

Pawp: The Big Idea Leave Behind





Situational Analysis

The Market

- The US pet insurance industry is expected to increase drastically due to demand, but is limited by stringent regulations and prices. The market itself is expanding from simple insurance to more amenities, where Pawp provides adept coverage.

Consumer Insight

- Consumers love their pet but hate the experience of going to the vet, even for minor issues. With Pawp one can bring the vet to their living room.

Pawp

- Our objective is for our consumers to be aware that Pawp not only focuses on insurance for pets but also provides accurate, efficient telemedicine support, eliminating time spent and cost of in-person visits. Pawp provides exclusive amenities in demand that are at the forefront of the market, and should capitalize on propositions.

SWOT Analysis

Strengths

- Pawp has plans for up to 6 pets
- Pawp takes away some pets' anxiety about vets since they can be treated in the comfort of their own home (money.com)
- Offers care 24/7, so if something happens during the night that would require a vet's advice, they don't have to be rushed to the ER

Weaknesses

- The consumers are either unaware of Pawp or have trouble differentiating the company from other pet insurance companies.
- Pawp is not being advertised to a variety of audiences and not being advertised enough generally

Opportunities

- Insight on dog owners 22-65 and people that purchase pet insurance: "I am a workaholic." (MRI Simmons). Pawp has the opportunity to emphasize its convenience factor.
- The market presents little brand loyalty, as customers to pet insurance are fairly new. Pawp can install itself as the first household name.

Threats

- Consumers are skeptical of a virtual pet insurance company and scared they won't get as effective treatment as bringing their pet to a vet.
- Health insurance is confusing to most people, (Mintel: Health Insurance US 2021)

Positioning Statement

Pawp is a convenient and essential tool for pet owners as many are finding themselves with less time to take their pets into the vet as they go back to work post-pandemic.



Action Spur

Pawp's should use the “eliminate complexity” action spur in order to get consumers to understand their business and realize that it is the obvious choice for pet owners.



Pawp Creative Brief

Positioning Statement

Pawp is a convenient and essential tool for pet owners as many are finding themselves with less time to take their pets into the vet as they are going back to work post-pandemic

Objective

- Currently, consumers are either unaware of Pawp or have trouble differentiating the company from other pet insurance brands
- Consumers are skeptical that virtual pet care will be less effective
- Our objective is for our consumers to be aware that Pawp not only focuses on insurance for pets but also provides accurate and efficient telemedicine support, eliminating time spent and cost of in-person vet visits.
- We get there through informative advertising that increases Pawp's brand awareness and shows the convenience advantages that consumers are looking for

Target Audience

- Pet owners and future pet owners that are looking for a less time-consuming option for vet appointments and pet insurance
- A lot of people got pets during the pandemic and were able to stay home with them. Now that people are going back to work, they need a more convenient kind of vet appointment.

Persona

John is a 35 year old (millennial) dog owner from Arizona and decided to get his first



puppy during the pandemic in 2020. His dog, Hunter, helps him cope with his daily stressors. John is now going back to work in person full-time and finds himself working late hours and not having as much time with Hunter. John is looking to find an affordable and convenient solution to vet care for Hunter that works around his schedule.

Research and Findings

- Insight on dog owners 22-65: "I am a workaholic."
- Insight on people that purchase pet insurance: "I am a workaholic"
- These people are better off financially and are likely to purchase medium ticket items but not always big ticket items
- Pawp is best for younger pets since it only covers one big emergency a year
- Older pets require more frequent medical visits
- Pawp takes away some pets anxiety about the vet since they can be treated in their own home
- Low awareness and familiarity with paid plans that cover routine preventative care (Mintel)
- Owners are able to see better value in wellness coverage than pet insurance (Mintel)

What Consumers Think

- The consumer does not know the brand very well.
- The consumer sticks to the brands they've been using for a long time or well-known brands they can trust
- The consumer is busy and is looking for more convenient ways to complete every day tasks

What we want our Consumers to Think

- Consumers should be informed about Pawp and realize it is a convenient and trustworthy company that can save time for owners, while still caring for pets
- Pawp should use the "eminimize complexity" action spur in order to get consumers to understand their business and realize that it is the obvious choice for pet owners
- The target is described as "workaholics," (MRI Simmons). If Pawp makes itself easy to understand and accessible, pet owners will naturally want to use the company's resources.

