

August 3, 2022

immersion research positioning *discussion*





competitive analysis
cbd treat

Strength Clean, colorful and modern brand; stands out in mostly outdated dog treat category

Weakness Other than brand, its unclear if or why it's a better product

What can we learn The bar is low to build a standout brand; make sure product story matches brand appeal

Brand voice example "Be The Hero Your Dog Deserves"



Strength Signature brand color stands out; product hierarchy on pack is clean and clear

Weakness Overly cheeky brand makes it hard to take seriously

What we can learn Balance personality with trustworthiness

Brand Voice Example "Keep your bestie feeling Zesty" (puns and rhymes everywhere)



Strength Good job defining daily occasions/routine (Morning/Evening/Anytime)

Weakness A boring brand built for e-commerce

What we can learn Usage guidelines help build routine & loyalty

Brand voice example "Make your dog's day, every single day."



Strength New packaging feels natural; good product differentiation by health benefit

Weakness A lot of product information (perhaps too much) on pack, no clear hierarchy of info

What we can learn Keep product hierarchy clear & streamlined, especially on front of pack

Brand Voice Example "From seed to sale, from plant to pet"



Strength Makes hemp/CBD feel approachable and friendly

Weakness Lacking product information and brand story; seems to just be doing CBD to be trendy

What we can learn Build a clear story from ingredients to product to pet – give consumers a reason to believe

Brand Voice Example "Your Dog, Just Chiller"



Strength Cute dog pictures?

Weakness Feels clinical, not natural, and not premium

What we can learn Package should convey natural, not clinical

Brand Voice Example "Over 1,000,000 Happy Customers And Tail Wagging Dogs"



Strength In their Hemp product line, "Hemp" is clear across the top

Weakness Beyond that, the packaging lacks product clarity or visual appeal

What we can learn Make sure "hemp" is clear, but make sure the "why it's used" is also communicated

Brand Voice Example "Pet Supplements For All Your Pet's Needs"



Strength Vets like it

Weakness Clinical, and not in a good way

What we can learn Nothing to learn here

Brand Voice Example "The #1 Joint Health Supplement Brand Recommended By Veterinarians"



Strength Feels the warmest, homiest, and most natural of the competitive set. Could be a human product.

Weakness They specialize in food, so even the supplements lead with flavor appeal over substance

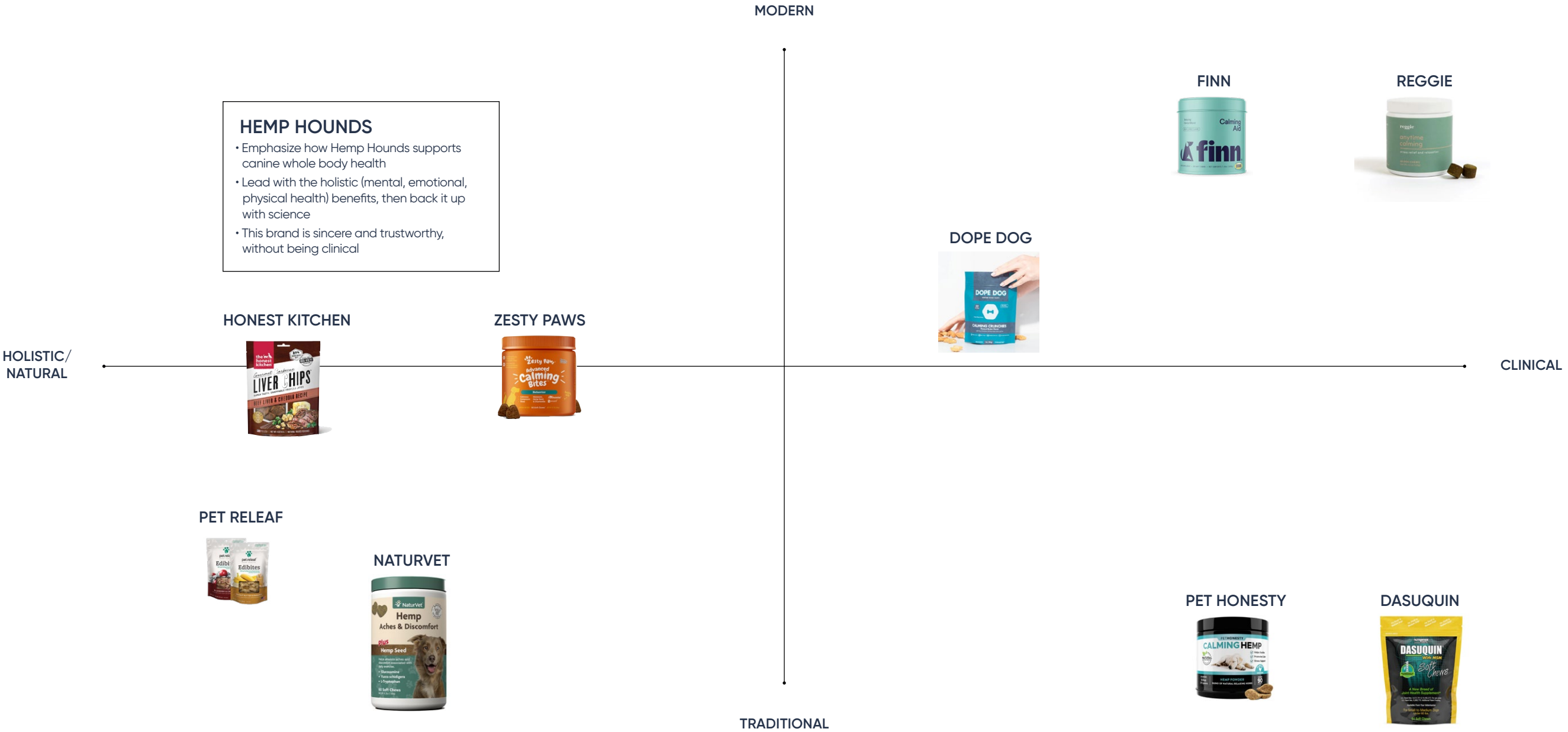
What we can learn There are positives to take away from food packaging, but need to still explain health

