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# INTRODUCTION



# THE PROBLEM

In 2011, approximately 3,582 hiking related search-and-rescue incidents were reported. While hiking can be an enjoyable Sunday afternoon activity, it can also be a dangerous activity, especially for those going on longer hikes or hiking alone.

Unfortunately, dogs too face dangers. Approximately 3.9 million dogs enter the animal shelter every year. Out of these dogs, about 1.2 million are euthanized. Simply put, there aren't enough people out there who want sheltered dogs. A huge reason is that sheltered dogs can be skittish, lack training, or sometimes even be vicious.

The goal of Pups on a Path is to provide a valuable solution to these two problems. By examining these two problems in our society, a connection can be made between adopting dogs and providing hikers with a companion.

# THE SOLUTION

Pups on a Path is a nonprofit organization that connects shelter dogs with hikers to provide safety and companionship in both the short and long term. Pups on a Path facilitates short-term and permanent adoptions of dogs in local animal shelters and trains them to be suitable hikers. Once a dog is trained, they can be adopted short-term to hikers for any set period of time. However, if a hiker connects with a dog on their journey, he/she can choose to adopt the dog.

Pups on a Path has a few hurdles to overcome. Problems include difficulty of training dogs, consumers who have no plans of adopting, abusive incidents between the consumer and the dog, and choosing the right dogs to train. In dealing with these problems we have decided to make sure we hit the right target audience and make our goal clear – animal adoption. We also plan on setting criteria when choosing dogs to ensure a fun bonding experience between the dog and the consumer.

On top of these concerns, there is the concern of generating visibility. In order to successfully create brand awareness we plan on creating a unique brand identity that stands out. This will include creating a logo that represents the core of our brand, but at the same time, attracts attention. We also plan on producing marketing materials to help increase brand awareness and slowly begin to build brand equity.







BRANDING

# tone

The overarching tone we are trying to accomplish is a fun and joyful one.

We want the idea of taking a dog on hike with you to be lighthearted, heartwarming, and a memorable experience. Dogs easily invoke pathos, and can lead to many smiles.

We also want to create an underlying tone of relaxation. A large part of our audience are young professionals and those who are deep into the business of life. Escaping for a hike can be a mini-vacation and a place to clear your mind. While it'll be a lot of fun, we want our audience to know it will also be a mental break.

Finally, we want there to be a slight sense of urgency created. Making our audience aware of statistics dog face in shelters can encourage them to adopt the dog they hike with, allowing us to transition our resources to a new dog and create more turnover and save more dogs from shelters.

# VISUALS

Photography will be essential to our brand and style as we want to show first-hand the benefits of hiking and dog-adoption.

