of "PetCare Premium."

- **Phase 2: Engagement & Promotion (Month 2):**
  - Intensify social media contests and user-generated content campaigns featuring pets.
  - Introduce in-store tasting stations and loyalty program.
  - Host first series of pet workshops.
- **Phase 3: Loyalty & Expansion (Month 2):**
  - Launch limited-edition pet products.
  - Expand pop-up pet play area presence.
  - Analyze campaign performance and plan for future initiatives.

## Budget Allocation

The campaign has a total budget of 100.000 € that is allocated as described in this table:

Category	Allocated Budget
Digital Advertising	40% ▾
Influencer Marketing	20% ▾
Event Production	20% ▾
In-Store Promotions	10% ▾
Content Creation	10% ▾

## Conclusion

The "We Love Our Pets!" Campaign is designed to be a dynamic and engaging initiative that will significantly impact our brand's presence in the pet care market. By combining strategic digital outreach with compelling in-store and experiential elements, we are confident in achieving our objectives and fostering a deeper connection with pet owners everywhere.