Brand Voice Example "The two most important words in pet food—human grade"





white space analysis



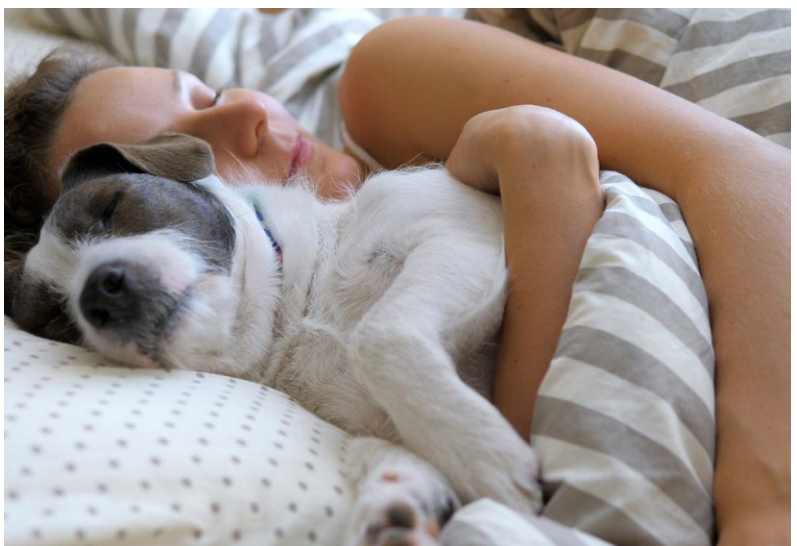


consumer persona, brand equities & personality

THE ENERGETIC URBANITE

Qualities our consumer embodies

- Got a dog for companionship, comfort, and a way of meeting new people (other dog owners)
- Lives a healthy lifestyle, and wants her pet to emulate that: e.g. takes human supplements so gives him supplements, eats organic so buys better ingredient pet food, etc.
- Athletic and cares about fitness; lives in athleisure clothes
- Most often shops online, including for pet supplies, but will run out to a store for last minute needs and a few staples
- Loves the social dynamic of city living with a pet; has likely built a network of friends she met at the dog park
- Active on social media; chances are her dog has his own Insta
- Looks to get outdoors on the weekends, often with her dog in tow
- Loves travel; would rather spend money on experiences than things



A brand equity is a competitive strength for the brand, often in terms of functional benefits or unique attributes.

Elements of the visual identity should be included in the list of equities as they become identifiable markers for the brand.

- **Natural dog health supplements that combine the benefits of hemp with natural herbs, spices, and proteins**
- **Supports canine cognitive, physical, mental, and emotional well being**
- **Proprietary blend of terpene-rich ingredients that maximize the health benefits of terpenes in dogs**
- **Holistic support for canines' endocannabinoid, immune, and nervous systems**
- **All-natural human-grade ingredients free of pesticides and herbicides with superior sourcing (e.g. wild caught Alaskan salmon, greenlipped New Zealand mussels)**
- **Unique IP: patents for hemp to maximize terpene extraction**

Brand personality traits are simply how to describe the brand in humanistic terms. The personality sets the tone for the brand voice, brand culture, and visual language.