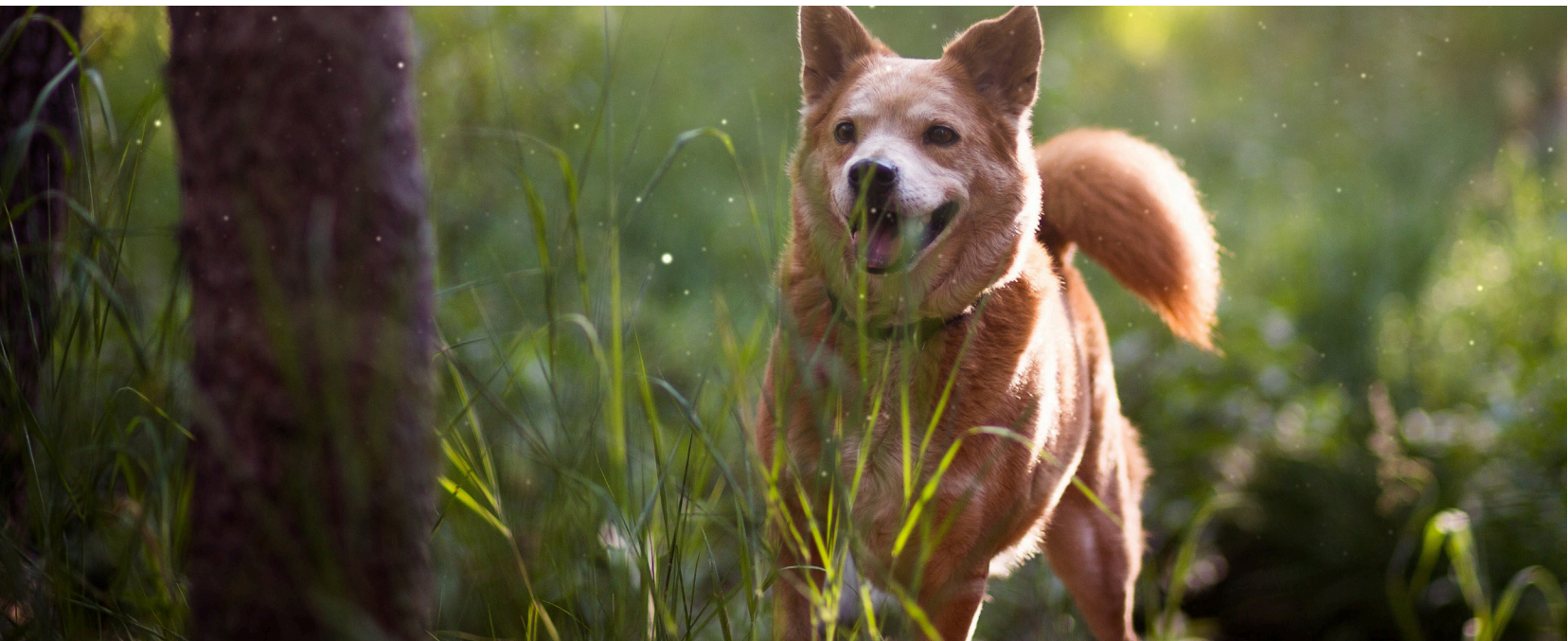
While we mainly want to use very realistic images, because we want our audience to feel the experience and make it seem as vividly real as possible, our logo will be an illustrated one. Mainly using flat images, it will have a playful feel to it that overall contrasts the realism of the images our materials will use. We feel this contrast will help with the overall fun tone of the nonprofit.

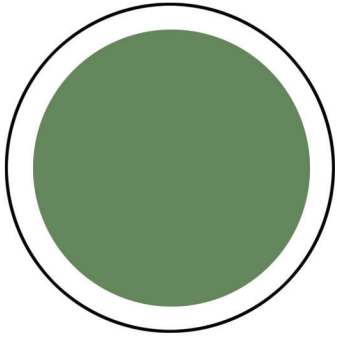
**AMATIC**

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

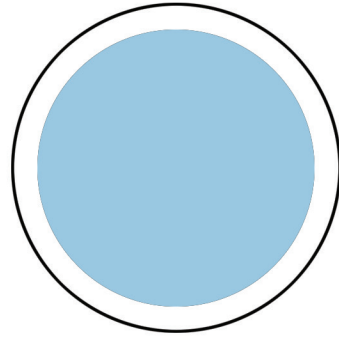
**Open Sans**

The quick brown fox jumps over the lazy dog

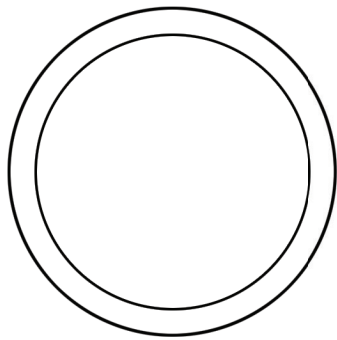




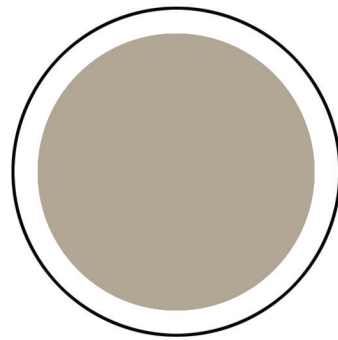
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**#99C7DF**



**#FFFFFF**



**#B2A694**

# MESSAGE

The overall message of Pups on a Path is that it is beneficial to go on a hike to stay fit and active, and the experience is amplified when accompanied by a dog. Not only because it increases the levels of enjoyment to have an animal join with you, but because it also can increase safety on the hike.

The nonprofit, Pups on a Path, will be able to back up this message by providing well-trained dogs to hikers that the hikers connect with. As long as our client provides a well-trained dog, the materials we create will fulfill our promises.



