



chewy

"New Friends, Old Buddies" Campaign



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Campaign Scope

Client
Chewy

Timeline
October 2021 – March 2022 (6 months)

Budget
\$4,000,000

DMA Markets
A general US ad campaign, plus three cities of campaign emphasis

Campaign Objectives
The campaign’s communication objectives are to increase brand awareness with pet parents, encourage services trial, and maintain repeat purchases.

Agency Credentials



Grace Sablich

- 3+1 Advertising and Integrated Communications Major
- Business Minor
- From Saratoga Springs, New York
- Class of 2022



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- Advertising and Integrated Communications Major
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- Advertising and Integrated Communications Major
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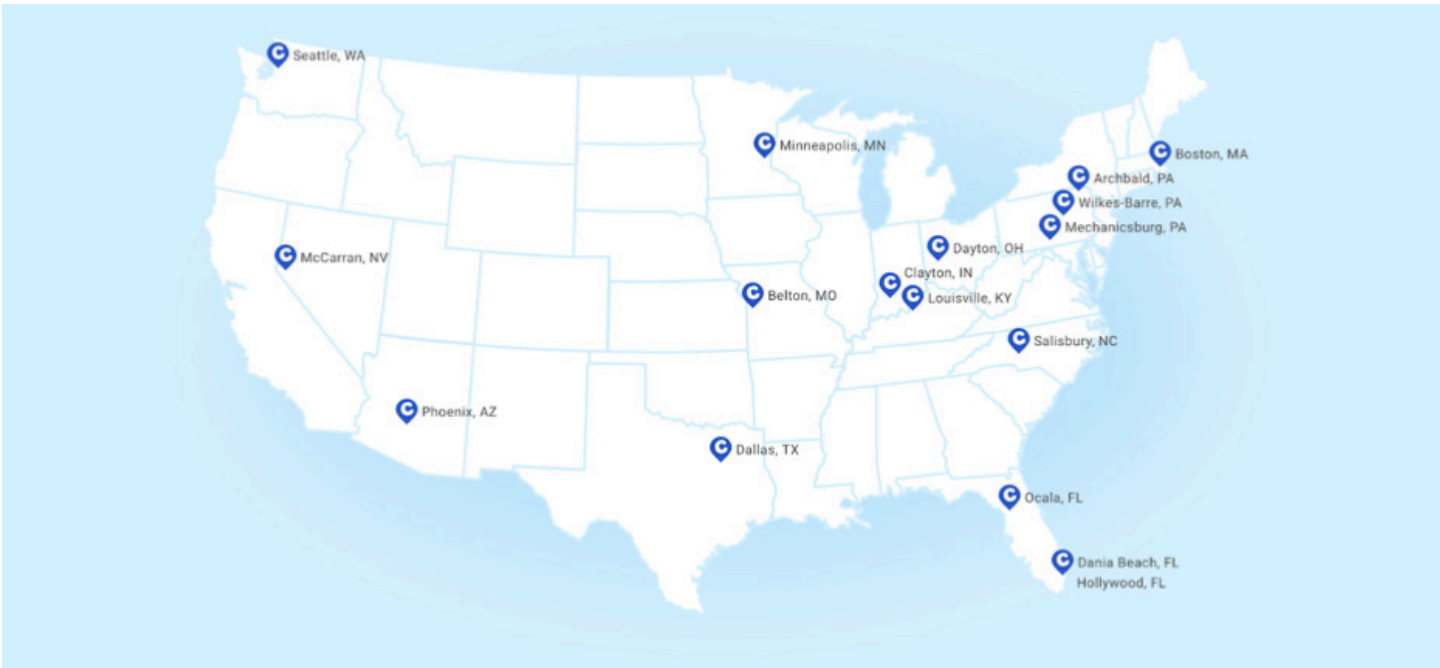


SITUATION ANALYSIS

Brand Analysis

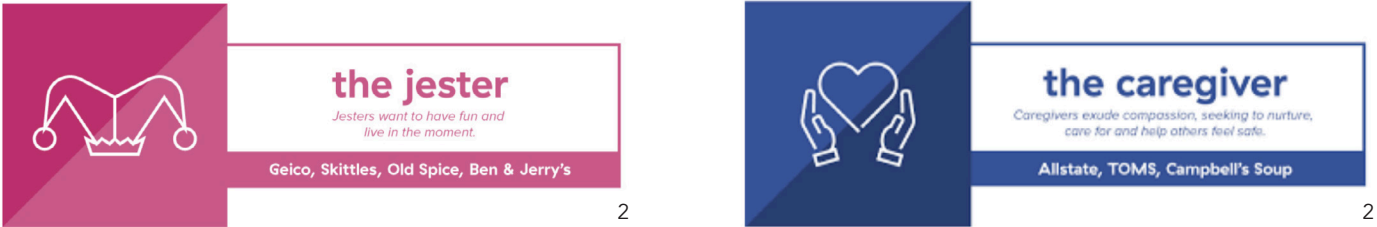
Brand History

When co-founders Ryan Cohen and Michael Day started their company, “Mr. Chewy” in 2011, they aimed to bring the personal experience of shopping at a local pet store to people’s homes. Chewy’s main focus has always been ensuring that pets and pet-parents are receiving the best products, supplies, and brands. Cohen and Day saw the opportunity of a unique market and saw the potential that it had. With over 1,800 team members, over 2,000 brands and 24/7 customer service, Chewy works hard to show their customers that they care.¹



Brand Persona

Chewy’s brand persona can be readily described as a mixture of two- the jester and the caregiver. Chewy presents it’s messages in a fun and goofy way making them a perfect candidate for the jester persona. However, the actual message is one of love and compassion for another. Given their goal is to supply those caring for their pets with the needed tools, it only makes sense that they would adopt the caregiver persona. Chewy has blended the two successfully; they are both light-hearted and joyful. These personas work well with their main target market of pet owners.



Pets can be silly, energetic, fun, and all and all bring some excitement into a person’s life. A jester would do the same. Jesters entertain and act as a source of enjoyment, similar to the role of a pet in a consumer’s life.² In an ironic way, Chewy’s first persona adopts the likely personality of a consumer’s pet. On the flip side, pets are a responsibility that require a great amount of care and love.

The distinction between the personas is most prominent when examining one of their ads. The aesthetic is playful and often involves an element of humor. If you focus on the message they’re trying to convey, they rely more heavily on the caregiver persona. The consumer wants to feel that sense of playfulness from the ad, but Chewy recognizes that the caregiver persona is more persuasive when communicating the benefit of their service. Furthermore, if you move even past advertisements, Chewy incorporates these personas in their business model. They control all aspects of their business. This means their order fulfillment, video production which are made solely with internal talent, and 24/7 customer service are all done by the company itself.³ This allows them to provide great service and care throughout the consumer journey.

Communication Analysis

Ad Analysis

Chewy’s advertising is mostly done through ad spots and videos. The commercials each seem to be aimed at a slightly different target market that varies from new pet owners, to people who have had their fuzzy friends for a while. Dogs seem to be the main animal that is featured in the advertisements, with cats also being showcased occasionally. One of the ads that features a guinea pig recieved tons of comments loving the choice.



The main feature that is highlighted is their “fast free shipping in 1-2 days.” The ads tend to have a blue color scheme throughout, however commercials are more obvious with the color implementation. In the ads, the shopping features are show on the mobile app rather than the website. An interesting thing that was noticed is that although their goal of community is widely seen on the company’s website, it is not a prominent theme in many of their advertisements. The ads are all posted on chewy’s social media account; this allows the company to engage with their followers in the comments.



Social Media Analysis

Chewy’s social media has a fun, playful, personality overall. Instagram is the social media platform that Chewy utilizes the most, and their posts consist of bright, colorful, and minimalistic visuals composed of photographs, graphics, and videos. Their content is informative yet friendly and features a casual voice. User-Generated Content (UGC) is also incorporated into their feed; Chewy includes UGC such as tweets and images originally published by their audience, which helps display brand authenticity and enhance customer trustworthiness. Hashtags are frequently used in their captions (#ChewyEats, #ChewyChallenges, #OnlyAtChewy) to promote a sense of community and encourage their audience to post more Chewy-related content. Chewy’s Facebook feed consists of the same content and copy from their Instagram feed, but occasionally posts content announcing new product availability. Their Twitter account posts the same content as their Instagram in addition to the product announcements from Facebook. Chewy also has a TikTok account and the content posted there is almost entirely made up of UGC. Chewy’s social media presence is sufficient as a whole, but there are numerous opportunities to diversify their strategies on each platform to increase engagement and brand awareness to drive sales.



INSTAGRAM

3,771 Posts
653k Followers
6,288 Following



YOUTUBE

40k Subscribers



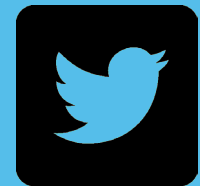
FACEBOOK

1,594,912 Likes
1,619,181 Followers



TIKTOK

280.8K Likes
20.9k Followers



TWITTER

46.3k Followers
5,712 Following



PINTEREST

9,000,000 Followers
3,700,000 Monthly Viewers

Market Analysis

Chewy is competing in the ecommerce market, they just happen to specialize in pet supplies and food. The pet supplies and food industries are the 2nd and 3rd leading consumer packaged goods categories of ecommerce. Currently, we know that the leaders in the market are Walmart and Amazon. "According to a pet owners survey carried out in 2018, Amazon.com was the online retailer which 23 percent of respondents had used to purchase pet products in the past three months in the United States. Walmart.com was the second most popular online platform for such purchases, with 22 percent of respondents stating that they had bought pet products there." - Statista Research Department, Feb 9, 2021. ⁷

The consumer base for pet supplies are millennials, considering they make up the largest demographic of pet owners. Consumers are drawn to ecommerce for benefits like convenience/comfort, product information/choice, pricing comparisons/value clear, and devotion to customer relationships. Within this demographic, we've seen a "pet parenting" trend. Pet owners have recently started treating their pets as family members and spoiling them, increasing their spending. We know that we'll be seeing a sharp increase in demand given the COVID-19 pet boom we are currently seeing. ⁸

Number of U.S. Households that Own a Pet (millions)

- Bird 5.7
- Cat 42.7
- Dog 63.4
- Horse 1.6
- Freshwater Fish 11.5
- Saltwater Fish 1.6
- Reptile 4.5
- Small Animal 5.4