- **Happy-go-lucky**
- **Warm**
- **Active**
- **Fun**
- **Excited**
- **(Puppy energy)**

Brand pillars are the core tenets that drive your company's values, your culture, and ultimately your brand vision.

As the company grows, refer back to these when making decisions on what is "true to brand."

THE SCIENCE BEHIND THE HEMP

Hemp is incredible on its own but it really shines when it unlocks the benefits of other naturally-occurring terpenes found in the herbs and spices we use. It's like a booster signal for all the good stuff. On our side, we created specifically targeted formulas designed for what our dogs need most: calming, joint pain, and skin and coat health. By blending proprietary herbs and spices with hemp, we're getting more out of it than you can even imagine.

THE BEST FOR OUR BEST BUDS

We're guilty of giving 'em the good stuff. In fact, we only use human-grade ingredients, with no pesticides or herbicides, when it comes to our supplements. Made with all-natural ingredients that come from the real world, not a lab, we source the very best – like wild caught Alaskan salmon and green lipped New Zealand mussels – because we're giving them what we'd want. Of course they deserve the best.

COMPLETE HEALTH FOR OUR DOGS

It's a holistic thing for us. We designed our supplements with the understanding that we're taking care of our dog's whole body health by supporting their mental, physical, and emotional well-being. This is holistic health for their endocannabinoid, immune, and nervous systems.

WE JUST LOVE THEM

Show us purer love than a dog's. We'll wait. Honestly, though, we created Hemp Hounds because there's nothing better than the love, joy, and comfort a dog brings. They're our best friends, companions, soulmates, and more and the least we can do is give them what they need to feel their very best.



Option 1
Complete companion

BRAND POSITION

A brand's positioning is what differentiates it in the mind of the consumer. It reflects the brand pillars and key equities we want the consumer to associate with the brand.

Gah! We love our dogs so stinking much and there's nothing we want more than for them to be so healthy and happy.

Look, we know they're just dogs ... but they're not just dogs. That's why we created a line of daily supplements that turn their sense of wonder, play, and unbridled puppy joy up to 11. We use an all-natural blend of hemp, herbs, spices, and protein to target their mental, emotional, and physical well-being because that's what we'd want them to do for us.

Hemp is brilliant because it unlocks the health benefits of other naturally-occurring plant terpenes, helping us target different aspects of our dogs' health with specific formulations designed just for them. In other words, we're able to give them happier, healthier, and longer lives because these supplements support it.

Hemp Hounds - their healthy dose of happy.

BRAND PROMISE

The brand promise is the value or belief that the brand's customers should expect across every interaction with the company and the brand.

Often, the brand promises becomes the basis for a company mission statement.

