

## BRIGHT AGE HELPS RAPIDLY GROWING DOG AND CAT FOOD RETAIL CHAIN, PROTEIN FOR PETS, DEVELOP A SOCIAL MEDIA STRATEGY TO PROMOTE A NINE LOCATION GRAND OPENING TOUR.

**DESCRIBED AS “TURNING THE RETAIL PET STORE MODEL UPSIDE DOWN!” THIS QUICKLY EXPANDING PET FOOD CHAIN CHOSE BRIGHT AGE TO GENERATE TRAFFIC AT THE NINE GRAND OPENINGS WHICH WOULD BUILD LOYALTY AND TRANSLATE TO IMMEDIATE SALES.**

### Company Background

Protein for Pets is one of the fastest growing pet specialty retail chains in the U.S., driving growth through a vertically integrated food and hard goods strategy. Each location is filled with a carefully researched assortment of more than 150 natural formulas of the highest-quality dry, raw and wet foods - all of which have no corn, no soy, no wheat and no animal by-products. Protein for Pets is revolutionizing the way people shop for natural pet foods and supplies by offering only the guaranteed best products at the best prices in the best and most convenient way possible.

### The Situation

How do you drive trial and build consumer loyalty in an industry that is dominated by a few major players? In the past twelve months, Protein for Pets expanded from one store to nine stores throughout Southern California. Protein for Pets sought a way to ensure their audience of dog and cat owners made Protein for Pets their go-to store for pet supplies. Our challenge was to educate a new geographic region, unfamiliar with the brand, about many benefits of choosing Protein for Pets.

We sought to develop an innovative strategy utilizing social media, especially Facebook, to convince someone unfamiliar with the brand to attend a Grand Opening event. We also needed to develop a creative and cost-effective incentive that would help drive traffic to each Grand Opening event.

### The Solution

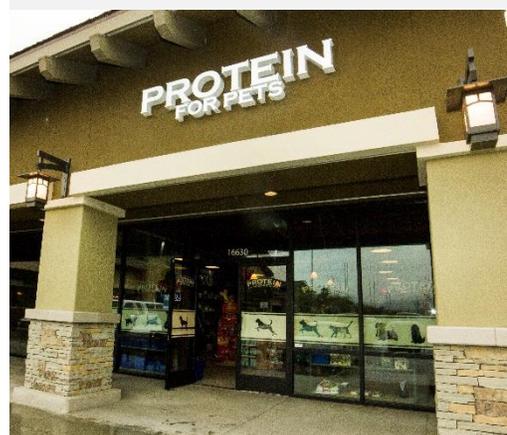
Bright Age developed a nine city Grand Opening Tour designed to introduce pet owners to Protein for Pets.

Our approach consisted of developing hyper-targeted Facebook campaigns to introduce pet owners to Protein for Pets as well as craft a creative incentive to draw pet owners to each of the nine Grand Opening events.

Because these locations are new, we needed to make sure that everyone was not only aware that the stores were open, but would be there for the Grand Opening Event for their specific city. In order to target specific regions, we created and designed Facebook Advertisements to target people in the select areas that would be within a reasonable geographic region to attend the event.

### CHALLENGE

We sought to build a creative social media marketing strategy to raise brand awareness and build brand loyalty for Protein for Pets, a fast growing specialty pet food chain that has opened nine locations in ten months. Education needed to play a critical role in our strategy.



### OUR FACEBOOK PAGE ENGAGEMENT AD

### SOLUTION

Bright Age developed a nine city Grand Opening Tour designed to introduce pet owners to Protein for Pets. Our approach consisted of researching and developing specifically targeted Facebook campaigns to introduce pet owners to Protein for Pets with a swag bag incentive designed to drive trial and boost event attendance.

### RESULTS

- An average of 5,556 hyper-targeted social media impressions were generated prior each grand opening event.
- The average Click-Through-Rate of our grand opening announcement posts was a very high 5.75%.
- Our average cost to reach 1,000 pet owners through our campaign was \$12.28.
- The Rancho Cucamonga store achieved their highest one day gross sales surpassing the \$3K mark.

We created location-specific ads that reached pet owners in each of the nine markets. We targeted consumers who have shown previous interest in dogs, cats, pet food and supplies on Facebook. We also targeted consumers who had shown interest in other local pet stores. By precisely targeting our audience it ensured that our ads could be seen by a large amount of people for the best cost.

As an incentive to help drive pet owner attendance we created and gave away gift bags filled with fun and functional Protein for Pets swag. Items included a branded frisbee, can topper, bandana, product samples and a coupon to save on your next purchase. One hundred complimentary gift bags were to be handed out at each grand opening event.

### GRAND OPENING GIVEAWAY SWAG BAGS



### The Results

We attained outstanding results exceeding our overall campaign objectives. We measured the overall success of our campaign by tracking event attendance as well as analyzing social media metrics. Our Grand Opening events were very well received by each of the nine communities we targeted. Event attendance reached far beyond our expectations and even exceeded the over 150 person mark at our Rancho Cucamonga event. Our events also helped create trust and loyalty in our nine communities.

Our Facebook Engagement ads in total were seen by over 50,000 pet owners and averaged over 5,500 impressions per grand opening event. We also achieved a fantastic average CPM (Cost per 1,000 Impressions) of \$12.28 during the duration of our campaign. Our Grand Opening Sponsored post also achieved record engagement. Each store attained an average of 80 Facebook post "Likes" and 26 shares. Our audience was thrilled to have the opportunity to attend a Grand Opening event.



The stores also all achieved our goal of at least fifty families in attendance per event. We learned that consumers were thrilled to have found us through Facebook. The Rancho Cucamonga Grand Opening was so successful that it achieved the highest one day gross sales on record for Protein for Pets.



### Consumer Interaction and Response



Hannah loves her Natural Duck Tenders and goodies! She even wants to eat the cats! Thank you Protein for Pets for always supplying us with everything we need to keep Hannah healthy and happy. #ProteinForPets