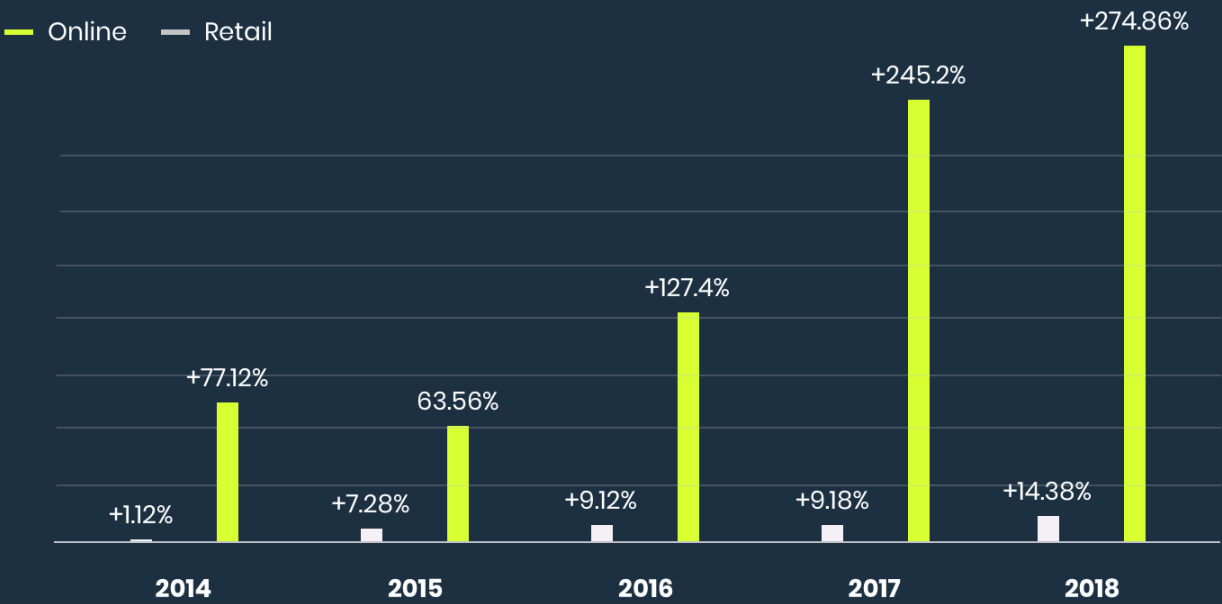
Total U.S. Pet Industry Expenditures⁹

| Year | Billions of dollars |
|------|---------------------|
| 2020 | \$99.0 Estimated |
| 2019 | \$95.7 |

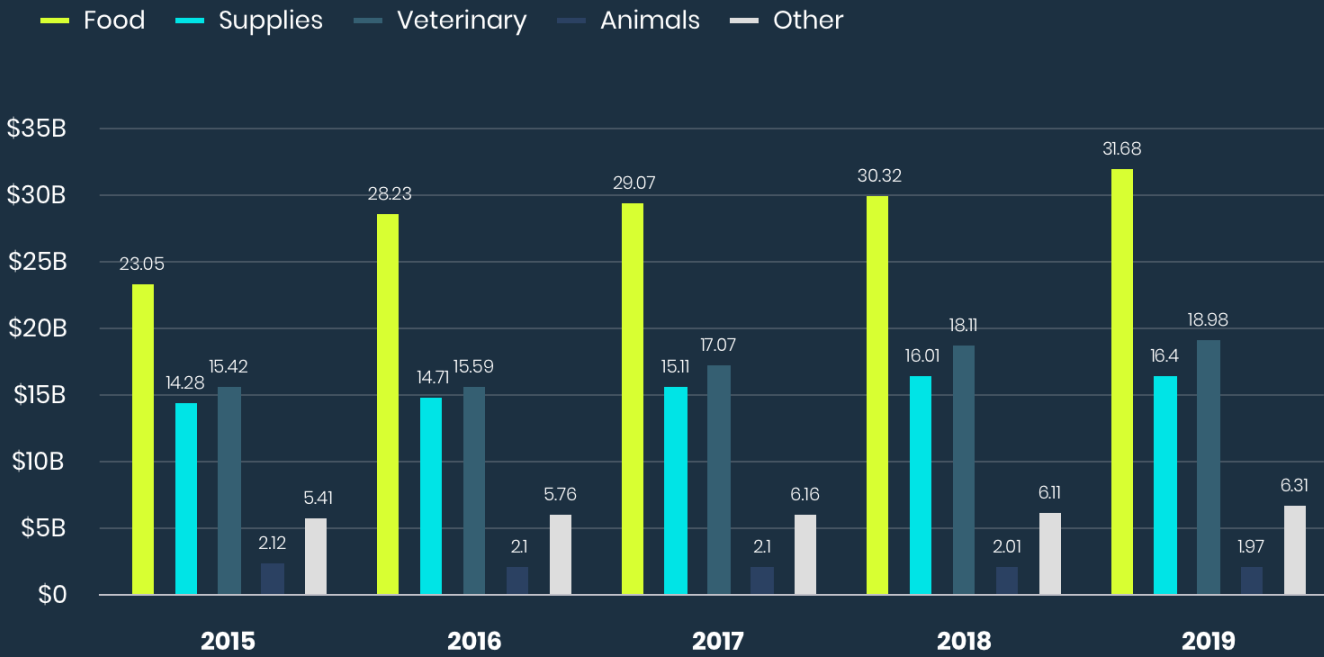
Breakdown:

- Pet Food & Treats (\$36.9 billion)
- Supplies, Live Animals & OTC Medicine (\$19.2 billion)
- Vet Care & Product Sales (\$29.3 billion)
- Other Services (\$10.3 billion)

US Households Buying Pet Products: %–Change from 2014



US Pet Industry Sales 2015–2019



Geographic Analysis

- Americans spend an average of 369 minutes per day with traditional media, as well as approximately 363 minutes with digital media¹⁰
- About 120.6 million US homes have TVs, and the largest television markets in the US are New York, NY, Los Angeles, CA, and Chicago, IL
- Millennials watch TV less than older adults, but 81% of Millennials still watch TV at least once a week
- As of 2019, 79% of the US population had at least one social media profile (approx 247 million)¹⁰
- In 2019, there were 228.7 million magazine readers over the age of 18, of which 46% of those read print and/or digital editions
- NPR has an average of 28.5 million listeners
- 93% of Americans listen to the radio at least once a week
- The American household internet penetration rate is approximately 84%. In comparison, in 2003 it was 55%.
- Only 15% of the US population reads newspapers daily



Boston, MA

Boston is a city located in the Northeastern region of the US along the Atlantic coastline and is the capital of Massachusetts. Boston has a 2021 Nielsen DMA rating of 10, as the number of homes in the area is 2,489,620.¹¹ The median age of residents in Boston is 32.1, and the median household income is approximately \$85,916.¹² Boston is also the location of one of the various Chewy headquarters located across the US. Boston is a city full of rich history, has a modern atmosphere that is booming with young professionals.

Tampa, FL

Tampa is a city located on the West coast of Florida in the Southeastern region of the US. Tampa has a 2021 Nielsen DMA rating of 13, as the number of homes in the area is 2,035,250.¹¹ The median age of residents in Tampa is 34.6, and the median household income is approximately \$54,913.¹³ Tampa is the largest city in the Tampa Bay area and embodies a blend of both relaxing/beach-going and urban/city culture. Tampa, FL is yet another top pet-friendly city in the US.¹⁴

Austin, TX

Austin is a city located in central Texas in the Southern region of the US and is also the capital of Texas. Austin has a 2021 Nielsen DMA rating of 38, as the number of homes in the area is 912,400.¹¹ The median age of residents in Austin is 33.6, and the median household income is approximately \$76,845. Austin is a city that puts an emphasis on sustainable practices and is known as one of the top 10 greenest cities in the US. Austin is also known as one of the top pet-friendly states in the US.

Competitive Analysis



Amazon is the largest and most well known global internet retailer. With an Amazon Prime subscription, customers are eligible for free two-day shipping on almost all orders. When it comes to pet supplies Amazon has a wide variety of top brand products and their own brand of “AmazonBasics”. They make up around 54% of all online pet sales and between 2014 and 2017 there was a notable increase in purchase usage penetration.² Although the online pet supplies industry is a fairly new market, Amazon has been selling pet food since the 1900s.¹⁶

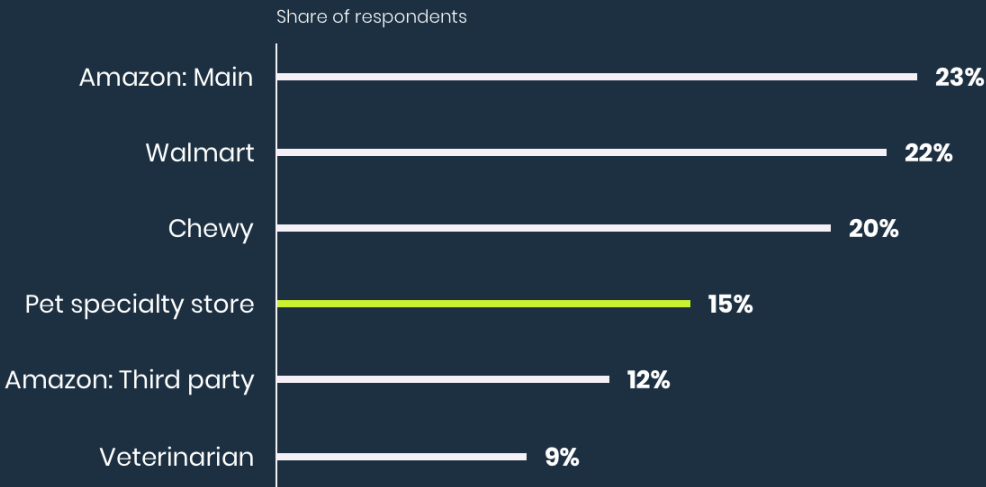


PetMed Express or 1-800 PetMeds is a Florida based pet pharmacy that sells products through a wide range of media such as television, online retail, and direct mail. Founded in 1996, PedMed has served more than 10.0 million customers selling prescription and nonprescription ped medications for dogs and cats. Most of the revenue comes from pharmaceutical sales, but began to diversify products in 2010 offering foods, beds, and strollers. PetMed focuses on sales through online, over the phone, and direct mail channels as an “As Seen on TV” product.¹⁸



Petco is one of the largest pet supply specialty retailers in the United States and has more than 1,500 stores across the 50 states. When it comes to physical stores, small format stores have become increasingly popular in upscale urban areas. Petco is known for being a larger pet-supply retailer, but has expanded their online presence in 2015 through acquisition with Doctors Foster and Smith Inc. which lead to a massive jump in online revenue. When it comes to their campaigns they highlight their commitment to selling cat and dog food free of artificial ingredients and can be seen on T.V., videos online, paid social, paid search, and influencer components.¹⁷

US Websites Used in the Last Three Months to Purchase Pet Products



SWOT Analysis

S

Strengths

- With over 2,000 brands to select from, Chewy has a wide variety to choose from
- Good customer service with 24/7 helplines, letters to customers, and recognitions of pets' birthdays and passings
- Virtual Prescription options in addition to the online pet store

- Tik Tok is the weakest social media platform as it has the least following and mostly relies on user generated content
- Confusing tag lines in video ads. Highlights "Free 1-2 day shipping" but adds terms and conditions for deal in small text
- Lack of in-person shopping opportunities

W

Weaknesses

O

Opportunities

- More advertising showing off a wider variety of pets
- Diversify social media content
- Leaning hard into the 24/7 personalized customer service to differentiate the brand from other online distributors
- COVID pet ownership boom