FLAT

CLEAN



PUPS ON A PATH

BRANDED





ON THE WEB







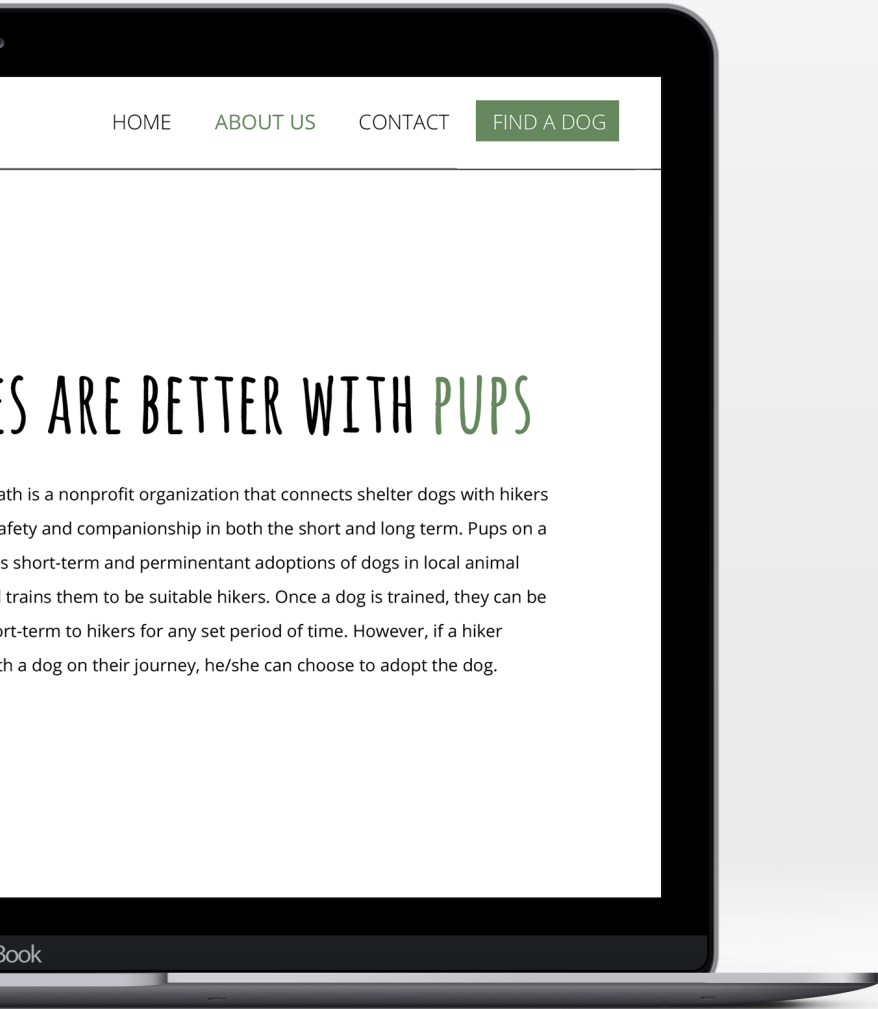
PUPS ON A PATH



# HIKE

Pups on a Path  
to provide s  
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## S ARE BETTER WITH PUPS

ath is a nonprofit organization that connects shelter dogs with hikers  
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Book

