

PetPal: Healthy Paws Challenge

meowtivationhub

PRESENTED BY AERON JOHN PEÑONES



Project Overview (Day 1 Summary)

CONTENT:

- Client: PetPal (Pet Wellness Industry)
- Goal: Launch Healthy Paws Challenge – a gamified community wellness campaign
- Core Tools: AI workflows, ClickUp, Canva, GitHub, Vercel

MILESTONES:

- Project Setup
- Campaign Ideation
- Campaign Launch
- Campaign Wrap-Up

ROLES PERFORMED: (ALL PERFORMED BY AERON)


- PM, Creative Lead, Content Strategist, Data Analyst, Community Manager, Tech Specialist

Market & Audience Insights

PET WELLNESS OPPORTUNITIES

The pet wellness industry is booming, especially among Millennials and Gen Z.

Key insights include:

- Rising pet ownership in the Philippines
 - Trends: pet humanization, preventive care
 - Audience: Responsible Pet Parents, aged 25–45
 - Pain points: conflicting advice
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Timeline of Events

OBJECTIVES

THEMES

VISUALS

APPROVALS

LAUNCH PREP

Define goals and KPIs for the campaign.

Establish themes and messaging for engagement.

Create visuals, templates, and UGC guides.

Finalize all content for campaign materials.

Prepare for the official campaign launch day.

This is the official landing page of **AI Powered Freelancing Capstone project** made by **Aeron John Penones**.

Choose the day below to view the behind-the-scenes details and all necessary files for this project.

 **Day 1: Project Setup**

 **Day 2: Market & Audience Research**

 **Day 3: Campaign Strategy & Calendar**

 **Day 4: Branding & Visual Identity**

 **Day 5: Copywriting & Messaging**

 **Day 6: Multimedia Content Creation**

 **Day 7: Content Scheduling & Preview**

 **Day 8: Analytics & Reporting**

 **Day 9: Final Presentation Deck**

 **Day 10: Presentation & Reflection**

https://aeronjetrainings.vercel.app/ai_powered_freelancing_capstone

Brand Kit and Visual Identity Overview



LOGO

Represents the brand's friendly pet-focused mission.

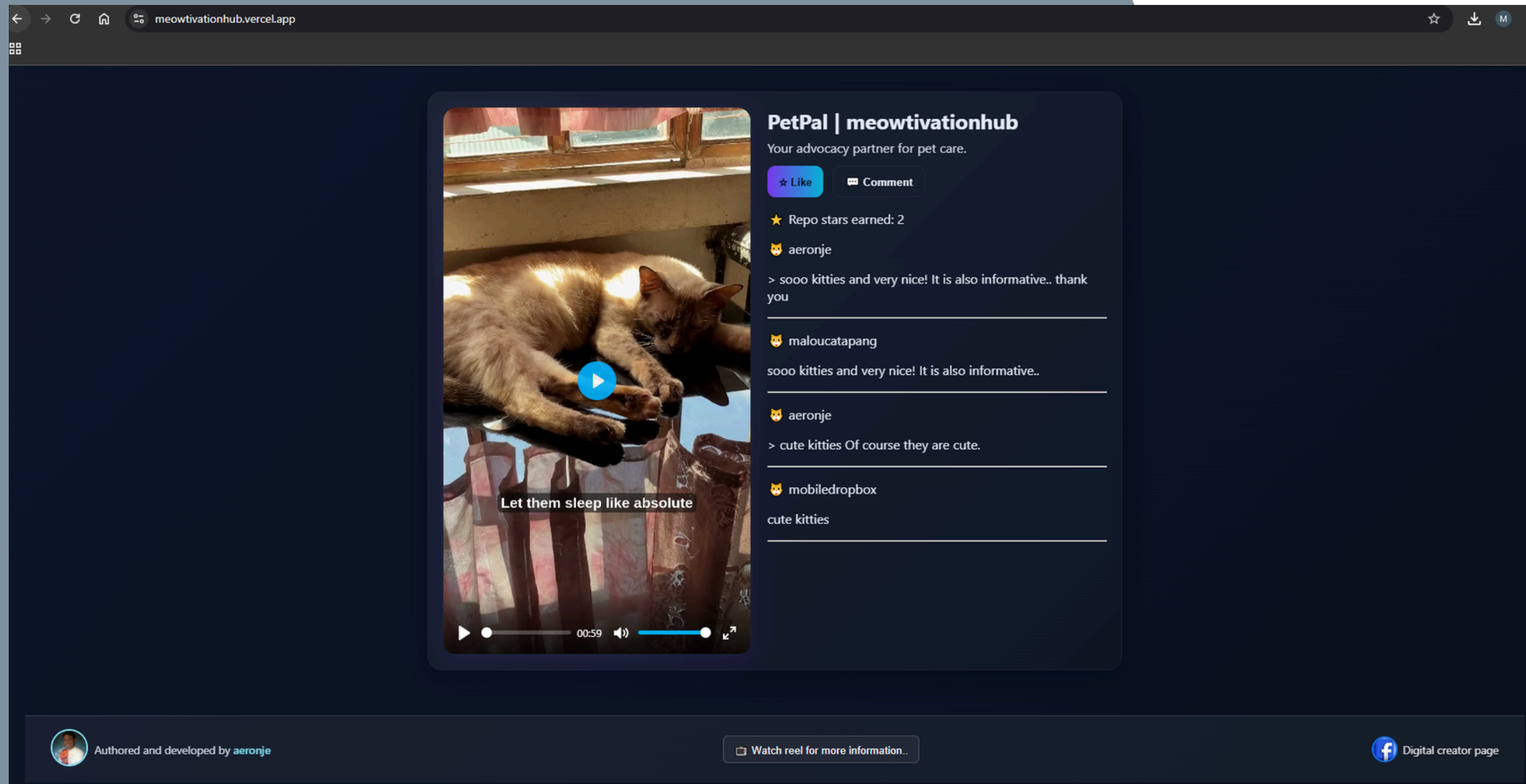
COLORS

Evokes warmth and trust in pet wellness.

TYPOGRAPHY

Conveys clarity and modernity in communications.

Multimedia content



<https://meowtivationhub.vercel.app/>



Questions?

Thank you so much!

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