- With Amazon being the largest internet retailer, Chewy can be pushed to the back of mind while online shopping for pets.
- Online pet supply sales is dominated by Amazon and Walmart
- Physical retailers as well like Petco

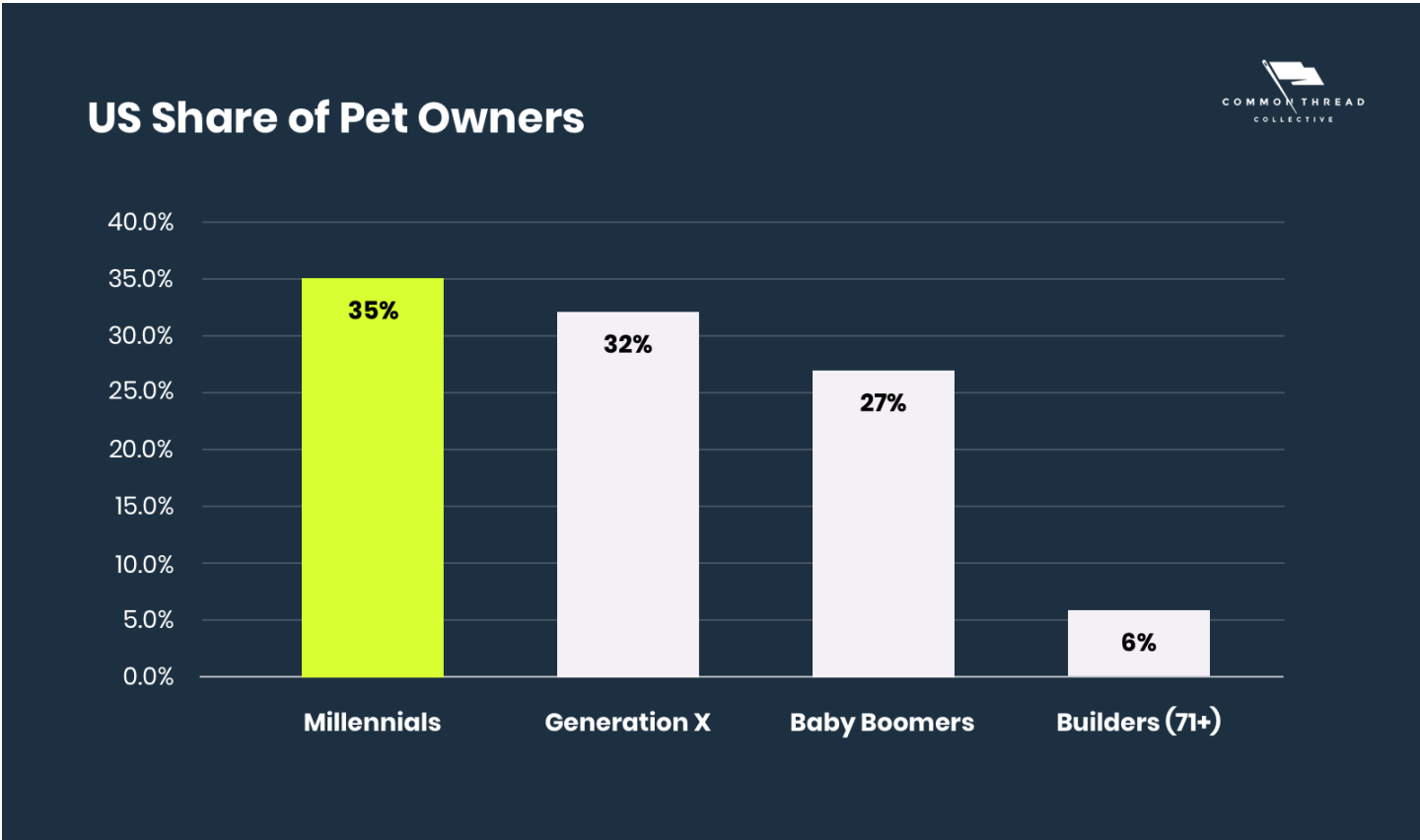
T

Threats

Target Market

Target Market Research

Millennials make up the largest generation group in the U.S, with their population being estimated around 72.1 million in 2019. This population can be defined as anyone between the ages of 26 to 36, which makes them fall right into our target market range.¹⁹ This population groups’ mean disposable income is \$70,565. ²⁰ This amount of money makes them able to be good consumers. In terms of media consumption, millenials spend around 211 minutes per day on their smartphones. They are a large population of the audience on social media applications. They tend to prefer newer ways of viewing entertainment. For instance, instead of tradition radio many millennials use music streaming services. This trend carries over to television and film with 88% percent of millenials subscribing to a video streaming service. In fact, they spend an average of 105 minutes per week watching video content through their smartpone. Overall, the population tends to consume their media in a digital format.



Demographics

- Millennials
- Ages 26-36
- Working class
- Having their first children
- In the US
- Both Genders
- English Speaking
- Average- Above Average Incomes
- Digital Natives
- Instagram Ideal Social Media

Psychographics

- Stressed
- Active
- Busy
- Impatient
- Creative
- Multitaskers
- Organized
- Hardworking

Rationale

Our agency decided that one of the main demographics that chewy reaches is new parents/ young adults who enjoy the ease of shopping online. This target audience is ideal for chewy because they are starting their careers and families and their busy schedules make it difficult to go shopping for pet supplies. They also are making an income so they can afford some of the subscription offerings on chewy.com. This demographic uses many of the social media tools that chewy has successfully curated an audience on so the biggest thing is alerting new members of the target audience about the brand.

RECOMMENDATIONS AND LOGISTICS



Media Objectives

Ad Spend must achieve at least 50% Digital Media

The media plan for this campaign must include the following tactics, but should also include tactics beyond this list:

- Paid social media ad strategies and Organic content theme strategies for social portfolio
- Augmented Reality (AR) tactic
- Search Engine Marketing (SEM) – identify 15 key terms or short phrases to be prioritized in SEM practices, and include justifications for why these terms are relevant to the campaign. Also include a budget cap on the ad spend for these terms throughout the campaign.
- Web banners – propose a list of at least 15 sites to greenlight for ad servers to include in delivery of digital banners, and include descriptions plus justifications for why these sites should be included in the greenlit list
- Out Of Home (OOH) – Each of the three cities of focus for this campaign should include at least one OOH tactic (more than one is allowed as well).
- Experiential marketing tactic
- Native advertising tactic

Creative Vision

New Friends, Old Buddies

The “New Friends, Old Buddies” campaign addresses the acquisition of new customers while maintaining the relationship with current ones. Chewy is a business that puts customer service first, demonstrating their friendliness is paramount. This asset is especially helpful for new shoppers. Of course, Chewy wants to maintain that feeling throughout their relationship with their customers, so it needs to constantly demonstrate their peppy attitude and authentic commitment even long after a customer’s first purchase. Through the flights and tactics of this campaign, we aim to increase Chewy brand awareness among pet parents, encourage trying our products, increase engagement, and maintain repeat purchases while perpetuating Chewy’s brand personality throughout.

Creative Brief

What specifically are we advertising?

We are advertising Chewy’s brand and their online store.

Why are we advertising?

We are advertising to increase sales, brand awareness, engagement, and customer retention.

To whom are we advertising [target market]?

Our target market is Millennials, which is those between the ages of 26-36. We are specifically hoping to attract digital natives because they will be most susceptible to our digital campaigns. Plus, they are most likely to be able to navigate the Chewy site.

What do they [target market] currently think?

Millennials have been able to use Chewy more than unusual thanks to the pandemic. Their services offer the experience and support of shopping in-person, with ease and safety of staying home. Therefore, more millennials have been able to use Chewy in the past year.

What do we want them [target market] to think/ feel/ do after exposure to the advertising message(s)?

We want our target market to think Chewy is an easy and accessible option for their busy lifestyle. We also want them to trust the brand and become loyal through their engagement with our content and events.

What is the single most persuasive idea or Unique Selling Proposition about the product that differentiates it from competition?

Chewy has the experience of an in-person store, but with the ease of an online environment. This is especially helpful for those who are busy or find it difficult to buy supplies in-person. Their great customer service allows for customers to still ask for help and make the experience feel somewhat personal (even though it’s virtual).

What is the personality of the brand?

The personality of the brand are the jester and caregiver.

What is the personality of this particular campaign [vision/ theme]?

Our campaign is titled: “New Friends, Old Buddies.”

What is the budget of this campaign?

The budget of this campaign is \$4,000,000 with 4% (\$160,000) set aside for the contingency fund.

What is the geographic designated market area for this campaign?

Boston, MA., Austin, TX., Tampa, FL.

Flights and Tactics

Brand Awareness

Promoted Instagram Post:

Media Type: Digital Media

A paid Instagram post is a great way for Chewy to increase brand awareness by reaching their target market through social media. This will result in people becoming more familiar with the brand and more likely to purchase from Chewy in the future. Creating weekly posts that include images of various pets that the company carries supplies for and showing the many brands they carry will be beneficial.

KPI: Engagement

Impressions: 19,500,000

Cost: \$136,500

Organic Instagram Content:

Media Type: Digital Media

Creating organic content can be beneficial in increasing brand awareness. This allows people who are new to the brand to begin to understand what Chewy is about and why they should consider purchasing from the company. Posting regularly on Instagram will be beneficial to keep the brand top of mind as well.

KPI: Engagement

Impressions: 8,000

Cost: \$0

YouTube Video Ad:

Media Type: Digital Media

Details: pre-roll: 15 second

A good way to increase awareness of Chewy is through a 15 second YouTube advertisement. Although ads can be skipped after 5 seconds, this is still a good way for people to become familiar with the brand. Pre-roll footage that coincides with the “Old Friends and New Buddies” campaign would capture people’s attention. In addition, it is a good way to remind people to get pet food and other supplies they may have forgotten about previously.

KPI: Impressions, Conversions, Click Through Rate

Impressions: 10,000,000

Cost: \$50,000

Snapchat Discover Ads:

Media Type: Digital Media

Snapchat Story Discover Ads allow for Chewy’s content to be interspersed with the user’s friends’ stories. This means that while they are flipping through their feed our ad will show up. This is a smart investment because it allows Chewy’s values, products, and brand to be seen by a large audience. There will also be a “swipe up” feature that will take interested users to Chewy’s site.

KPI: Engagement, Click Through rate

Impressions: 30 million

Cost: \$300,000

Flights and Tactics

Brand Awareness

Freelancer:

Media Type: People Power

The freelancer would be working on the social media content regarding brand awareness. They would be creating Instagram posts and working on content for the YouTube advertisements. They will work 40 hours throughout the week for the duration of the campaign.

Cost: \$36,400

Bus Wrap Exterior:

Media Type: Transportation

A way to increase brand awareness in the cities Chewy is targeting is with a bus wrap. With various pets in the windows of the bus, this is a fun and creative way for people within the cities we are targeting to become more familiar with the brand. With 10 buses in each city throughout the campaign, consumers are sure to know what Chewy is.