Proposition

Pawp promises to provide good quality care to pets at the convenience of their customers.

Support

- Pawp has telemedicine support to do online check-ups for their pets.
- It eliminates the cost of in person visits and saves time for the "workaholic" consumer.

Tonality

- genuine, trustworthy, loyal

Moments of Receptivity

- People will be most receptive in our messaging on Sunday nights while pet owners are preparing for the busy week ahead.
- They will also be most receptive around the holidays, when people are giving or receiving pets as gifts.



Creative Brief and Persona

Video advertisement for social media
(Tik Tok, Instagram), streaming services
(Hulu, Amazon Prime, Paramount +, HBO)

- Max)
 - **Receptivity:**
 - Media time mostly from 10am-4pm
 - 84% of social media usage is done on smartphones
 - Over $\frac{1}{4}$ of streaming time is on services with ads (Nielsen)

Radio Advertisement for Spotify

- **Receptivity:**
 - 25% of Spotify users are 25-34 years old
 - Over 52% of the sample audience listens to music regularly throughout the day

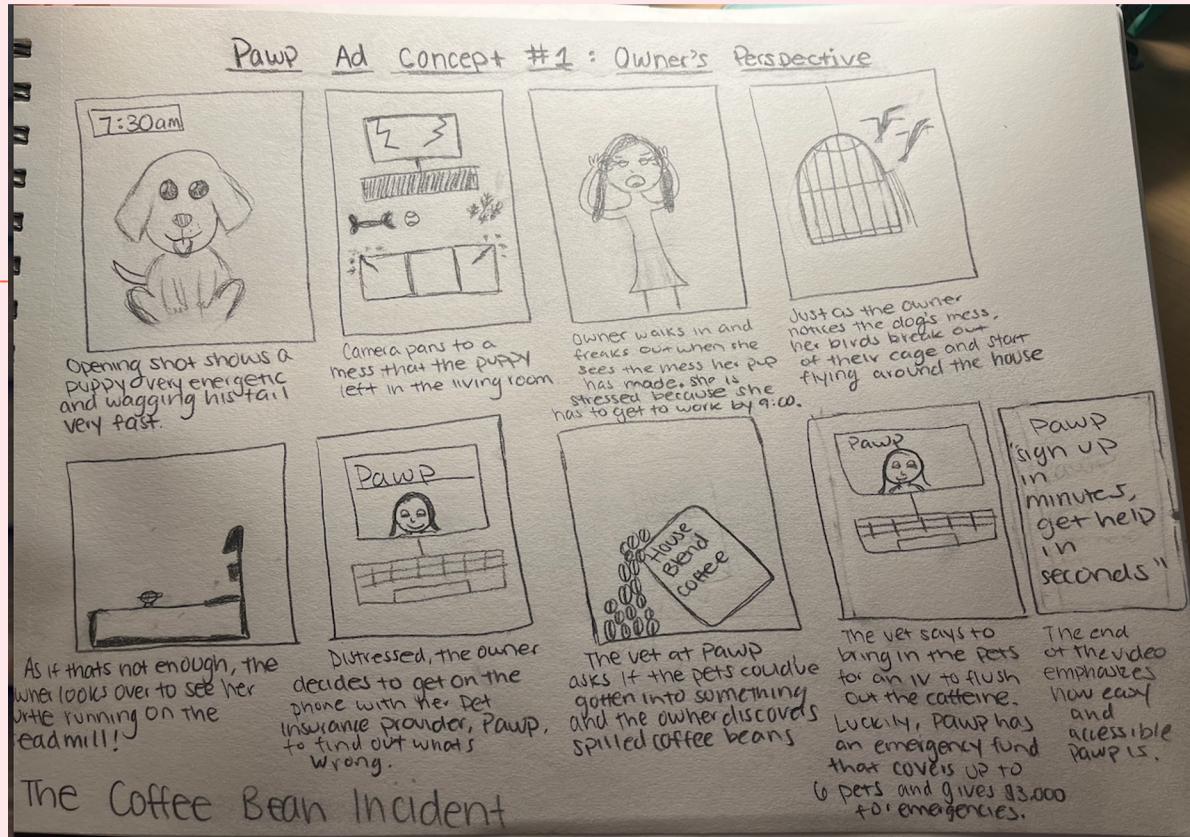
Tonality: Warm, comforting, easy to understand.

