The background is a solid orange color. It is decorated with a pattern of teal paw prints. The paw prints are scattered across the page, with a higher concentration on the left side and along the bottom edge. The main text is centered in the upper half of the page.

# GO! SOLUTIONS BY PETCUREAN

Fatima Bhaiwala, Olivia Jacobson,  
Anna Telling, Madison Wright



# CREATIVE BRIEF

Communication Objective

Target Audience

Big Idea





# COMMUNICATION OBJECTIVE

Introduce/launch the Go! Solutions product line to pet owners in the US market. We want to communicate that by feeding your dog or cat Petcurean you will improve their health (i.e. joint pain, itchiness, or stomach problems) and enable them to go on adventures with you for a long time to come.



# TARGET AUDIENCE



## THE ADVENTURERS

- Pets are a part of their lives through the memories they make
- Childless homes--whether that be single or married people without kids or empty nesters--with enough disposable income to afford to invest in their dog's food.

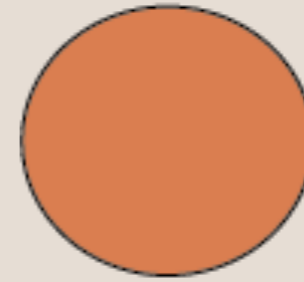


# BIG IDEA

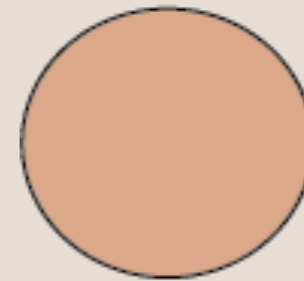
Though dogs and cats are man's best friends, you are your pet's entire universe. For your pet, their adventure is being with you.



#CC5728



#D97D4F



#DCA889



#E7DED3



#224B55



#142C3B

SAVU CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

Slabo 27px

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz

The quick brown fox jumped over the lazy dog

**Your adventure might be summiting the mountain. But your pet's adventure is simply being there with you.**



Don't let your pet's adventure be affected by the itchiness, stomach problems or joint pain caused by food allergies or an unhealthy diet. Petcurean Go! Solutions is individually crafted with all-natural, North American ingredients to address your pet's specific dietary needs. Keep them bounding towards their next adventure--spending more time with you!



**NOURISH FOR THEIR  
BEST ADVENTURE**

Your adventure might be summiting the mountain. But your pet's adventure is simply being there with you.

“Don't let your pet's adventure be affected by the itchiness, stomach problems or joint pain caused by food allergies or an unhealthy diet. Petcurean Go! Solutions is individually crafted with all-natural, North American ingredients to address your pet's specific dietary needs. Keep them bounding towards their next adventure--spending more time with you!”

www.freepik.com

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**Go!**  
SOLUTIONS  
BY PETCUREAN  
NOURISH FOR THEIR  
BEST ADVENTURE





# Out of Home





HOME ABOUT DOGS CATS CONTACT

f t i

**GO!**  
SOLUTIONS  
BY PETCUREAN

# PETCUREAN GO! SOLUTIONS

NOURISH FOR THEIR BEST ADVENTURE

SUBSCRIBE TODAY FOR 10%  
OFF YOUR FIRST PURCHASE

SIGN UP FOR THE LATEST BLOG POSTS AND  
PROMOTIONS

Enter your email here\*

Subscribe





# TREASURE THE MEMORIES YOU AND YOUR PET MAKE TOGETHER.

SCAN THE QR CODE FOR  
10 PERCENT OFF YOUR  
FIRST PURCHASE TO  
NOURISH FOR THEIR  
BEST ADVENTURE.



# Newsletter

## ADVENTURES WITH PETCUREAN GO!

NOVEMBER 2019

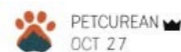
GO! SOLUTIONS MONTHLY NEWSLETTER

### MEET LUCY!

LUCY IS THIS MONTH'S FEATURED PET. SHE LOVES PLAYING IN WATER AND GOING ON WALKS WITH HER OWNER, @ALISON\_SMITH. BE SURE TO TAG US ON SOCIAL MEDIA AND #THISISMYPETVENTURE FOR THE CHANCE TO BE FEATURED AND WIN FREE PETCUREAN GO! PRODUCTS!



### CHECK OUT OUR LATEST BLOG POSTS



#### THE BEST HIP MESSAGES FOR YOUR PET

SHOW THEM YOUR APPRECIATION.



#### TOP 10 DOG-FRIENDLY HIKING TRAILS

THESE TRAILS ARE SURE TO HELP WAG THOSE TAILS!