KPI: Reach

Impressions: 4,800,000

Cost: \$91,000

Billboard:

Media Type: Out Of Home

In cities like Austin, Texas; Tampa, Florida; and Boston, Massachusetts where there are high amounts of foot and vehicle traffic a billboard is a good way to have all eyes on Chewy. Three billboards would be located in these three cities and would incorporate older pets and newer pets to go along with the “New Friends and Old Buddies” vision.

KPI: Brand Awareness, Reach

Impressions: 27,000,000

Cost: \$108,000

Poster Board:

Media Type: Out Of Home

Increasing brand awareness throughout Chewy’s designated geographic market cities will be exemplified through the high volume of people passing the poster board. Having 4 of these posters around the 3 cities will allow Chewy to reach potential consumers who are always on the go and don’t have the time to shop at traditional pet supply stores, thereby increasing brand awareness.

KPI: Reach

Impressions: 21,600,000

Cost: \$57,600

Flights and Tactics

Brand Awareness

T-shirt:

Media Type: Merchandising

Merchandise goes hand in hand with word of mouth advertising which is extremely beneficial when it comes to increasing brand awareness. By distributing T-shirts that fit with the brand persona at events, we will get people talking about Chewy.

KPI: Brand awareness

Impressions: 5,000

Cost: \$25,000

Pet Bowls:

Media Type: Merchandising

Merchandise goes hand in hand with word of mouth advertising which is extremely beneficial when it comes to increasing brand awareness. By placing pet water bowls around the cities selected as Chewy’s designated geographic market we will be able to increase the awareness of the brand. As an added benefit this coincides with the brand persona of the caregiver.

KPI: Brand awareness

Impressions: 5,000

Cost: \$28,750

Branded Pet Waste Bags:

Media Type: Merchandising

Merchandise goes hand in hand with word of mouth advertising which is extremely beneficial when it comes to increasing brand awareness. Distributing pet waste bags with Chewy’s logo on them at events and parks where pet waste bags dispensers will be a useful tactic to get people talking about Chewy.

KPI: Brand awareness

Impressions: 500,000

Cost: \$93,000

Regional Magazine:

Media Type: Print Media

Chewy ads will be put in regional magazines in Tampa, FL; Austin, TX; and Boston, MA. The advertisement will inform consumers about Chewy while also giving them a coupon code to use at the online store. These will act as a way to grow brand awareness in these desired areas. We will be doing 3 ads per location every month of the campaign.

KPI: Sales, brand awareness

Impressions: 90,000

Cost: \$27,000

Flights and Tactics

Brand Awareness

Web Banner:

Media Type: Digital Media

KPI: Impressions, Click Through Rate

Impressions: 100,000,000

Cost: \$200,000

15 websites have been selected for Chewy to use as a way to deliver digital banners to increase brand awareness to its target market. Chewy will be using Google Adsense to promote banner ads on the selected 15 websites and the display of these ads will be capped at 100,000,000 impressions. The websites include:

- Petfinder.com

When people are looking to add to their family, Petfinder is a way to locate pets that are available for adoption in their area. Advertising Chewy on this website would encourage new pet owners to gather all of the supplies needed for a new pet and keeps the brand top of mind for future purchases as well..

- Bostonanimalhosp.com

The Boston Animal Hospital website is a place where consumers can schedule appointments and hospital visits for the pets. With a Chewy pharmacy ad, this would be an easy way for pet owners to purchase medication or additional supplies for their pets.

www.bostonglobe.com

With Boston, MA. being one of Chewy's geographic target markets, having a web banner displayed would be a good way for readers of The Boston Globe to become more aware of Chewy. Additionally, this website could serve as a reminder to purchase pet supplies that a person could have forgotten about the day before while reading the news, driving up conversions.

- <https://www.tampabay.com/>

With Tampa, FL. being one of Chewy's geographic target markets, having a web banner displayed would be a good way for readers of The Tampa Bay Times to become more aware of Chewy. Additionally, this website could serve as a reminder to purchase pet supplies that a person could have forgotten about the day before while reading the news, driving up conversions.

- Statesman.com

With Austin, TX. being one of Chewy's geographic target markets, having a web banner displayed would be a good way for readers of The Austin American Statesman to become more aware of Chewy. Additionally, this website could serve as a reminder to purchase pet supplies that a person could have forgotten about the day before while reading the news, driving up conversions.

- Buzzfeed.com

Many millennials enjoy reading buzzfeed and doing interactive quizzes and tests. Therefore this is a great spot to put advertisements. It would be especially beneficial next to the pet related articles and quizzes. The content from this web content will get users thinking about their animals and our ads could make them want to spoil their pets.

- <https://www.adoptapet.com/>

When people are looking to add to their family, Adopt-a pet is a way to locate pets that are available for adoption in their area. Advertising Chewy on this website would encourage pet owners to gather all of the supplies needed for a new pet and keeps the brand top of mind for future purchases as well.

- <https://www.petango.com/>

When people are looking to add to their family, Petango is a way to locate pets that are available for adoption in their area. Advertising Chewy on this website would encourage pet owners to gather all of the supplies needed for a new pet.

- <https://www.akc.org/>

The American Kennel Club is a blog that acts as a resource for both dog owners and dog lovers with sections ranging from expert advice to clubs and events. This site would be beneficial to advertise Chewy on since the audience of the site is dog owners.

- <https://www.thedodo.com/>

The Dodo is a site that makes animal related stories and videos. Plus, the site encourages sharing their content which could drive even more visitors to their site and, as a result, our banner.

- <https://www.bostonmagazine.com/>

Boston Magazine is a good site for our web banner because it has many consumers that are from Boston, MA. Since this location is one of our target geographic areas, spreading general brand awareness would be beneficial.

- <https://dogtime.com/>

Dog Time is a blog that is aimed at helping pet owners adjust and take care of their pet. This site is beneficial because pet-lovers may want to buy their dog new supplies from our online store.

- <https://www.austinmonthly.com/>

Austin Monthly is a blog that is based and centered around Austin, TX. We want the Chewy brand to be more recognizable to those in the Austin area, and this blog is directly communicating with that audience.

- <https://www.tampabayparenting.com/>

Tampa Bay Parenting is a blog with articles that are directly aimed at parents and families. This site would be beneficial because it's based in Tampa and the audience is already looking for help and Chewy is great at answering questions and helping shoppers find what they need.

- Forbes.com

Forbes is an American Business magazine that posts articles online. Our target market consists of many working class citizens. Chewy is incredibly helpful for these people because online shopping can easily fit in their busy schedule. Adding ads here, brings more awareness to the ease of Chewy.

Flights and Tactics

Sales

Blog Post Native Ad:

Media Type: Collaboration

DogTipper is a blog that provides posts on dog-friendly destinations, dog day drips, and pet safety. The bloggers are located in Austin, Texas, which is one of our target geographic locations. The sponsored blog post will look like thier regular content, but it will feature descriptions of Chewy’s brand, products, etc. A “sponsored” disclosure will be provided in the post. A native blog post advertisement is a great way to increase conversions as well as brand awareness, The blog has a social following of about 100,000 followers, therefore DogTipper is classified as a Micro Influencer. The collaboration will include 6 native blog posts that occur once a month during the campaign.

KPI: Click-Through Rate (CTR), Conversions, Brand Awareness

Impressions: 600,000

Cost: \$1,800

YouTube Ad:

Media Type: Digital Media

Duration: Pre-Roll :30 Second Ad

A YouTube pre-roll advertisement is an ad that plays before a selected Youtube Video. Although skippable after five seconds, pre-roll ads are particularly effective for brand awareness and increased purchase intent. A Chewy pre-roll ad would feature a very short visual overview of the various products and brands they feature on their site to provide the audience with information about the Chewy brand itself, as well as increase the audience’s desire to make a purchase. The ad will be featured on youtube videos that are deemed appropriate by YouTube’s guidelines.

KPI: Brand Awareness, Conversions

Impressions: 4,420,000

Cost: \$33,150

Instagram Ad:

Media Type: Digital Media

In order to drive sales, our Instagram advertisement will feature a carousel type post that features a few of Chewy’s most popular products. It will appear natively on users’ feeds as they scroll through and it will be featured twice a week with approximately 1,380,000 impressions per week, as Chewy’s instagram following is 690,000. Instagram is one of the most popular social media platforms that millennials use, therefore it is the perfect place to promote a post and reach our designated target market.

KPI: Conversions, Engagement

Impressions: 35,880,000

Cost: \$251,160

Facbook Ad:

Media Type: Digital Media

Facebook is another social media platform that is popular among our target market. The Facebook advertisement will feature a static image that when tapped, opens an “Instant Experience” that displays various popular products from Chewy’s online store in an interactive and visually appealing way. The ad will drive conversions by displaying information about various products as well as drive engagement featuring an interactive function. This ad will run once a week over the six-month period with approximately 1,650,000 impressions per week, as the Chewy Facebook account has approximately 1,650,000 followers.

KPI: Conversions, Engagement

Impressions: 42,900,000

Cost: \$386,100

Flights and Tactics

Brand Awareness

SEM:

Media Type: Digital Media

KPI: Click through rate

Impressions: 3,000,000

Cost: \$345,000

Using a series of 15 keywords, Chewy will use SEM to advertise on Search Engine Result Pages (SERPs). Specifically, Chewy will use Google AdWords to deliver these ads based on keywords. Each keyword will be capped at 200,000 impressions. These terms are:

- “Chewy”

People who may have seen a previous advertisement, or simply heard of it by word-of-mouth, may search for Chewy. We want to ensure that the first thing they see is a link to the Chewy site, ensuring it's as easy as possible and they aren't drawn to other services.

- “Pet Supplies”

When people go searching for pet supplies, we want their attention to Chewy right away. Chewy is an online business selling pet supplies, so it only makes sense to make this one of the keywords.

- “Online Pet Supplies”

People searching this are looking for an online service to buy pet supplies from. Instead of the typical online giants like Amazon, we want people to be immediately aware of Chewy. It being a company specifically tailored to pet supplies, it makes it much more appealing to buy from.

- “Pet Toys”

This search keyword is a subcategory of pet supplies and relevant to a possible item they may be searching for. Advertising Chewy with this keyword helps direct them to Chewy's site to find said relevant item.

- “Pet Food”

This search keyword is a subcategory of pet supplies and relevant to a possible item they may be searching for. Advertising Chewy with this keyword helps direct them to Chewy's site to find said relevant item.

- “Pet Food Delivery”

This search keyword is a subcategory of pet supplies and relevant to a possible item they may be searching for. Advertising Chewy with this keyword helps direct them to Chewy's site to find said relevant item. This one is more specific to Chewy given the added “Delivery” keyword and might receive more engagement due to the relevance.

- “Cat Food Delivery”

Similar to, “Pet Food Delivery,” this keyword is relevant to Chewy in the same way, but gets even more specific by inserting a certain animal into the phrase. Cats are one of the most popular animals in the U.S., so it's going to be searched more often.