Media Recommendation



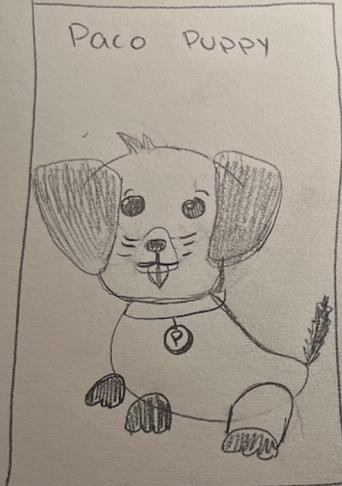
Ad Concept

A campaign that focuses on different types of minor pet health problems that can be easily resolved thanks to one of Pawp's services, outlining the straightforwardness and accessibility of the product, can be used to resolve this problem.



•Ad Concept•

Pawp Ad Concept #2: Pawp's Pets

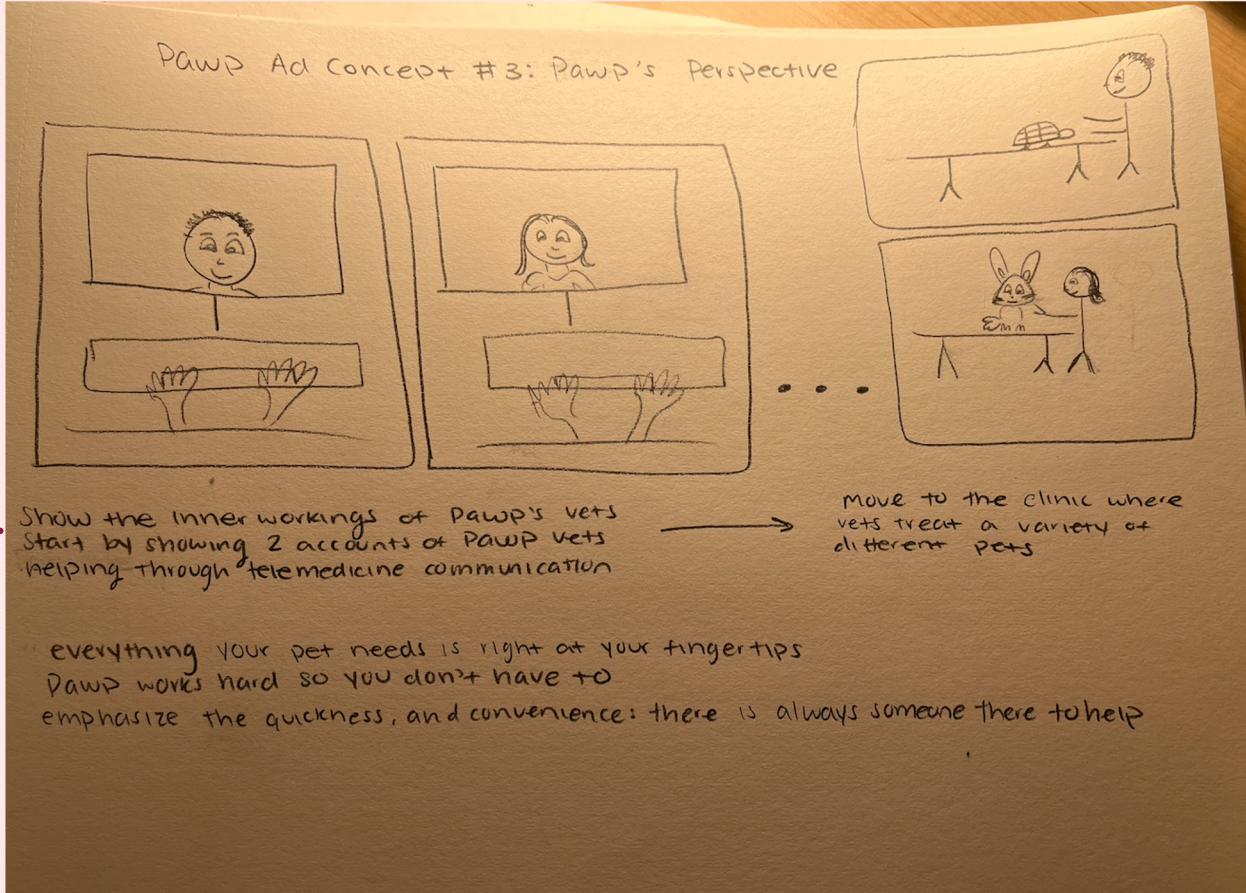


These three animals, similar to the Geico gecko, are going to represent the brand by talking directly to the audience. In video, the animals will either speak or the audience will be able to hear their internal thoughts. A problem will be presented in each execution, and Pawp will come to the rescue to help its pets. In one execution, Bella Bunny could have a belly ache. She can, within seconds, get help from her Pawp provider. Having different characters also shows how Pawp takes care of multiple pets.



Pawp's Pets is an ad campaign that personifies Pawp's clients. In this drawing we focus on three of Pawp's pets. In each execution, the pet will go through a health issue, and Pawp will come to the rescue. This emphasizes how Pawp serves a variety of pets and can cover up to 6 in a plan. It again will reinforce how Pawp is accessible, helping with any issue at any time.

Ad Concept



This ad concept emphasizes the inner workings of Pawp as a company. It shows behind the scene of vets providing telemedicine support 24/7 as well as pets going in for check ups. This emphasizes how Pawp is always there for its customers at their convenience.

Ad Recommendation

Recommendation:



