

# Waggies Brand Strategy

## Brand Values (Emotional Values)

**Trust:** *Ingredients you can count on.* Our products are natural and organic. They are 3rd-party lab tested, and are made with human grade ingredients. No chemicals, no artificials, no fillers, no cellulose, no potato, no corn, no beans, **NO LIES.**

**Relief:** *Reassurance in Every Dose:* Feel confident knowing your dog's health is supported from the inside out.

**Vitality:** *This isn't just a probiotic chew, but an overall health boost.* We embrace energy, activity, and the value of being able to have confidence knowing your dog is on the path to better health and happiness.

**Freedom:** *Worry-Free Moments:* Spend more quality time with your dog, free from the stress of health issues.

## Question 1: Who Do We Offer Our Product To?

### Health-Conscious Hannah

- **Demographics:** Female, aged 35–45 years.
- **Occupation:** Health professional or fitness enthusiast.
- **Interests:** Values natural and organic products for herself and her pets, follows holistic pet care trends.
- **Pet:** Owns a medium to large-sized dog
- **Buying Motivations:** Seeks supplements that promote digestive health and immune support to maintain her pet's overall wellness. Trusts brands like Pet Heal and Pet Lab Co. for their high-quality ingredients and proven effectiveness.
- **Buying Concerns:** Concerned about allergens and artificial additives in pet supplements, prefers products with transparent labeling and clear health benefits.
- **Additional Details:** Actively engages in online forums and social media groups focused on pet health and nutrition, influenced by recommendations from veterinarians and fellow pet owners.

### Elder Care Edward

- **Demographics:** Male, aged 55–65 years.
- **Occupation:** Retired or semi-retired, enjoys spending time with pets.
- **Interests:** Cares deeply about his aging pet's well-being, seeks products tailored to senior pet health needs.
- **Pet:** Has a senior dog experiencing digestive issues or immune system challenges due to age.

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- **Buying Motivations:** Looks for supplements that alleviate digestive discomfort and support overall vitality in older pets. Values brands like Pet Heal and Pet Lab Co. for their specialized formulations and gentle effects.
- **Buying Concerns:** Worries about the safety and efficacy of supplements for older pets, prefers products with vet endorsements and positive customer testimonials.
- **Additional Details:** Likely to purchase in bulk or subscribe for regular shipments, values convenience in product delivery and administration.

## Urban Millennial Mia

- **Demographics:** Female, aged 25–35 years.
- **Occupation:** Works in a creative or tech industry, lives in a city apartment or townhouse.
- **Interests:** Embraces a modern, urban lifestyle, values convenience and sustainability.
- **Pet:** Owns a small dog or cat, treats them like family members.
- **Buying Motivations:** Seeks supplements that fit into her pet's daily routine easily, supports digestive health, and boosts immunity. Prefers trendy brands like Pet Heal and Pet Lab Co. known for their stylish packaging and eco-friendly practices.
- **Buying Concerns:** Concerned about the taste and texture of supplements for her pet, prefers chewable formats that pets enjoy. Interested in subscription options for hassle-free reordering.
- **Additional Details:** Influenced by social media influencers and pet-centric lifestyle blogs, likely to share experiences with products on social platforms, values product aesthetics and packaging design.

## Family-Oriented Fiona

- **Demographics:** Female, aged 30–45 years.
- **Occupation:** Homemaker or works part-time, focuses on family and home.
- **Interests:** Prioritizes her family's health and well-being, including pets.
- **Pet:** Has a family-friendly dog or multiple pets that are part of the household.
- **Buying Motivations:** Seeks supplements that promote overall health and longevity for all family pets. Values trusted brands like Pet Heal and Pet Lab Co. known for their safety and reliability.
- **Buying Concerns:** Concerned about potential conflicts with other pet medications or supplements, prefers products with clear usage guidelines and compatibility information.
- **Additional Details:** Likely to purchase during promotions or when bundled with other pet care products, influenced by recommendations from veterinarians and online reviews.

## Tech-Savvy Thomas

- **Demographics:** Male, aged 30–40 years.
- **Occupation:** Works in technology or finance, values efficiency and data-driven decisions.
- **Interests:** Uses technology to simplify everyday tasks, including pet care.
- **Pet:** Owns a medium-sized dog or tech-friendly cat.

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- **Buying Motivations:** Seeks supplements backed by scientific research, interested in probiotics for their pet's digestive health and immune support. Trusts brands like Pet Heal and Pet Lab Co. for their evidence-based formulations.
- **Buying Concerns:** Concerned about the efficacy of probiotics in pet supplements, prefers products with clinical studies and proven results. Values detailed product information and customer support.
- **Additional Details:** Likely to engage with product websites and app-based purchasing platforms, appreciates auto-renewal options for seamless reordering.

## Question 2 Rational Benefit: What Do We Concretely Offer Our Target Audience?

*This rational benefit directly ties into who we offer the product to*

### What Common Problem Do I See With The Customer Persona's?

- Concern for their pets' well being. **Why would they be concerned?** The owner began to notice a change in something. Change in behavior, vitality, or health..

### What Does The Customer Think & Feel?

- What might go through a pet parent's mind are thoughts of concern for their dog's well-being. They are worried about their dog's health and want to find a fast-acting, and **inexpensive solution**. They also tend to worry about whether or not the product will actually work,
- A few questions that might be running through their mind are: why is my dog not eating? Why is my dog getting **ear yeast infections**? Why do my dogs' paws smell like cheese? Why does my dog have chronic allergies and **severe ear infections**? Why is my dog constantly scooting, itching, and breaking out in oily itchy patches?

### Customer Research Analysis

**Exhibit A:** A customer noticed that their dog started to eat grass. Which, to a dog owner, can raise some health concerns as their dog may not be receiving proper nutrients or have a deficiency in their diet.

**Exhibit B:** A customer noticed that their dog was scratching and licking themselves more than usual. They took action fast, purchased one of the best reviewed pet chews on the market and saw that within 3-days their dog stopped itching!

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## Product Fine Tuning (negative reviews)

**Problem:** Size. Customers are not satisfied with receiving a product that is 4 oz and costs over \$30. People want to solve their problem, but don't want to break the bank in the process, or feel like they are getting screwed over on the price.

**Solution:** Offering a product that solves the customers problem, is cost effective, and is a great value add. Example, an item that costs under \$30 and is bigger than 6-8oz with a higher chew count.

**Problem:** Dogs taking the probiotics and their symptoms worsening, getting sick, loss of appetite, and in some cases **Diarrhea**. This could be due to the probiotic itself **OR a larger issue**. It could be their current diet. They could be eating too much processed kibble or canned dog food, which could bring further gut imbalance.

**Solution:** Isolating or finding the ingredient(s) that could be causing the dog to have worse symptoms. OR educating pet parents on proper nutrition and encouraging pet parents to switch to an organic wholefoods diet and off processed kibble.