

2025 – ROBERTSON RALLY

PRESENTED BY TEAM 5

PAWLISHED



TO PERFECTION

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OUR TEAM



ALY CZERNIAK



MAR HART



MIA BUENO



**Holiday barn, despite being known for
their wonderful boarding service wants
to get more furry friends in the door for
their grooming services.**

Millennial and older Gen Z pet parents have deep connections with their dogs. They are willing to treat them to the best to grant them the fullest quality of life through grooming and outside activity.

**However, they face an issue.
These generations often live in
apartment complexes,
without a sense of a
connected community.**

“APPROXIMATELY 67% OF U.S. HOUSEHOLDS OWN A PET, DRIVING DEMAND FOR GROOMING SERVICES”

(LINDER)

If you are willing to drop hundreds of dollars on your next hair appointment, your dogs coat should be considered as well.

We conducted a survey to research the values of real Richmond dog owners.
Respondents revealed that:

90.5%

Value having other friends with dogs in their community.

95.7%

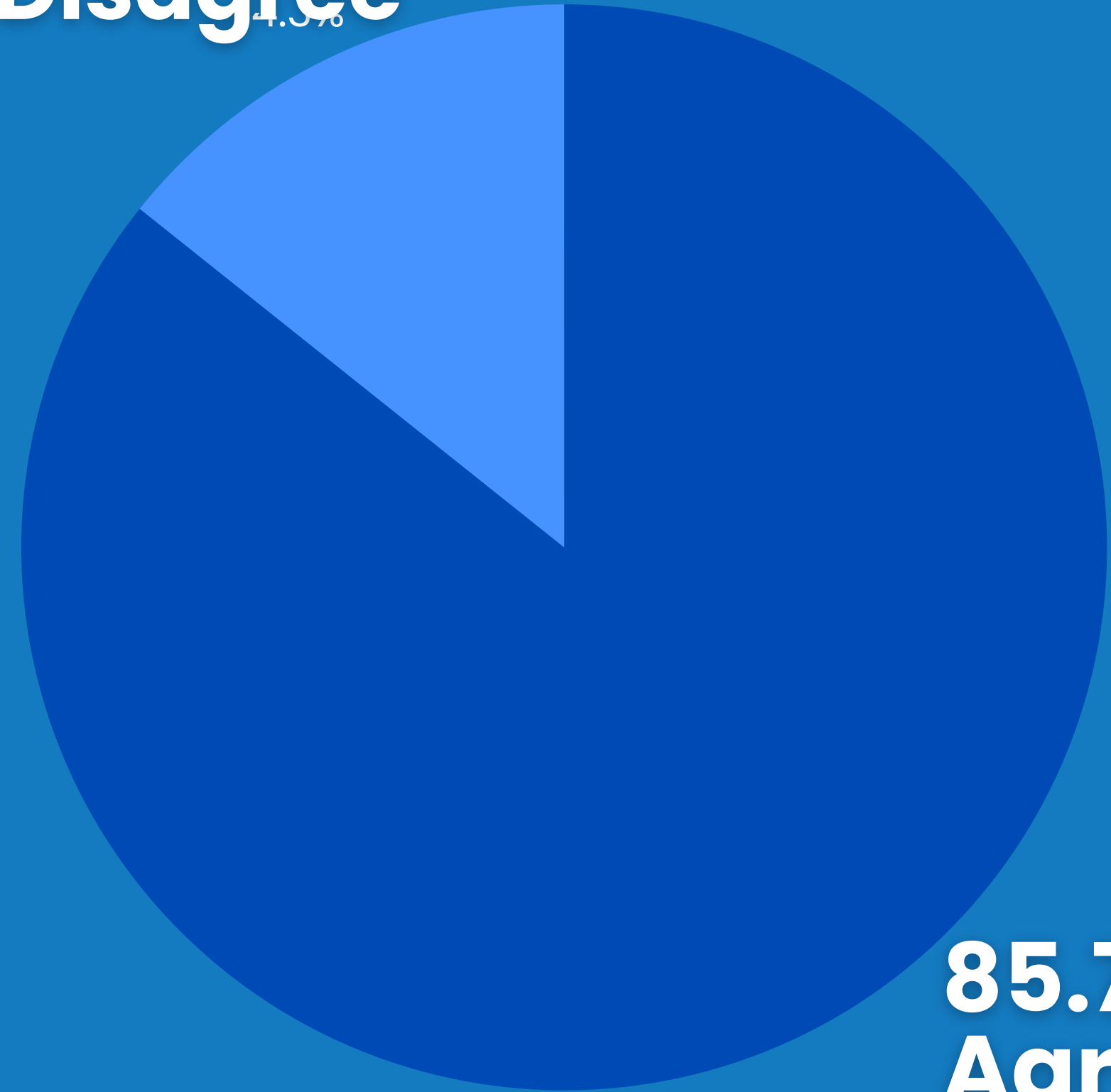
Believe that dogs can get lonely and value social connection with other dogs.