- “Dog Food Delivery”

Similar to, “Pet Food Delivery,” this keyword is relevant to Chewy in the same way, but gets even more specific by inserting a certain animal into the phrase. Cats are one of the most popular animals in the U.S., so it's going to be searched more often.

- “Buy Pet Supplies”

This keyword is similar to, “Pet Supplies,” but adding buy in the front indicates that this person is actively looking to purchase pet supplies. This will make the conversions on this term higher than other general terms.

- “Pet Supplies Store”

This person is searching for any type of place where they can get the supplies they're looking for. Advertising Chewy as an option helps promote awareness to a potential new customer as they are not aware of any pet supply store already or looking for a new one.

- “Pet Supplies Near Me”

A person searching this is looking for pet supplies that are easily accessible to their location. By advertising based on this term, we are supplying them with an alternative method of purchase that is easier than traveling outside their home and can be done all online.

- “Pet Medication”

This search keyword is a subcategory of pet supplies and relevant to a possible item they may be searching for. Advertising Chewy with this keyword helps direct them to Chewy's site to find said relevant item. Also, Chewy has a whole section on their site dedicated to pet medication and pharmacy related items.

- “Pet Accessories”

This search keyword is a subcategory of pet supplies and relevant to a possible item they may be searching for. Advertising Chewy with this keyword helps direct them to Chewy's site to find said relevant item.

- “Pet Store Near Me”

A person searching this is looking for pet supplies that are easily accessible to their location. By advertising based on this term, we are supplying them with an alternative method of purchase that is easier than traveling outside their home and can be done all online.

- “Online Pet Store”

This person is searching for an online shop where they can get the supplies delivered. Advertising Chewy as an option helps promote awareness to a potential new customer as they are not aware of any pet supply stores online already or looking for a new one.

Flights and Tactics

Sales

Organic Social Media Content:

Media Type: Digital Media

Organic social media content will be posted on all of Chewy’s various platforms on a daily basis. Posting organic content consistently will keep Chewy’s brand top-of-mind and can lead to more conversions and engagement on their platforms overall. Various types of organic content would include product pictures, videos, user-generated content (UGC), infographics, gifs, etc.

KPI: Conversions, Engagement

Impressions: Conversions, Engagement

Cost: \$0

TV Ad Spot:

Media Type: Broadcasting

Duration: 30 second ad spot

Although a traditional form of advertising, broadcast television advertising is still an effective way to reach a large audience and drive conversions. The television ad will provide a brief overview of the brand and what products they offer on their site. The ad will run on a weekly basis during the show “Shark Tank”, a show that is popular among millennials, and it will have 2.25 million impressions per week, totaling approximately 13,500,000 impressions over the course of the six-month campaign.

KPI: Reach, Conversions

Impressions: 13,500,000

Cost: \$263,250

Celebrity Social Influencer:

Media Type: Collaboration

Our recommended Celebrity Social Influencer is the TikTok star @tuckerbudzyn. Tucker is a Golden Retriever with a platform following of 7.9 million followers. Tucker is a great celebrity social influencer for Chewy to partner with because he has a large following, he appeals to pet lovers, especially dog owners, and the context of the content posted on his tiktok platform is fun, light-hearted, and family-friendly. The collaboration will consist of 3 Chewy-sponsored posts that will occur once every two months during the campaign and feature different types of Chewy products, such as dog food, dog toys, and dog medicines with Tucker in a fun, lighthearted way.

KPI: Conversions, Engagement

Impressions: 23,700,000

Cost: \$90,000

Podcast Ad:

Media Type: Broadcasting

Duration: 45 second ad spot

KPI: # of Listeners, Promo code Redemption, Conversions

With podcasts on the rise in popularity among Millennials, they are a great platform to use to advertise Chewy’s brand. The ad will be featured every Tuesday during the podcast “Can I Pet Your Dog?”, which is one of Apple’s top podcasts for pets and animals. The 45 second podcast ad will include a brief description of Chewy’s brand, their mission statement, types of products offered, and the promo code CHEWY15 for 15% any online purchase. This particular ad will drive conversions with the inclusion of the promo code.

Impressions: 130,000

Cost: \$2,340

Flights and Tactics

Sales

Video Streaming Service (Disney+) Ad:

Media Type: Broadcasting

Duration: 30 second ad spot

Video Streaming Services have become extremely popular over the last decade, and many Millennials opt to use streaming platforms more often than watching broadcast television. The 30 second ad spot will feature various pets enjoying Chewy products such as toys and treats, and it will be streamed once a week on Disney+, a streaming service that is family-friendly in terms of context. The 30 second ad spot will also feature the promo code CHEWY15 for 15% off any online purchase. This streaming service advertisement will drive conversions by featuring the promo code and increase brand awareness.

KPI: # of Listeners, Promo Code Redemption, Conversions

Impressions: 26,000,000

Cost: \$169,000

Radio Streaming Service (Spotify) Ad:

Media Type: Broadcasting

Duration: 10 seconds

Using radio streaming services, such as Spotify, is another great platform to reach Millennials. This proposed 10 second Spotify Ad will include Chewy's brand name, mission, and promo code CHEWY15. Although the duration of the advertisement is short, there are many users that will not be able to skip the ad on Spotify. Therefore, they will have to listen to it before streaming more music, and it can keep the Chewy brand top of mind. The Spotify ad will drive conversions with the inclusion of the promo code, because it is an incentive for listeners to purchase products from the Chewy website.

KPI: # of Listeners, Promo Code Redemption

Impressions: 5,200,000

Cost: \$78,000

Engagement

Instagram Story Organic Content:

Media Type: Digital Media

Chewy will post its Instagram story throughout the entirety of the campaign. This content will be aimed at getting followers to interact with previous posts and new content. This is extremely helpful because it does not cost the brand company and it is capitalizing on an audience that already knows Chewy and its products. Story's give additional tools for engaging with consumers through polls, quizzes, and ranking features.

KPI: Amount of likes, shares, and comments

Impressions: 8,000

Cost: \$0

Tik Tok Posts:

Media Type: Digital Media

Chewy will make posts that are topical and trendy in order to gain a broader audience on Tik Tok. This social media platform rewards popular trends and hashtags by making them more visible. By adapting Chewy's content to match the platform's current trends, it will help gather interest in the brand and add followers to the company's account. Lionsgate has recently started using this method as an advertising technique and it has proved successful with the audience on the platform. The impressions are based on Chewy's current Tik Tok engagement.

KPI: Amount of likes, shares, and comments

Impressions: 100,000

Cost: \$0

Flights and Tactics

Engagement

Pet Adoption Paw-ty with ASPCA:

Media Type: Collaborations

This will be our campaign’s experiential marketing aspect. This event will work to engage the community with Chewy’s brand while also benefiting the non-profit ASPCA. The ASPCA is The American Society for the Prevention of Cruelty to Animals; their organization cares about the treatment and wellbeing of pets which lines up with Chewy’s belief. Chewy will help sponsor a pet adoption which will allow for more pets to get loving households and more people will get to know Chewy. Chewy can also hand out merchandising at the event to get people talking about the brand.

KPI: Attendance

Impressions: 1,000

Cost: \$50,000

Event Organic Social Media Content:

Media Type: Collaborations/ Digital Media

Prior to events, Chewy’s owned social media accounts will post about the event and try to garner some excitement. Additionally, during the events that are sponsored and run by Chewy, image and video content will be captured. These pieces of content can be used for future advertising and gathering excitement about Chewy. The impressions are based on the average engagement Chewy’s Instagram posts receive.

KPI: Amount of likes, shares, and comments

Impressions: 8,000

Cost: \$0

Shop Pop-up:

Media Type: Collaborations

During our Pet Adoption Paw-tie event we will be doing a mini shop pop-up. This will allow anyone who just adopted a new pet to get the supplies they may need to care for it. The workers at the pop-up will be able to help the new owners pick new products while also giving them other ideas to lead them to the online store. Anyone who visits the pop-up will be given a coupon code for the online store and a raffle ticket to win a pet supplies starter kit. This will be beneficial for chewy because it will really link the event to the brand and will increase sales.

KPI: Sales, Coupon Code

Impressions: 1,000

Cost: \$250

Intern:

Media Type: People Power

There will be three interns that each work 3 days a week for 5 hours, totaling 15 hours a week. However, during the Pet Adoption event the interns will be working the full week for 5 hours. They will assist with the event planning, content capturing, and event marketing.

Cost: \$12,600

Flights and Tactics

Engagement

Paint Your Pet:

Media Type: People Power

This event will be a chance for people who really love their dogs to be introduced/ further engaged with Chewy. This will be a workshop where people can send in a photo of their dog for a template to be made. They will then be given a kit with paint colors and the template of their pet. They will walk away from the event with a knowledge of Chewy and a fun memento. There will be 3 of these events throughout the campaign.

KPI: Attendance

Impressions: 1,500

Cost: \$45,000

National Snapchat Filter:

Media Type: Digital Media

The snapchat filter will be a national campaign endeavour. This will be a helpful tool because it is interactive and makes the consumer feel more involved in the brand. Additionally, snapchat filters are good for spreading awareness because the photos will be posted on stories/ messages; thereby making the filter accessible to even more people. The filter will include the Chewy logo to keep the brand top-of-mind. The filter will go out on February 7th, because that is the day of the Puppy bowl. The filter will coincide with the event while adding digital aspects that are directly related to Chewy branding.

KPI: Amount of times filter was shared

Impressions: 50,000,000

Cost: \$450,000

Event Geofilter:

Media Type: Collaborations/ Digital Media

The snapchat filter will be the campaign’s augmented reality tactic. Accompanying each event we will be creating a geofilter to go along with the event. Geofilters are a way for Snapchat users to add location illustrations. They will be a great way to get the news out about the event and get participants posting about it. Spreading the news of events will help with participation in the future. Plus it could create UGC (user generated content). The filter will include the Chewy logo to keep the brand top-of-mind.

KPI: Amount of times filter was shared

Impressions: 150,000

Cost: \$42

Paid Social Media Content:

Media Type: Collaborations/ Digital Media

To help advertise the Chewy brand and social media accounts we will be creating paid social media content on Instagram. Bringing more people to the Chewy site will help increase sales. Additionally, growing Chewy’s social media audience will make organic posts more effective in the poster. Chewy will also use paid social media content to advertise for upcoming events. These will hopefully increase participation and registration.

KPI: Click Through Rate

Impressions: 5,000,000

Cost: \$35,000

Flights and Tactics

Customer Retention

Email Marketing:

Media Type: Digital Media

Email marketing is a tactic that will help retain current customers by sending out emails to previous customers with new merchandise, deals, and a newsletter with general updates. This will help direct them to the site while also keeping Chewy top of mind for pet supply purchases. Chewy will send out a bi-weekly email to all of its current customers on the email list.

KPI: Open Rate, Clicks through rate, Conversions

Impressions: Unknown

Cost: \$3,000

Intern:

Media Type: People Power

Intern will edit the site to reflect SEO best practices and develop content that addresses frequently searched questions by previous customers. They will work two full days each week for the duration of the campaign to complete this work.