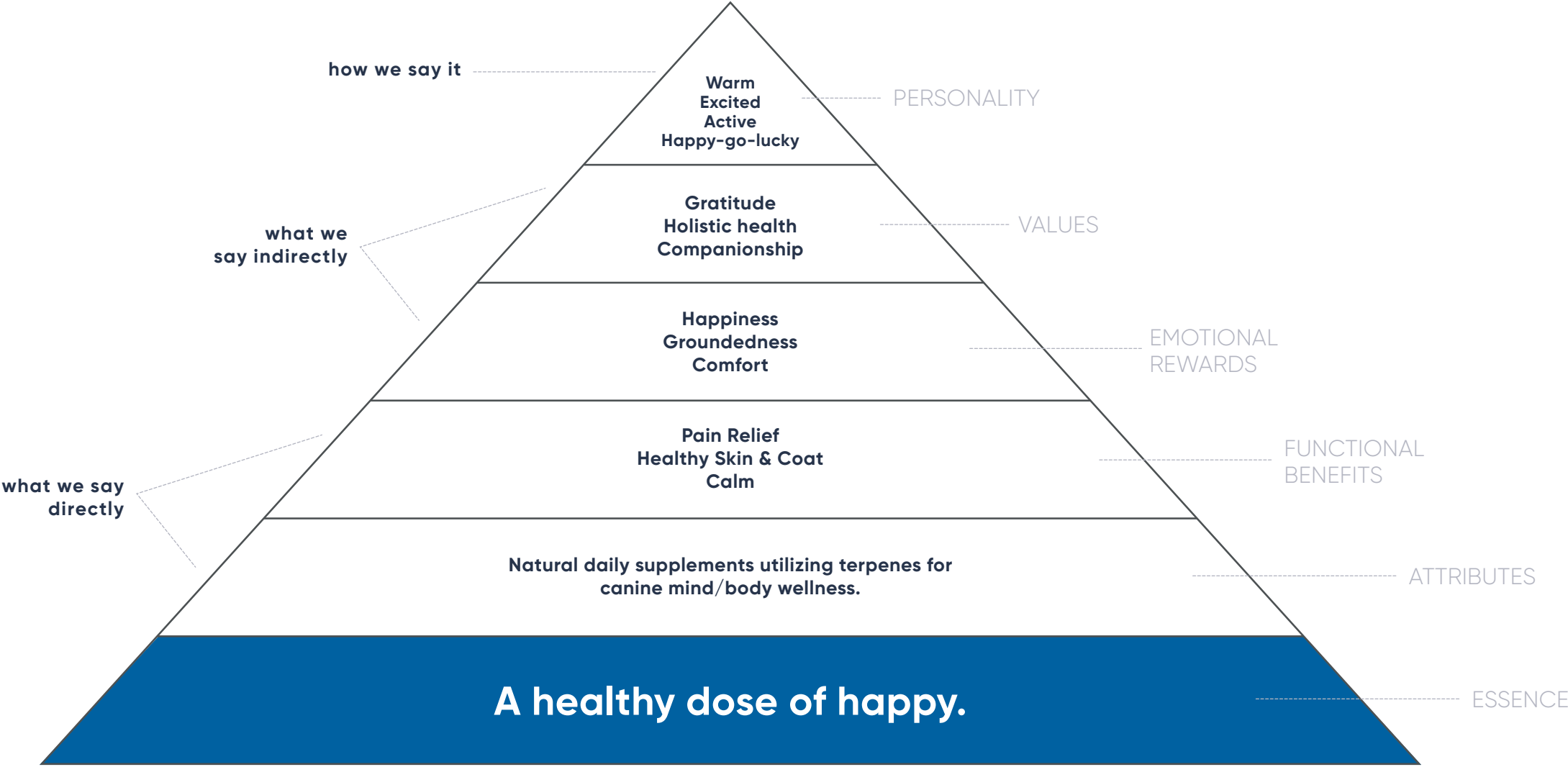
Giving them the goodness they deserve.

BRAND ESSENCE

The brand essence sums up the brand's purpose in one single phrase.

This is meant to be an internal guidepost for the brand, but can sometimes become a consumer-facing tagline or key marketing message.

A healthy dose of happy.





mood board

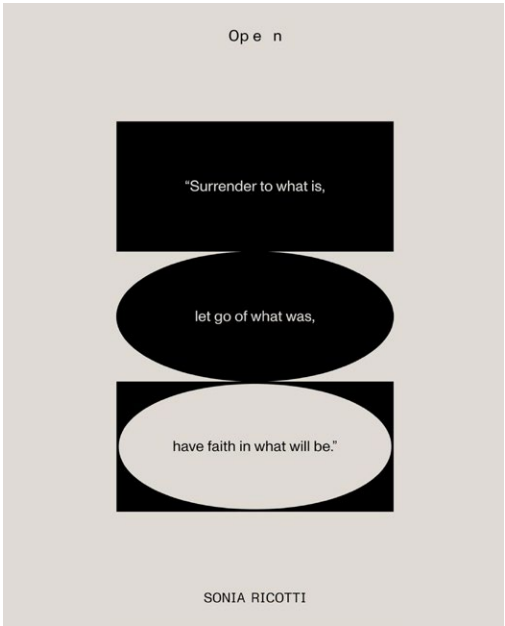
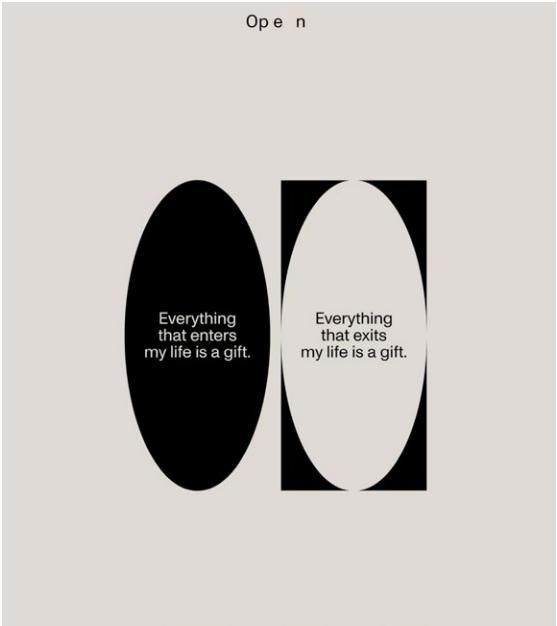
This mood board is based on the images you see here.