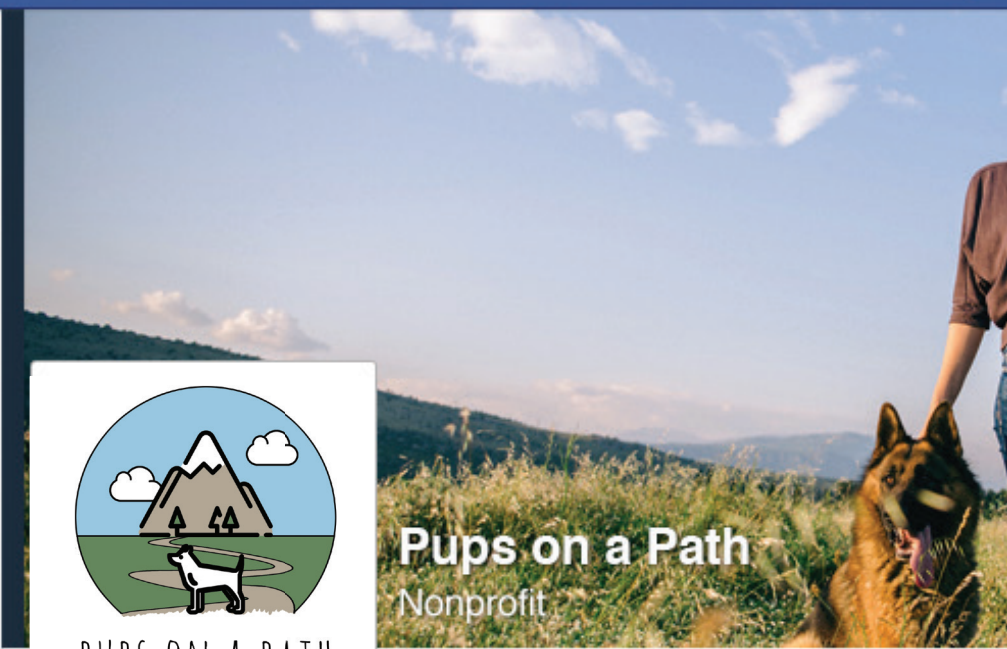


# OUR WEBSITE

Our website is a part of our brand, and it is a way for customers to get to know the core of Pups on a Path. From our website, viewers can find the story behind Pups on a Path, hear the touching, fun, interesting, and heartwarming stories that our customers have to share, find new trails to hike, and most importantly, find the right dog to accompany them on their next adventure.

The website is a way for customers to connect with Pups on a Path and learn more about our organization. It is not only a place for customers to learn about us and other customers' experience, but it is also a place for customers to share their own unique experiences. We hope that our website can be a medium that connects customers with dogs and brings them unforgettable memories.

Furthermore, for customers who lack the time or resources to adopt a dog, our website is also a place for customers to donate to the cause. Overall, our goal and the goal of the website is to help these dogs find a home, find a family, find a better future.



**Pups on a Path**  
Nonprofit

Timeline About Photos Likes

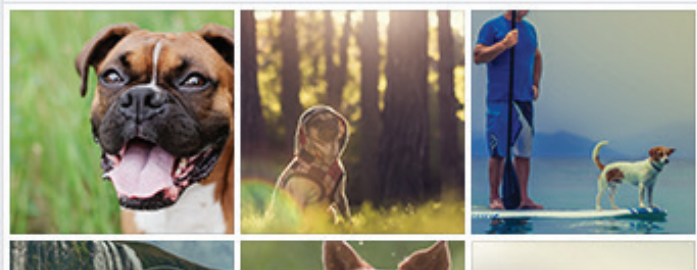
24k people like this  
Marijo Zlatic and 83 other friends

Invite friends to like this Page

**ABOUT** >

**Pups on a Path** is a nonprofit that connects hikers with dogs. So far we've adopted out nearly 4,000 dogs.  
<http://www.pupsonapath.com>

**PHOTOS** >



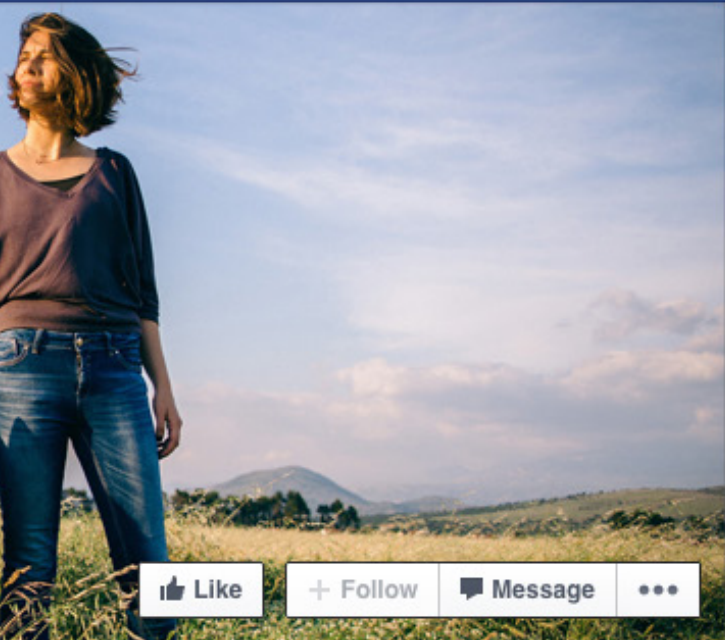
Post Photo

Write something...