Cost: \$4,160

SEO:

Media Type: Digital Media

Search Engine Optimization will allow us to construct content that previous customers might find useful helping with customer retention. Often after a purchase, customers will search technical questions about the service or product. By producing content answering vital questions about our products, we minimize the risk of losing a customer to a competitor and ensure a repeat purchaser. This will be handled by an intern who will edit the site for keywords and develop content that addresses the FAQs of our customers. By increasing the keyword density on the site, and producing relevant content, consumers will be more likely to find the answers they're looking for on Search Engine Result Pages (SEPRs).

KPI: Website Traffic

Impressions: Unknown

Cost: \$0

Retargeting:

Media Type: Digital Media

Using the Google Adsense, we will run a specific ad campaign retargeting previous customers and viewers of the site. With 17.8 million active users as of the end of 2020, Chewy will be able to retarget these customers once a month during the duration of the campaign. These ads will keep Chewy in the mind of those who have already used the service and will push those who had been hesitant in the past to make the jump to purchase. In this way, we are securing our current customers and helping create new ones at the same time.

KPI: Click through rate, Conversions

Impressions: 106,800,000

Cost: \$213,600

Flights and Tactics

Customer Retention

Computer Stickers:

Media Type: Traditional

This merchandise will be included in gifts we send to first-time customers. They'll have the choice to choose between four different gifts while supplies last. This signals to them that they are an appreciated customer and another way Chewy proves itself as a customer-first organization. Establishing this connection will help keep customers happy with the service. It'll be capped at the first million new customers during the duration of the campaign so as to not go over budget.

KPI: Rate of returning customers

Impressions: 250,000

Cost: \$50,000

Leashes:

Media Type: Traditional

This merchandise will be included in gifts we send to first-time customers. They'll have the choice to choose between four different gifts while supplies last. This signals to them that they are an appreciated customer and another way Chewy proves itself as a customer-first organization. Establishing this connection will help keep customers happy with the service. It'll be capped at the first million new customers during the duration of the campaign so as to not go over budget.

KPI: Rate of returning customers

Impressions: 250,000

Cost: \$140,000

Bandanas:

Media Type: Traditional

This merchandise will be included in gifts we send to first-time customers. They'll have the choice to choose between four different gifts while supplies last. This signals to them that they are an appreciated customer and another way Chewy proves itself as a customer-first organization. Establishing this connection will help keep customers happy with the service. It'll be capped at the first million new customers during the duration of the campaign so as to not go over budget.

KPI: Rate of returning customers

Impressions: 250,000

Cost: \$50,000

Collar Charm:

Media Type: Traditional

This merchandise will be included in gifts we send to first-time customers. They'll have the choice between four different gifts while supplies last. This signals to them that they are an appreciated customer and another way Chewy proves itself as a customer-first organization. Establishing this connection will help keep customers happy with the service. It'll be capped at the first million new customers during the duration of the campaign so as to not go over budget.

KPI: Rate of returning customers

Impressions: 250,000

Cost: \$12,500

Media Menu

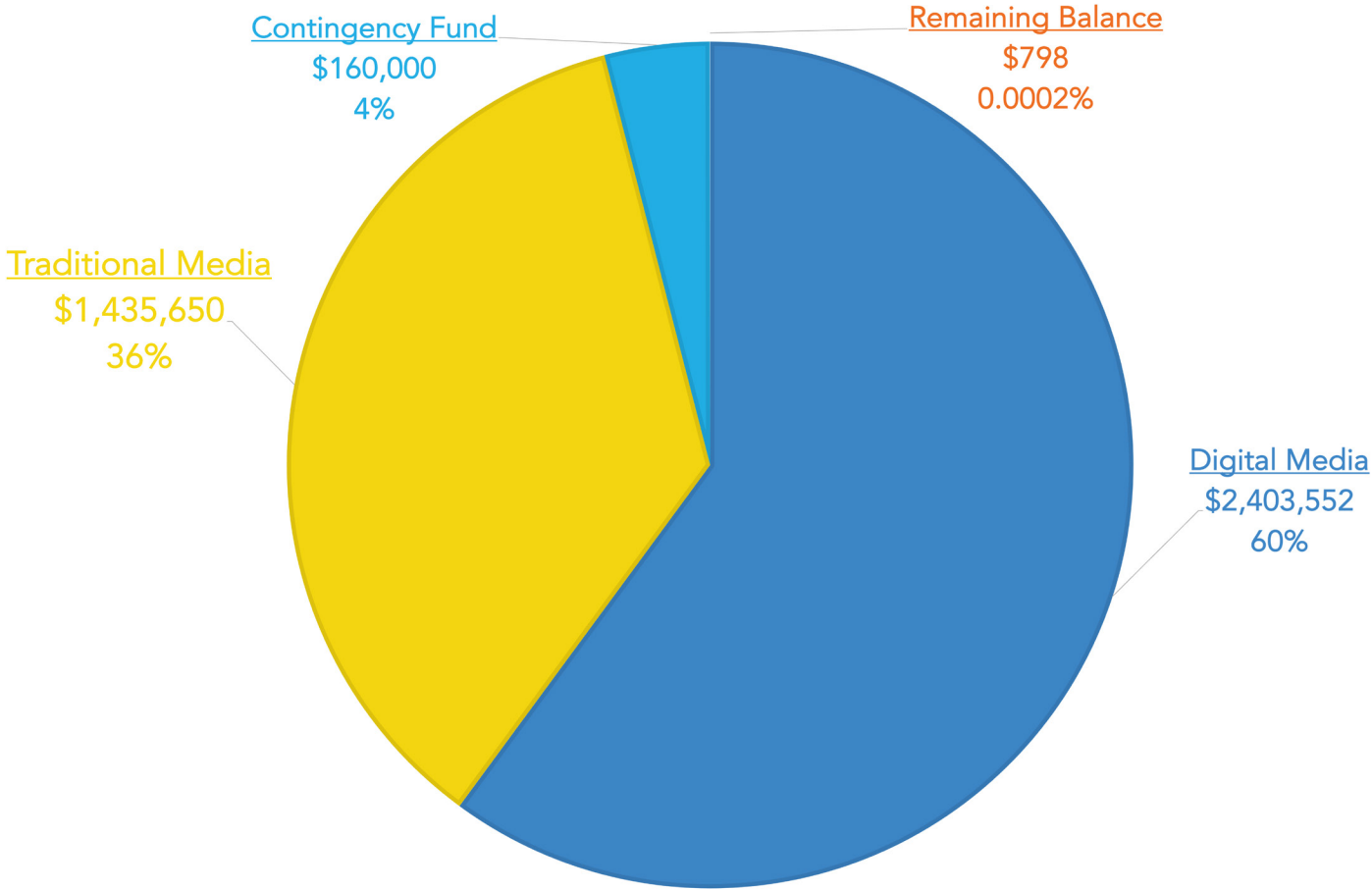
| Traditional | | | |
|---|-------------------------------------|----------------|---|
| Broadcast Media | Media Specs | Cost | Imperssions (minimum - maximum) |
| Radio Broadcast Station | :30 second ad spot | CPM \$12 | 50,000 - 12 million |
| Radio Streaming Services (ie. Pandora) | :10 second ad spot | CPM \$15 | 10,000 - 7 million |
| Podcast | :45 second ad spot | CPM \$18 | 1,000-5,000 / 3 month period |
| Television Broadcast Station | :30 second ad spot | CPM \$19.50 | 1 million - 25 milion |
| Video Streaming Service (ie. Hulu) | :30 second ad spot | CPM \$6.50 | 100,000 - 1 million |
| Out Of Home (OOH) | Media Specs | Cost | Imperssions |
| Billboard | 4 weeks | \$6,000 | 1,500,000 / month |
| Digital Billboard | 4 weeks | \$4,000 | 2,500,000 / month |
| Kiosk Board | 4 weeks | \$2,000 | 800,000 / month |
| Poster Board | 4 weeks | \$800 | 300,000 / month |
| Junior Poster | 4 weeks | \$300 | 125,000 / month |
| Transportation | Media Specs | Cost | Impressions |
| Bus Wrap Exterior | 10 ad minimum | \$350 per ad | 80,000 / month per ad |
| Bus Wrap Interior | 10 ad minimum | \$175 per ad | 10,000 / month per ad |
| Public Bench | 10 ad minimum | \$100 per ad | 200 / month per ad |
| Bus Stop Takeover | 1 Location includes 6 Ads | \$4,000 per ad | 18,000 / month per location |
| Print Media | Media Specs | Cost | Impressions |
| University Newspaper | 1 issue / 2 ads each | CPM \$6 | 1,000 - 30,000 range |
| Local Town Newspaper (ie. New Haven Register) | 2 issue / 2 ads each | CPM \$9 | 50,000 - 250,000 range |
| Local Metropolitan Newspaper | 1 issue / 2 ads each | CPM \$12 | |
| Regional Newspaper | 1 issue / 2 ads each | CPM \$14 | |
| State Magazine | 1 issue / 2 ads each | CPM \$40 | |
| Regional Magazine | 1 issue / 2 ads each | CPM \$50 | |
| Merchandise | Cost Per Item | Unit Cost | Impressions |
| T-Shirt | \$5 | \$25,000 | 5000 per unit, no maximum |
| Hoodies / Sweaters | \$15 | \$75,000 | 5000 per unit, no maximum |
| Coasters | 30 cents | \$1,500 | 5000 per unit, no maximum |
| Koozies | 80 cents | \$4,000 | 5000 per unit, no maximum |
| Computer Stickers | 20 cents | \$1,000 | 5000 per unit, no maximum |
| Collaborations | Details | Cost | Impressions |
| Major Celebrity Partnership | 1 appearance in ad or at event | \$3,000,000 | over 10 million |
| Minor Celebrity Partnership | 1 appearance in ad or at event | \$500,000 | 1 million - 10 million |
| Celebrity Influencer | following of over 1 million | \$30,000 | over 1 million |
| Macro Social Influencer | following of 150,000 to 1 million | \$2,000 | 150,000 - 1 million |
| Micro Social Influencer | following of 1,500 to 150,000 | \$300 | 1,500 - 150,000 |
| Non-Profit Organization Partnership | minimum donation | \$200,000 | estimate based on nature of collaboration |
| People Power | Details | Cost per hour | |
| Intern | min 15 hours, max 40 hours per week | \$10 | |
| Freelancer | per hour rate | \$35 | |
| Digital Media | | | |
| Promoted Ads | Media Specs | Cost | Impressions |
| In App Ad | 4 weeks | \$15,000 | 250,000 / month |
| Google AdWords | 1 word rate | CPM \$115 | |
| Google Adsense (ie. Ad served on website) | Display ad rate | CPM \$2 | |
| Snapchat Sponsored Lense | 1 Day | \$450,000 | 50 million |
| Snapchat Sponsored Lense Holiday Rate | 1 Day | \$700,000 | 50 million |
| Snapchat Discover Ads | 1 Day | \$50,000 | 5 million |
| Sponsored Local Geofilter for a brand pop-up even | 1 Day | \$7 | up to 25,000 |
| Sponsored Local Geofilter for a public event | 1 Day | \$10,000 | over 25,000 |
| Facebook promoted post | | CPM \$9 | |
| Instagram promoted post | | CPM \$7 | |
| Twitter promoted post | | CPM \$5.50 | |
| LinkedIn promoted post | | CPM \$6.50 | |
| YouTube video ad | pre-roll :30 second ad | CPM \$7.50 | |
| YouTube video ad | pre-roll :15 second ad | CPM \$5 | |
| Pinterest promoted pin | | CPM \$3.50 | |
| Yelp Ad | | CPM \$6 | |