We recommend that Pawp go with Pawp's Pets for their next campaign. This campaign will emphasize all of Pawp's convenience aspects including how they cover multiple pets, how they provide telemedicine support 24/7, and how they provide emergency funds.

Social Media:



Each social media ad will highlight one of Pawp's pets. In an Instagram or Tiktok post, the pet will inform the audience how Pawp has been a convenient resource to overcome health issues. The hashtag will be #PawpsPets

Radio:



Guided meditation led by Pawp's pets. Pawp's pets are giving a guided meditation, while their friends continue to interrupt in the background. Not knowing what is wrong, the pets call up Pawp to help their friends calm down.



Commercial:

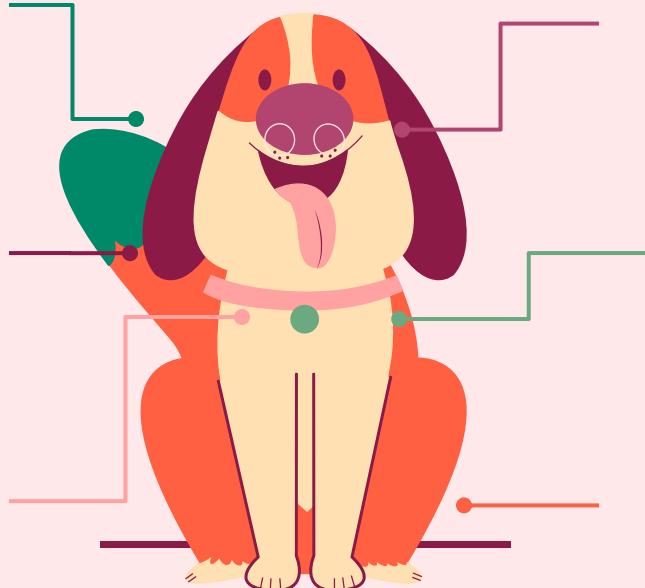
In a television commercial, Pawp's pets will be shown having an internal conflict. Whether that is they don't feel well, or they are injured, Pawp will come to their rescue as the owner's reach out for help. Emphasis will be placed on Pawp's convenience factor.

Going Viral

Social Currency:
Consumers can avoid the uncomfortable feeling of going to the vet with Pawp by providing direct online healthcare.

Triggers:
Seeing the Pawp mascots, noises of animals

Emotions:
Confidence, peace of mind, relief. Pawp aims to eliminate panic, stress and the complexity surrounding one's pets' health.



Public:
Instilling the idea that not all vet visits are inherently ~~bad~~ and that one should care for their pet as they do for themselves (cliché?)

Practical Value:
Multiple plans for multiple pets, eliminating the uneasy trip to the vet.

Stories:
Pawp pet mascot series, what people think of when they hear Pawp

RESOURCES

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