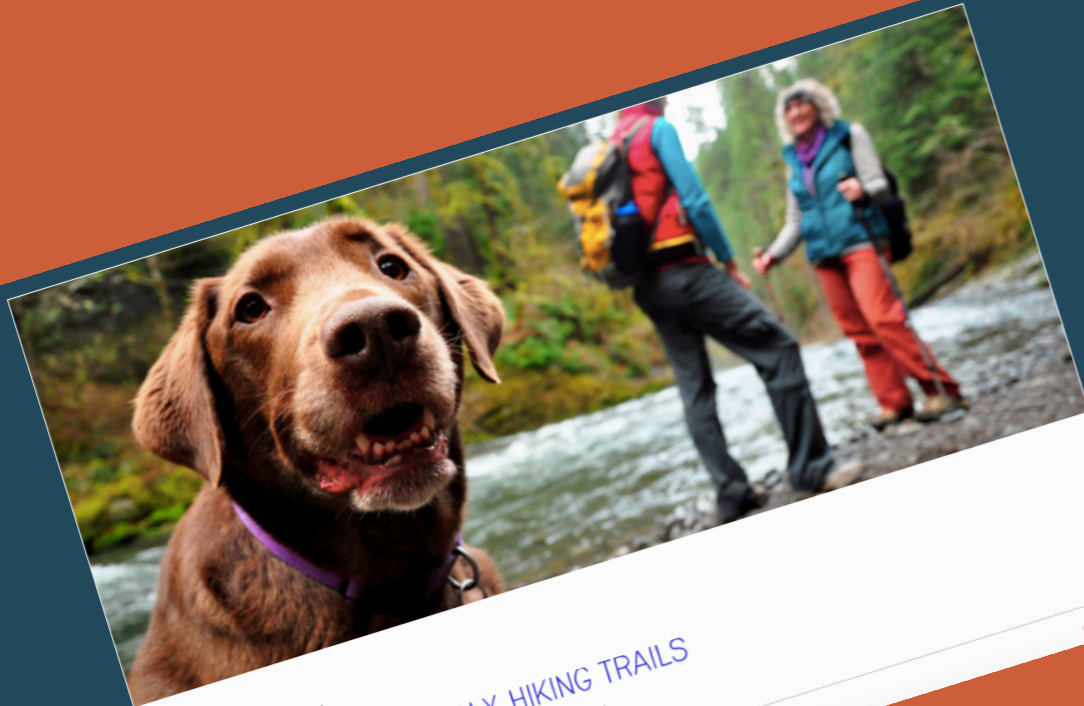
10%

SCAN THIS COUPON CODE FOR

OFF WHEN  
YOU BUY  
\$100  
OR MORE

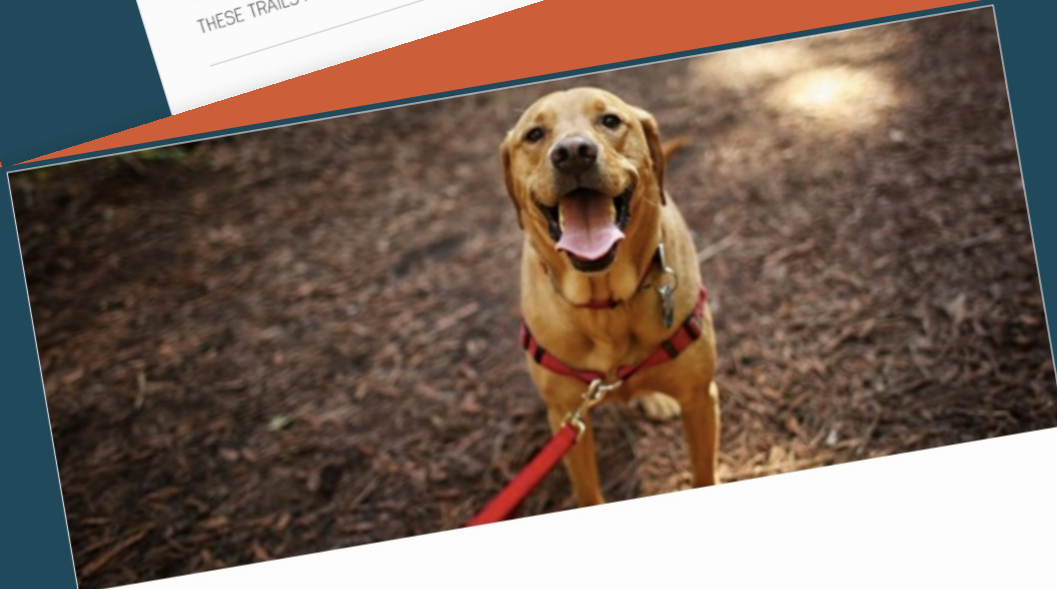


# Digital-The Blog



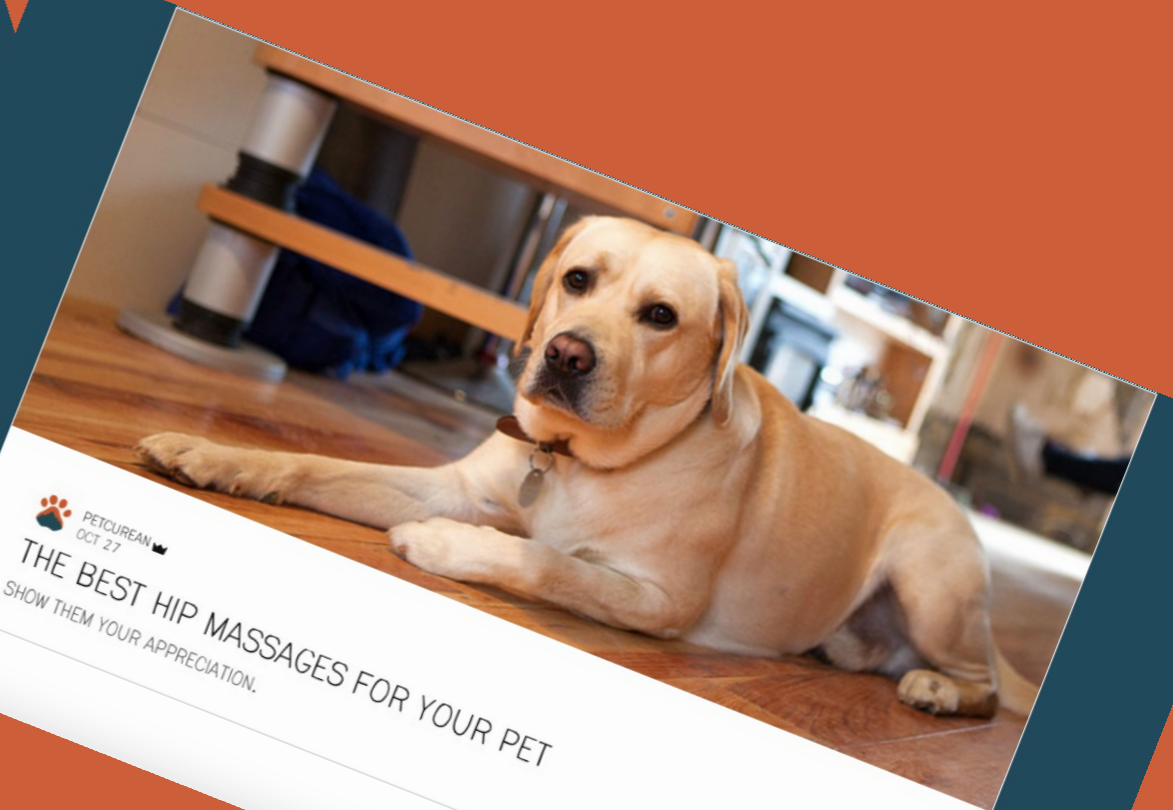
PETCUREAN  
OCT 27

TOP 10 DOG-FRIENDLY HIKING TRAILS  
THESE TRAILS ARE SURE TO HELP WAG THOSE TAILS!



PETCUREAN  
OCT 27

THIS WEEK'S CONTEST WINNER...CHASE!  
#THISISMYPETVENTURE



PETCUREAN  
OCT 27

THE BEST HIP MESSAGES FOR YOUR PET  
SHOW THEM YOUR APPRECIATION.



# Digital-Social Media

**PetCurean** PetCurean

This week's contest winner...Marley!  
Use the #ThisIsMyPetVenture for a chance to  
have your pet featured on our Instagram or  
Twitter!




4:17 PM. Nov 9, 2019 .Twitter for iPhone

518 Retweets 394 Likes

Reply Retweet Like Share

**PetCurean** Washington, USA




Liked by sydneyfickle and 4218 others  
**PetCurean** Where will your PetVenture take you?  
#ThisIsMyPetVenture #HammockLife  
#GoFurtherWithPetCurean ... more  
View all 156 comments  
Add a comment...

October 27

**PetCurean** Yesterday at 4:45am · 🌐

Sadie's PetVenture today!  
#GoFurther



👍❤️😂 693

21 Comments 10 Shares

Like Share

View more 97 Comments

Write a comment...

😊📷📺🗨️

# TV Commercial







THANK YOU!