| People Power | Details | Cost per hour | |
|---------------------------|-------------------------------------|----------------|----------------|
| Intern | min 15 hours, max 40 hours per week | \$10 an hour | --- |
| Merchandise | Cost Per Item | Unit Cost | Impressions |
| Computer Stickers | \$0.20 | \$1,000 | 5,000 per Unit |
| Bandanas | \$0.20 | \$1,000 | 5,000 per Unit |
| Leashes | \$0.56 | \$2,800 | 5,000 per Unit |
| Collar Charm | \$0.05 | \$250 | 5,000 per Unit |
| Pet Waste Bags | \$1.86 | \$100 | 500 per Unit |
| Pet Water Bowl | \$5.75 | \$50 | 100 per Unit |
| Digital Media | Media Specs | Cost | Impressions |
| Organic Instagram Content | | \$0 | 8,000 |
| Email Marketing Company | 1 Month | \$500 | --- |
| Google AdWords | 1 Word Rate | CPM \$115 | --- |
| Tik Tok Content | | \$0 | 100,000 |
| Collaboration | Audience Size | Cost | Impressions |
| Blog Post Native Ad | 1,500 - 150,000 | \$300 per post | 1,500 -150,000 |

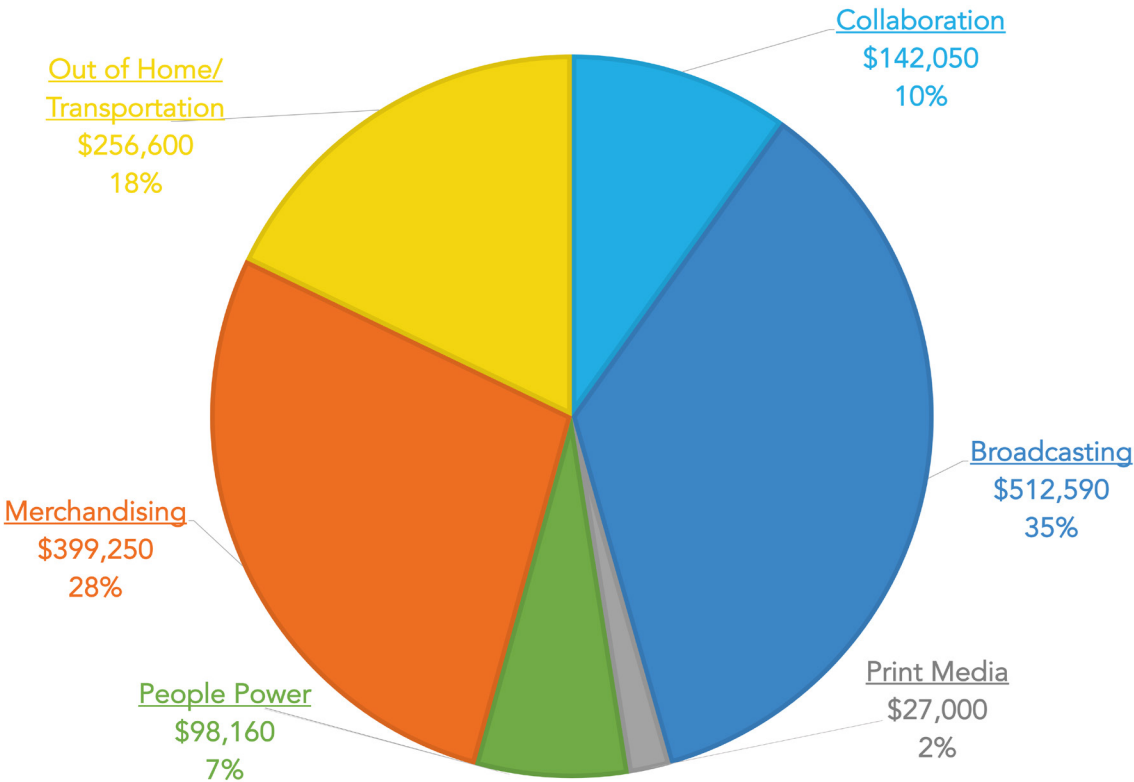
Budget Breakdown

Total Budget: \$4,000,000
Contingency Fund (4%): \$160,000
Digital Media: \$2,403,552
Traditional Media: \$1,435,650
Remaining Balance: \$798

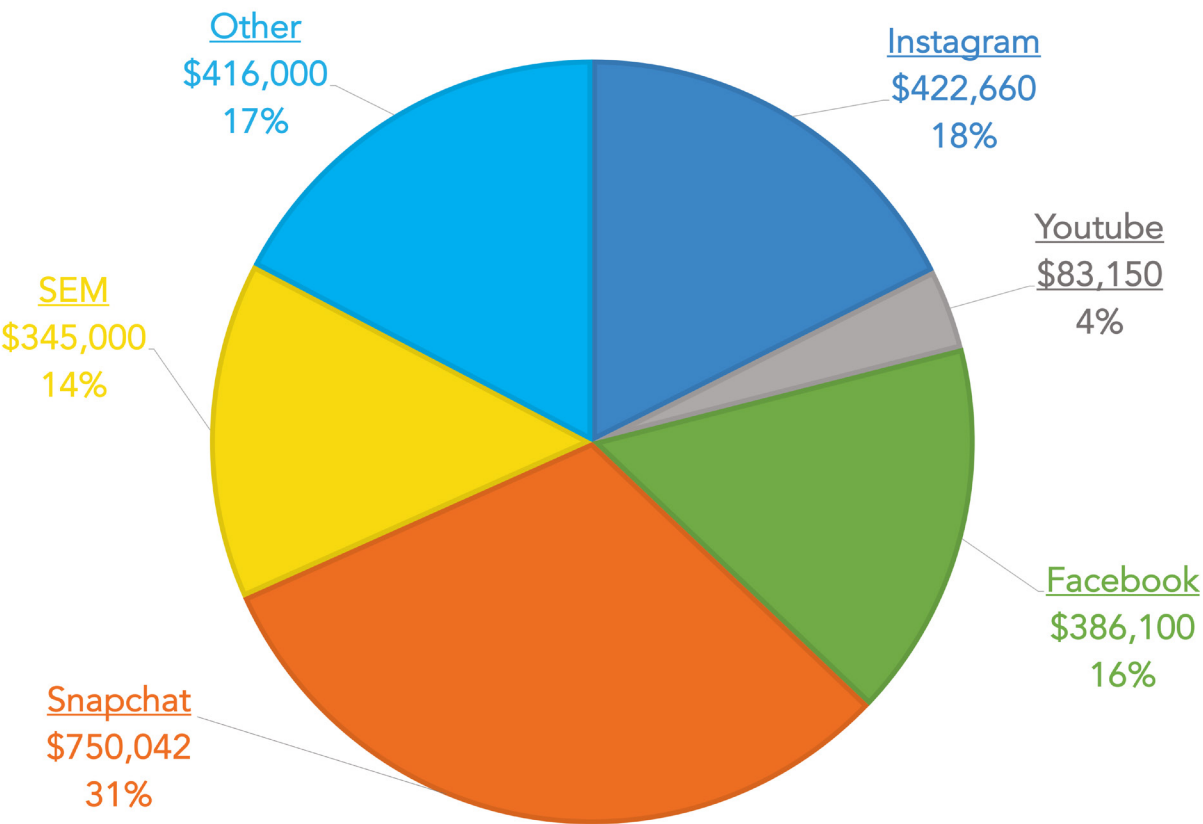
Total Spend



Traditional Media Spend

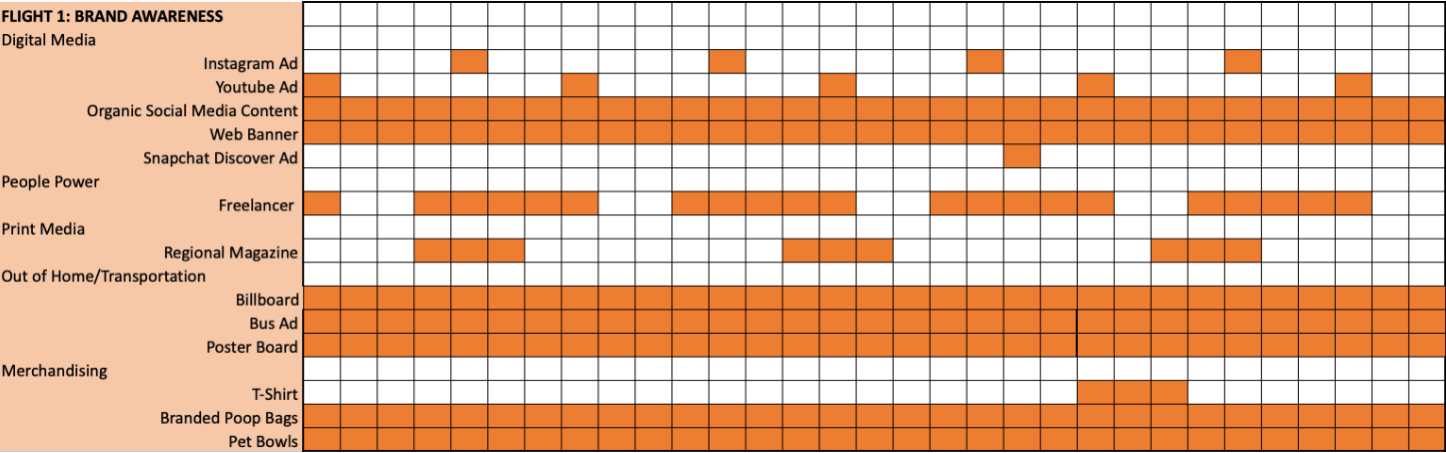
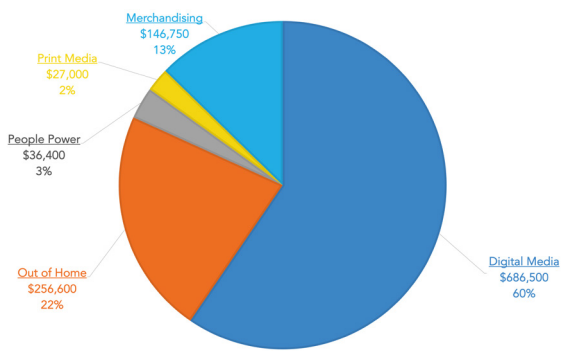