87%

Would take advantage of opportunities to socialize their dog with other dogs.

Agree or Disagree:
My dog's
appearance and
grooming is a
reflection of myself.
When my dog looks
scruffy or dirty,
that bothers me.

14.3%
Disagree



85.7%
Agree

PROBLEM

Many pet parents do not understand how to prioritize their dog's quality of life.

Big corporations do not offer the same quality of pet grooming as small business or create a sense of community.

There is not adequate awareness on the need for standard health practices and basic pet care.

OBJECTIVE

Foster an educational environment, while encouraging pet owners to enhance their dog's lives with our grooming services.

“DOGS THAT ARE PROPERLY SOCIALIZED ARE LESS LIKELY TO DEVELOP ANXIETY, AGGRESSION, OR FEAR-BASED BEHAVIORS. EXPOSURE TO A VARIETY OF PEOPLE, DOGS, AND ENVIRONMENTS HELPS DOGS LEARN HOW TO INTERACT APPROPRIATELY AND FEEL MORE COMFORTABLE IN DIFFERENT SITUATIONS.”

(CARBONE)

**Dogs are social creatures, providing
an enriching environment and
allowing social interactions can
help prevent dog loneliness.**

Dogs need friends too.

TARGET AUDIENCE

**YOUNG
PROFESSIONAL
PET PARENTS**

**MILLENIALS AND
OLDER GEN Z**

**PEOPLE WHO SEEK
COMMUNITY AND
ARE ACTIVE**

CATHERINE, 31



- **DOG MOM**
- **NEWLYWED**
- **TRAVELS OFTEN FOR WORK**
- **LIVES IN A SMALL APARTMENT WITH HER PARTNER**
- **ACTIVE**
- **RAN TRACK IN COLLEGE**

KAI, 24

- **ATHLETIC**
- **WORKAHOLIC**
- **OWNS A GOLDEN RETRIEVER**
- **LIVES IN A DECENT APARTMENT DOWNTOWN**
- **NOT VERY FAMILIAR WITH THE LOCAL AREA**



**MILLENNIALS MAKE UP THE LARGEST
PERCENTAGE OF CURRENT PET
OWNERS (33%), FOLLOWED BY GEN
X (25%) AND BABY BOOMERS
(24%).**

**AS YOUNGER GENERATIONS BECOME ADULTS,
THE DEMAND FOR PETS IS RISING.**

(Megna)

DELIVERABLES:

ENCOURAGING SOCIAL
ENGAGEMENT AND HEALTHY PETS.

