

Team II: Vetted Creative Brief

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I. What is the Communication Going to Accomplish?

- Increase Awareness
- Enhance Brand Engagement

II. What's the Real Problem?

- Busy pet parents don't have time to educate themselves about pet care

III. Who Is this Among?

- Target Audience
 - Gender: Female/Male
 - Job: works at consulting agency
 - Salary: 50K-70K\$
 - Location: Chicago
 - Education: Bachelor's degree
 - Age: 25-35 Urban Millennial
 - Goals: Take care of their pets, in a easy and accessible way from the comfort of their home.
 - Attitude: wants to take the best care possible of her pet, is serious about her job,
 - Challenges: has a busy work schedule and has limited time to bring pet to see a vet and doesn't have time to get proper pet care supplies during health emergencies
 - Fears/worries: pet experiences malnutrition or health concerns due to improper care and limited supplies on hand
 - What impacts them: Save money in vet visits, Immediate Care at home, Certified Veterinary instructions.
 - Preferred brands: Rag & Bone, Whole Foods, Chewy, Sephora
 - Preferred media platform: Facebook / Instagram. [Statista](#)

IV. Single Minded Proposition/Big Idea?

- Vetted is your all-in-one pet preventative health membership program
- "Approved by vets, loved by pets"
- Vetted is the medical app for busy pet parents
- Vetted empowers pet parents through accessible at home-preventative care
- Vetted empowers pet parents through personalized at home-preventative care
- Key words from Vetted site: Personalized, education, preventative, empower, support system, happy, healthy, resourceful, trusted

V. Reason to Believe

- Vetted provides personalized pet health that is approved by veterinarians

VI. Identify Effective Media Platforms for Ad Campaign

- Explainer video
- Paid social ad
- Implement a social media strategy and calendar