**Pups on a P**  
38 mins ·

Meet Jamie & Atticus  
Pups on a Path after





 Like  Follow  Message 

Create Page

Recent

2015

2014

2013

Founded

Sponsored 

THE VALUE OF AN  
**IDEA LIES IN** THE  
USING OF IT.

Searchig for a designer?  
[behance.net/marijozlati](http://behance.net/marijozlati)


I'm always looking for new projects, experiences and career opportunities. If you like what you saw, feel free to contact me.

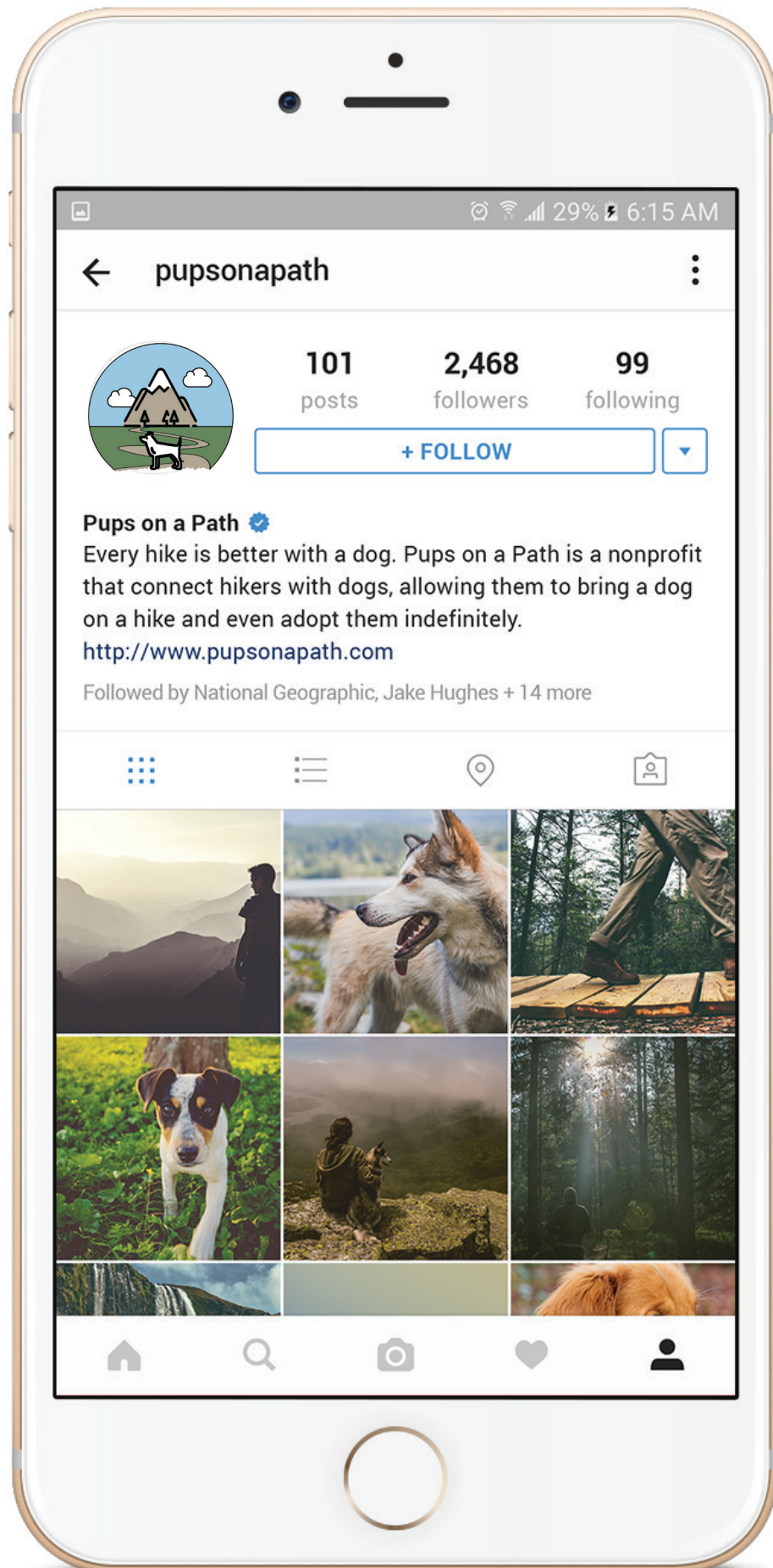
Post

ath

s! Jamie adopted Atticus about 2 years ago through a 3 month hike. They've been best buds ever since.



 Chat (45)



# SOCIAL

In addition to our website, we hope to use social media to raise awareness, connect people, and inspire communities. We plan on using the most popular social media platforms: Facebook, Twitter, and Instagram.

Our Facebook page will display plenty of photos, showcasing our dogs as well as sharing some wonderful memories from Pups on a Path. We will also be sharing videos and any events on this page, in hopes of motivating people to take a hike with a dog and, hopefully, adopt a dog. Furthermore, Facebook is a platform where people can communicate with us as well as with each other, we hope to use this platform to help share the success stories as well as inspire others.



Twitter is a place where we can tweet encouraging words, revealing the core of who we are. Through Twitter, we hope to reach even more people, and through building awareness, get more people invested in our cause - helping dogs find homes. This is a place for people to share short statements and responses and follow us to hear more about what we do, as well as get an update on new stories.

Instagram will be the place where people can see photos of our dogs, our customers, and who we are as a team. Through these photos, people can gain a better understanding of our dogs, their training process and the joy they can bring others. We hope that these photos will not only brighten someone's day but that it can inspire them to take a stand and join Pups on a Path.

Our end goal, through our social media is to raise awareness, to encourage people to join Pups on a Path, and to inspire people to adopt a dog. We hope that through these platforms, we can reach more people and bring more dogs a better life.



**Pups on a Path**

Sponsored

 Like Page

Meet Sophie, a Pups on a Path dog.



## Meet Sophie

Sophie was in a shelter before she was adopted by Pups on a Path. Now she goes on hikes with hikers on a daily basis.

[FIND A PUP | PUPSONAPATH.COM](#)

[Learn More](#)