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PARTNERSHIPS

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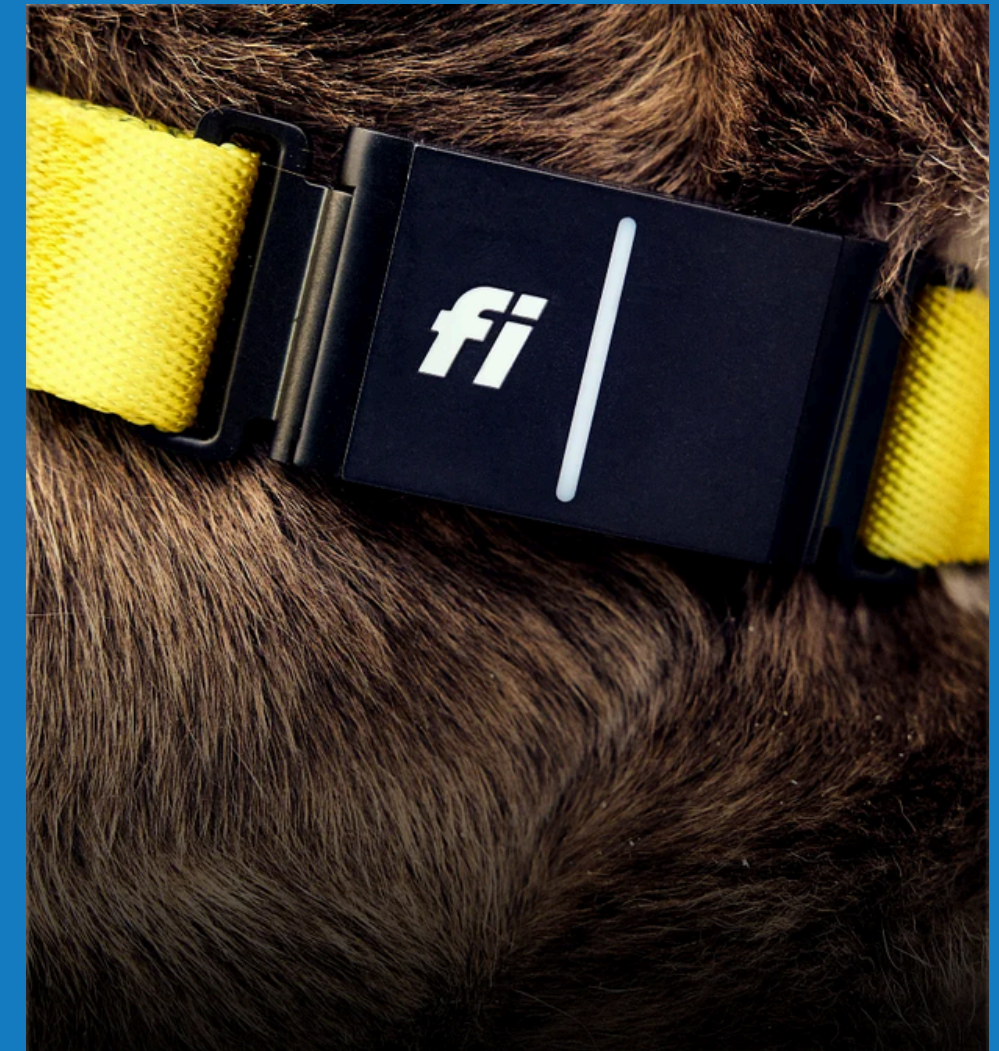
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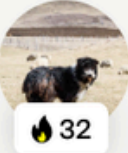


X









Otis

☆ 129,000 pts

🏠 5 yrs 2 mos

📷 [lenniedoggy](#)