Digital Media Spend

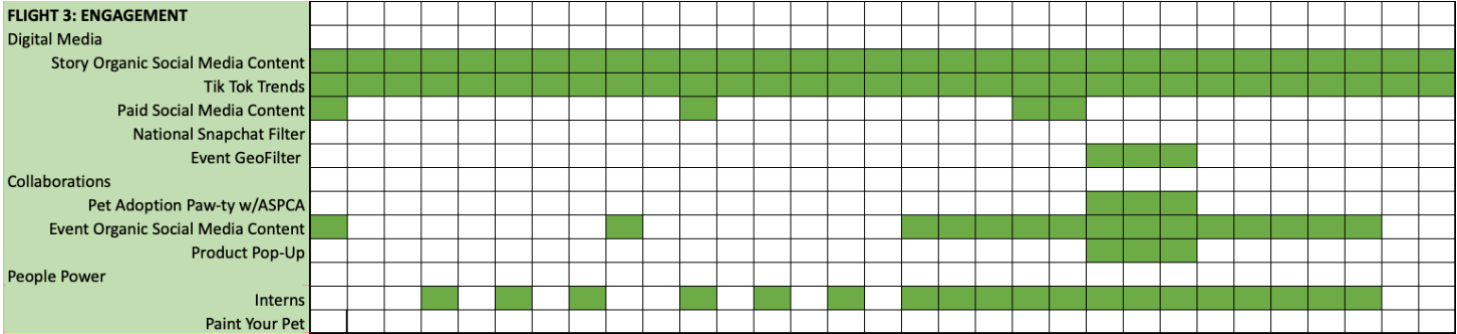
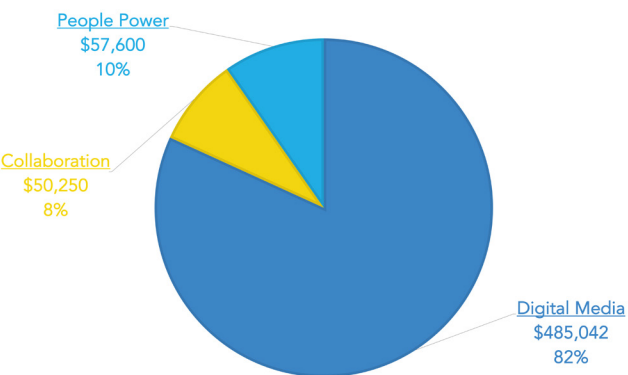


Flowchart Highlights

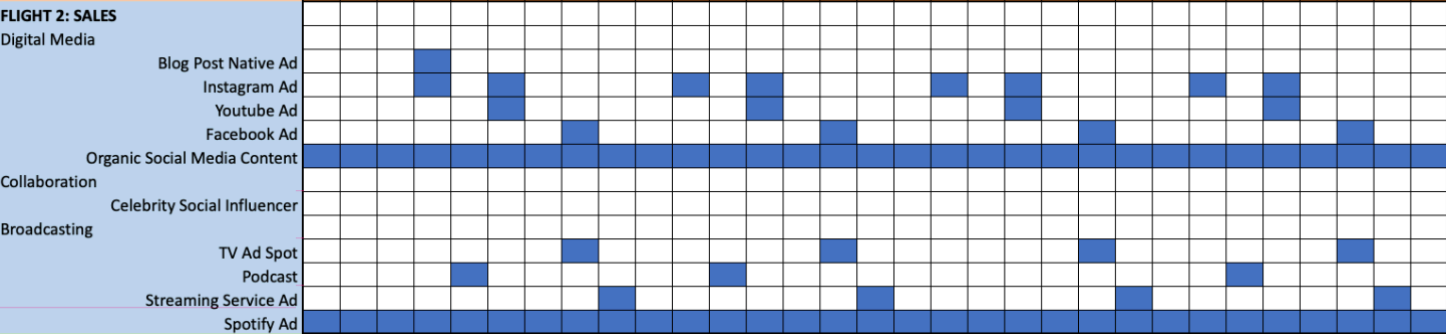
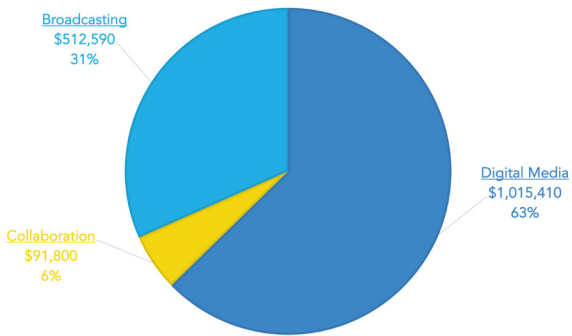
FLIGHT 1: BRAND AWARENESS



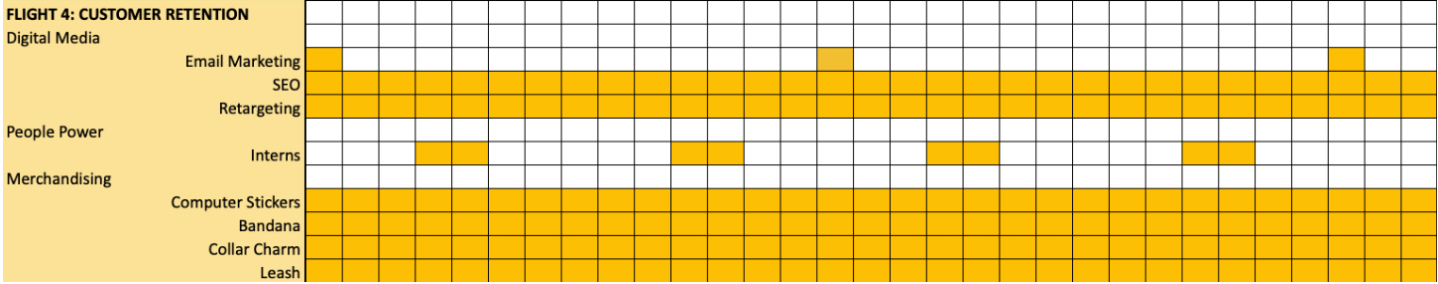
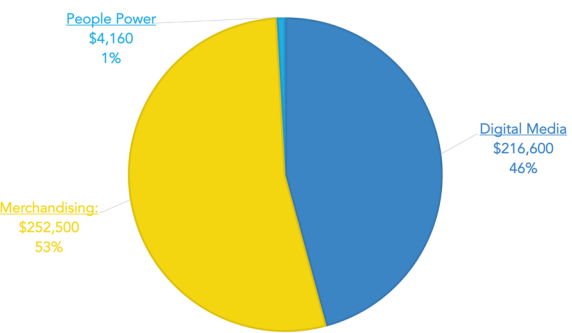
FLIGHT 3: ENGAGEMENT



FLIGHT 2: SALES



FLIGHT 4: CUSTOMER RETENTION



KPI Summary

| KPI | SUMMARY |
|--|--|
| Conversions <ul style="list-style-type: none">• Blog Post Native Ad (Sales)• Instagram Ad (Sales)• YouTube Ad (Sales)• Facebook Ad (Sales)• Organic Social Media Content (Sales)• Celebrity Social Influencer (Sales)• TV Ad Spot (Sales)• Podcast Ad (Sales)• Video Streaming Service Ad (Sales)• Email Marketing (Customer Retention)• Retargeting (Customer Retention)• YouTube Ad (Brand Awareness) | Conversions is the medium’s ability to influence the consumer of its content to make a purchase. Also known as sales. |
| Brand Awareness <ul style="list-style-type: none">• Blog Post Native Ad (Sales)• YouTube Ad (Sales)• T-shirts (Brand Awareness)• Branded Pet Waste Bags (Brand Awareness)• Pet Bowls (Brand Awareness)• Billboard (Brand Awareness) | Brand Awareness refers to a consumer gaining knowledge and understanding about Chewy’s purpose, mission, branding, products, etc. We are attempting to measure whether these actions made Chewy more “top of mind,” thereby improving overall awareness. |
| Engagement <ul style="list-style-type: none">• Instagram Ad (Sales)• Facebook Ad (Sales)• Organic Social Media Content (Sales)• Celebrity Social Influencer (Sales)• Promoted Instagram Post (Brand Awareness)• Organic Social Media Content (Brand Awareness) | Engagement refers to how much the consumers interact with the posts and content. This can be in the form of likes, shares, follows, comments, etc. |
| # of Listeners <ul style="list-style-type: none">• Podcast Ad (Sales)• Video Streaming Service Ad (Sales)• Radio Streaming Service - Spotify (Sales) | Number of listeners is the number of people who were listening to the content when the ad was played through the medium. |
| Click Through Rate (CTR) <ul style="list-style-type: none">• Blog Post Native Ad (Sales)• SEM (Sales)• Paid Social Media Content (Engagement)• Email Marketing (Customer Retention)• Retargeting (Customer Retention)• YouTube Video Ad (Brand Awareness)• Web Banner (Brand Awareness) | Number of listeners is the number of people who were listening to the content when the ad was played through the medium. |

| KPI | SUMMARY |
|--|---|
| Promo Code Redemption <ul style="list-style-type: none">• Podcast Ad (Sales)• Video Streaming Service Ad (Sales)• Radio Streaming Service - Spotify (Sales) | Promo Code Redemptions indicate how many people witnessed the ad with the promo code in it and used the code during a purchase. |
| Reach <ul style="list-style-type: none">• TV Ad Spot (Sales)• Billboard (Brand Awareness)• Bus Wrap exterior (Brand Awareness) | Reach is the number of people your message got to through a certain medium. |
| Shares <ul style="list-style-type: none">• Instagram Story Organic Social Media Content (Engagement)• Tik Tok Posts (Engagement)• Event Organic Social Media Content (Engagement)• Event Geofilter (Engagement)• National Snapchat Filter (Engagement) | Shares indicate the number of people that engaged with your content by sharing your ad or message to other people. |
| Attendance <ul style="list-style-type: none">• Pet Adoption Paw-ty with ASPCA (Engagement)• Paint Your Pet (Engagement) | Attendance indicates the number of people who came to an event. |
| Open Rate <ul style="list-style-type: none">• Email Marketing (Customer Retention) | Open rate is the number of people that are sent material and opened it compared to the number of people total you sent it to. |
| Rate of Returning Customers <ul style="list-style-type: none">• Computer Stickers (Customer Retention)• Bandanas (Customer Retention)• Leash (Customer Retention)• Collar Charm (Customer Retention) | Rate of returning customers is the number of customers who continue to purchase from Chewy compared to the overall total of unique customers. |

Call To Action

Thank you for giving our team the opportunity to create and develop the “New Friends, Old Buddies” Campaign! We are confident this campaign is the perfect blend of strategies that will successfully increase Chewy’s brand awareness, increase service trials, increase engagement, and maintain repeat purchases, all while maximizing the value of every dollar in the \$4 million budget. We are excited to work with a company whose fun and friendly personality reflects their attitude towards business and life. We sincerely thank you for your time and consideration for this project, and we hope you join us as “New Friends” on the road to success!



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