Notice the black to white relationship and consider how that relates to the relationship between dog & pet parent — the whole is when the two are together.

Imagine if the image of the two dogs were one dog & one pet parent. They complete each other.

Also notice how the abstract shapes play in a similar fashion, speaking to a holistic approach in pet health in a way that's distinct and upscale.

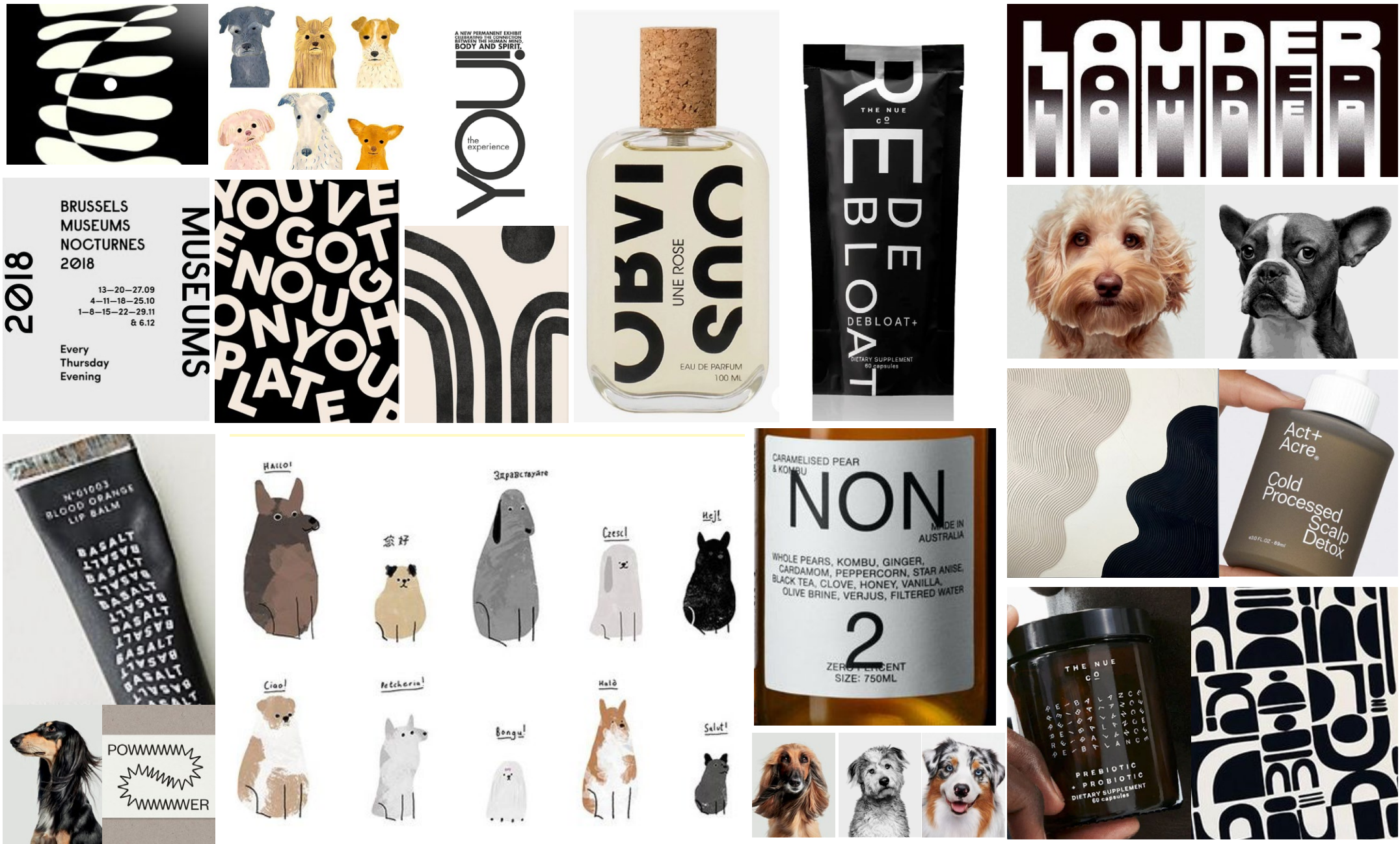
The look decidedly separates from competition and speaks to the pet parent who is interested in a holistic health approach when caring for their dog.



A healthy dose of happy — Visualization

We turn up the overall personality with active typography & happy-go-lucky imagery (explore both photography and illustration).

Consider milk carton structure. It's approachable, it feels sustainable and it will help with differentiation.





thank you!