#20

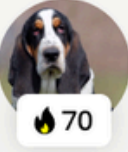


Ginger

☆ 128,700 pts

🏠 2 yrs 10 mos

#21

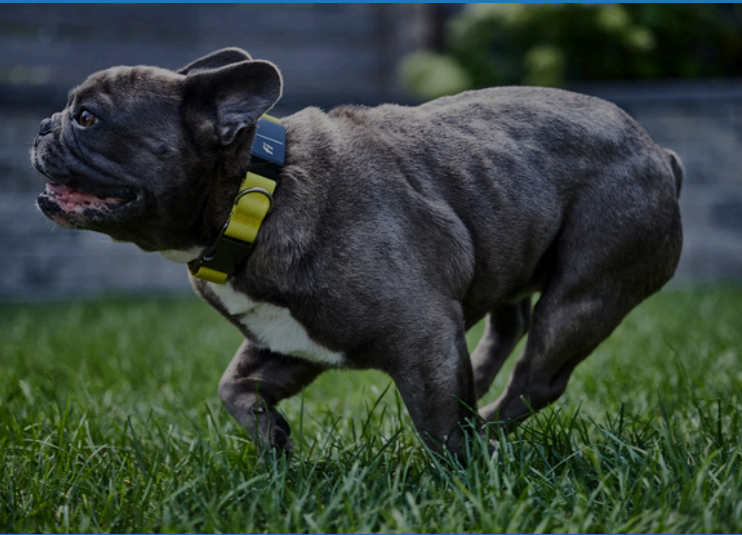
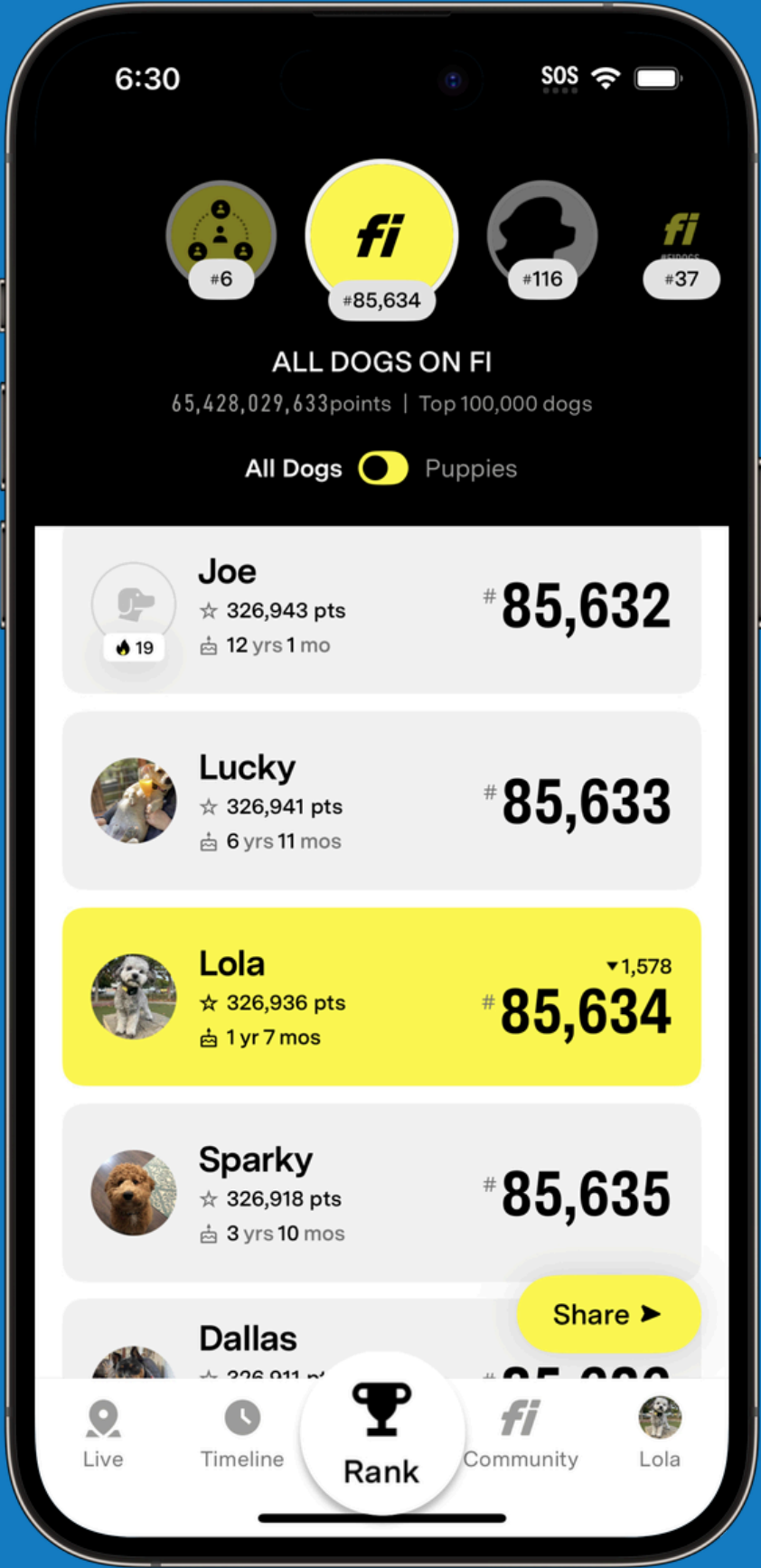