  136

562 Comments 311 Shares

 Like

 Comment

 Share

# IT'S A MATCH!

You and Parker have liked each other.



Visit [www.pupsonapath.org](http://www.pupsonapath.org)

Or visit your nearest  
Pups on a Path location



PUPS ON A PATH

Find your new best friend!

# "TINDER" ADS

One of the most successful mobile dating platforms is Tinder. Since Pups on a Path's target audience is similar to that of Tinder's, we intend to create a web ad campaign that "matches" dogs to hikers, much like Tinder.

The UI is similar to Tinder in order to create recognition with our target audience. The familiarity will increase the appeal of the ad and will hopefully encourage more users to click in.

The ad is a bit ambiguous as well in order to increase clicks. We want our audience to get a feel for what Pups on a Path is all about, and that can be fully translated on our website. Therefore, our end goal is to direct users there.





IN THE REAL WORLD

# AD CAMPAIGN

On top of our website and social media, we plan on using print and video advertising to reach more people. We are aware that our target market is young and active, so we will need to incorporate tactics to attract and appeal to this group.

To start off, we plan on starting a series of print campaign that is inspired by Tinder - a dating app that is currently popular among the younger generation. This is a way to reach out to our target market, appealing to their sense of humor and desire for companionship. In this case, the companion is a dog, our message is that a dog can be a great companion and friend, one that can bring joy and wonder into your life.

Our video series will be focused on one of our dogs, taking the customer on a journey and letting them see the whole Pups on a Path process: from rescuing the dog to helping the dog get adopted. The video series will consist of two videos, one showing how Pups on the Path changed the dog's life and the other demonstrating how the dog was able to touch the life of one of our customers. Our first video - Journey - is about a dog named Sophie, telling her story of how she was abandoned to how she was rescued, to the point where she is now a Pups on a Path dog, accompanying people on hikes. Our second video - Home - is a heartwarming tale on how Sophie was able to rescue the life of Sarah, and the friendship and bond the two have developed since. While the video advertising moves away from the humor that is present in the print campaign, it aims to resonate with viewers, bringing them on this journey to a happy ending.

