

Pooch Pal - Branding thoughts

Brand essence /heart, DNA

- Love for dogs, know what they need and what they want
- About making your dog happy and constant talking back to you

Core thought

- Togetherness (because together is better)

Product function + distinction (opportunity for the dogs to be cared for in every way)

- care-taking for dogs
- tracking system for owners (badge system like www.thetileapp.com or similar)
- pre-check for the dog-sitters badge system
- community of people who love dogs

Customer need

- not giving your dog to a psycho (retains, verified background check)
- want to know what they are doing (need for control)
- want to know where my dog is at any point in time (need for tracking system)
- want to know they are going to do what they promised

Emotion

- security
- want to feel in control
- warmth

Another brand who takes care of all these emotions:

Whole foods (authenticity, truth, always do more, think ahead for the dog, good at guessing the next step)

Reason to use our service:

Your dog will be happy, you will know about it in real time. AND we have a system in place to ensure this: academy, feedback, trackers