Gus

☆ 128,600 pts

🏠 5 yrs 4 mos

#22



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EVENTS WHERE THE DOGS GET MESSY

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COLOR RUN



Community Event for both pet parents and their dog to participate in a color run together.

Promotion for Holiday Barn grooming services.

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MUD RUN

Community Event
where pet owners come
together to get messy in
the mud.

**Option for mobile
grooming available at
the event.**



GET MESSY

Merchandise



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CAMPAIGN IDEAS

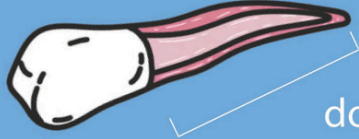
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DOGGIE

DENTAL CARE





2/3 of a
dogs tooth
is under the gum

4 IN 5
dogs have some sort of
dental disease by age 3

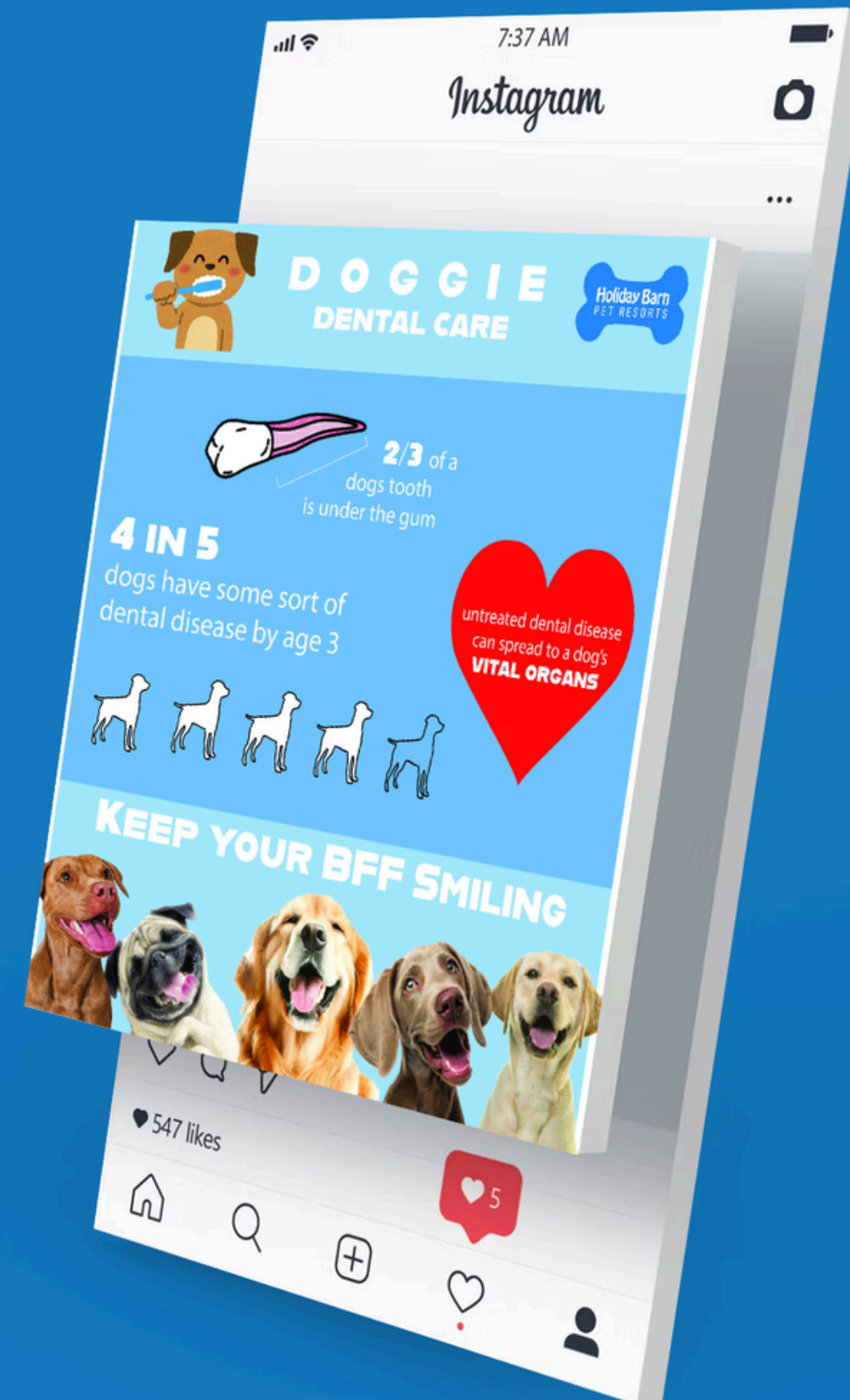




untreated dental disease
can spread to a dog's
VITAL ORGANS

KEEP YOUR BFF SMILING







Your Pet is a Reflection of You.
#lookgoodfeelgood



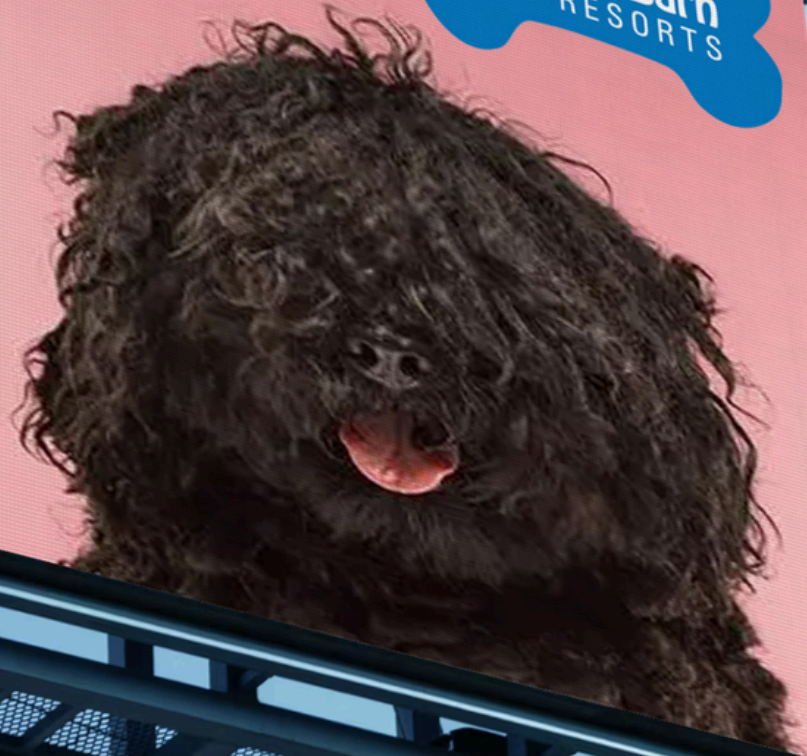


Your Pet is a Reflection of You.
#lookgoodfeelgood





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**YOUR DOG IS A
REFLECTION OF YOU.**

**PARENTS WOULDN'T WALK
AROUND WITH THEIR KIDS DIRTY,
SCRUFFY, AND DISHEVELED.
SO WHY SHOULD PET PARENTS?**



IT TAKES A VILLAGE.

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