HIKES  
ARE  
MORE  
FUN  
WITH PUPS



[PUPSONAPATH.COM](http://PUPSONAPATH.COM)



# GRAB A DISC

The frisbee is an extremely effective way of helping customers bond with our dogs. We plan on handing frisbees out with each hike. That way, our customers can enjoy the fun experience of playing catch with the dog, either before, during, or after the hike. The game of catch and help create beautiful memories as increase the interaction between the customer and the dog. We aim to use the frisbee to help build a stronger bond and friendship in hopes to encouraging customers to adopt the dog.



# CALENDAR

The calendar is a way for us to thank our customers and show our appreciation. This will be our gift to anyone who decides to donate or take one of our dogs on a hike. With the calendar, customers can view the photos of the Pups on a Path dogs, helping them connect with us. The calendar will serve as a daily reminder, reminding them of our cause and of our dogs. We hope to use this calendar to not only thank our customers, but to remind them of our cause, encouraging them to join Pups on a Path by adopting a dog or donating. The calendar is also a way for us to build a relationship with our customers, proving that they matter to us.







CONSIDERATIONS

# AUDIENCE

Our focus is on young people in their 20s, particularly those fresh out of college and looking for a job as well as newlyweds. We are targeting this group because these are the people who are active and have the time to hike, but at the same time, may be looking for a pet companion. For young professionals, they may be looking for a dog that can keep them company when they return to their empty house after work. Newlyweds may be interested in adopting a dog to teach them responsibility prior to having their first child.

Specifically, we would like to focus our efforts in Denver. Denver is the 3rd most fit city according to the ACSM American Fitness Index® Data Report and is in close proximity to the Rocky Mountains. 18.74% of Denver's population is between ages 20-30, or close 108,000 people. Therefore, Denver provides a fairly large market for Pups on a Path to take on.

# COMPETITORS

Our main competitor, in terms of providing consumers with a lovable pet, are pet stores. Many people may choose to buy their pets from pet stores and breeders. However, we can differentiate ourselves by demonstrating how buying a dog is different from adopting a dog, because adopting a dog creates the warm feeling of knowing you're helping fight a cause. Pups on a Path is dedicated to helping unwanted, abandoned dogs find a good home.

In connection to pet stores, animal shelters and other animal programs - such as ASPCA - can also be considered a competitor, especially since they provide a similar service. However, our goal is to partner with local shelters so rather than view them as competitors, we would prefer to view them as partners. Furthermore, Pups on a Path is targeting hikers, young, active individuals which is different from the broad consumer base of other animals shelters/ programs. Pups on a Path provides customers with a chance to bond with the dog on a hiking trip, allowing a connection to be made on a whole different level.

On the other hand, our competitors, in terms of providing hikers with a companion, includes emergency/safety devices as well as other companions - such as friends and other pets. With an emergency device, hikers will not need a dog to seek help/aid in the event of an accident. The emergency device can provide the help, replacing the dog. However, emergency devices cannot provide the companionship and relationship that dogs can provide.

In terms of friends and other companions, dogs can be an addition to this group. Having a dog as a companion differs from having a human companion. Dogs can provide more fun and make the trip more interesting, accompanying the entire group.



# DRIVERS

Our goal is to raise awareness of Pups on a Path. In order to do so, a plethora of marketing materials will be created, as well as a website to provide information about the company. The website will be a place to link hikers and dogs, which is a vital component to Pups on a Path's success. Ultimately, we hope to attract more clients in hopes of finding new homes for more of our dogs.

We plan on measuring our ability to increase awareness and help more dogs find new homes. Measurements include conversion rate, which is how many people are attracted to our company because of our marketing materials. It will also include digital metrics connected to our website - such as click through rate, repeat rates - how often a consumer goes hiking with a dog, time spent engaging with the dog, and percentage of dogs requested a second time/subsequent times. In the end, it all comes down to seeing if adoption rates go up.





CONTACT



# PUPS ON A PATH

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