

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.

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 a 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 the many benefits of choosing Protein for Pets.

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.

Protein for Pets
Posted by Sprout Social (?) · February 25 at 2:15pm ·

We're giving away FREE Gift Bags filled with Protein for Pets GOODIES to celebrate our GRAND OPENING TOUR! Join us this Sunday, March 1 in Anaheim from 9:30am to 3:00pm! Bring the family, our event will have a Balloon Artist, Face Painter, Pet Adoptions, & a chance to WIN a \$100 Gift Card!

Join us at 701 S. Weir Canyon Road, Suite 111, Anaheim, CA 92808
Learn More! → <http://bit.ly/1FvfaUm>
*Goodie Bags available for first 100 customers

We're Giving Away FREE Gift Bags this Sunday!

7,204 people reached

Unlike · Comment · Share · 136 · 5 · 30

CAMPAIGN RESULTS



1 DAY GROSS SALES
\$3,000+



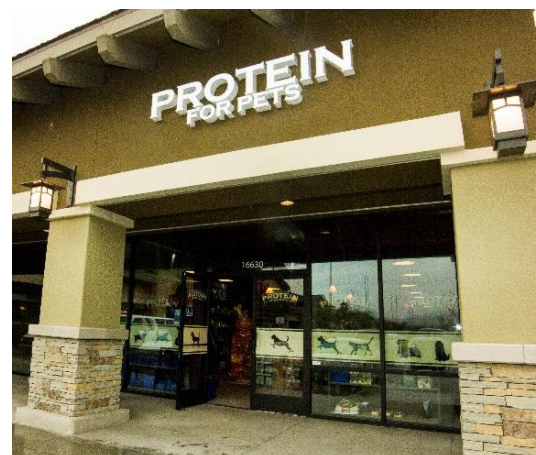
AVERAGE CPM
\$12.28



IMPRESSIONS PRIOR TO GRAND OPENING
5,556



CLICK-THROUGH-RATE
5.57%



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.