



BARKBOX

Hailey Harmon, Brooke Lewis,
Emily McGuire



ABOUT BARKBOX



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- At BARK, the company strives to make dogs as happy as they make their owners. BARK understands that dogs and humans' are better together.
- The company has this understanding, so they are committed to creating the world's best products and experiences to satisfy each individual's dog's distinctive personality and preferences.
- BarkBox core benefit is: There's nothing like watching your dog with a new toy and treat!

What comes in a BarkBox?

- Every BarkBox has 2 innovative toys, 2 all-natural bags of treats, and a chew, curated from each month's unique themed collection.
- Example boxes include:
 - a. Sit, Stay, Spa Day
 - b. DogsGiving
 - c. An Autumn Tail,
 - d. Fairground Hounds
 - e. And many more!





ASSIGNMENT



Team PROJECT #5 ASSIGNMENT

Create an ad campaign (4-5 pieces) for BarkBox.





STRATEGY



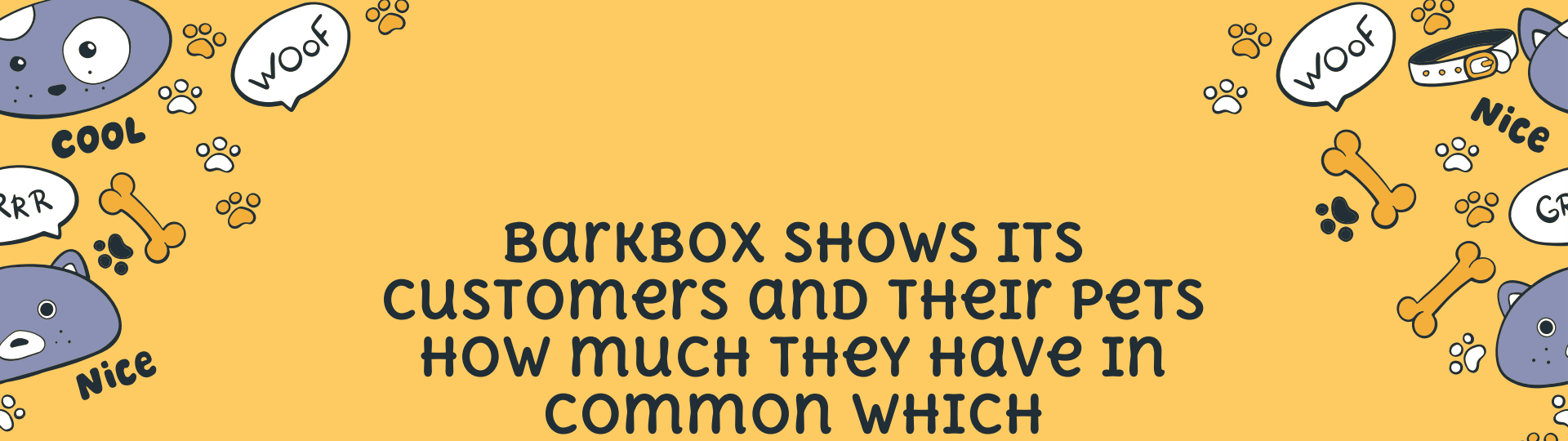
OUR STRATEGY IS...

- You never know what surprises are in the box that you are receiving.
- Our goal is to get customers to try out BarkBox for the first time (or continue their subscription/retention)
- People are always looking for fun ways to connect and bond with their dog.
- We want to really focus on the emotional connection that having a BarkBox brings to you and your pet. You are able to share a moment and the excitement of unboxing with your dog.
- Our tone will be playful and be a direct reflection of the tone that BarkBox uses on their platforms.
- Our strategy is to show that your dog is a reflection of you and your personality which is discovered through a purchase of a BarkBox.





BIG IDEA

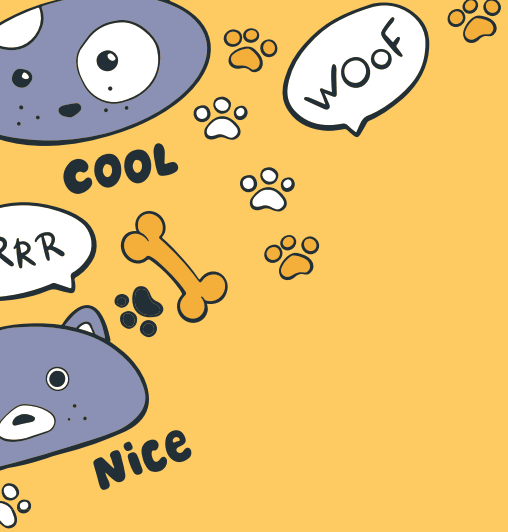


**BARKBOX SHOWS ITS
CUSTOMERS AND THEIR PETS
HOW MUCH THEY HAVE IN
COMMON WHICH
ULTIMATELY CREATES
BONDS.**

**THIS WILL ALSO BE EXPRESSED IN OUR TAGLINE: A
PERFECT MATCH ALL FROM THE CONTENTS OF A
BOX.**



EXECUTIONS



PRINT



Who says a dog can't have a sweet tooth, too?

With every purchase of a BarkBox comes a unique surprise. You might even find out similarities that you and your pet have in common. Unleash a new and deep connection through a monthly subscription with BarkBox and bond with your pet in a new way.



BARK-BOX

A perfect match all from the contents of a box.



That awkward moment when your dog starts developing your drinking tendencies.

With every purchase of a BarkBox comes a unique surprise. You might even find out similarities that you and your pet have in common. Unleash a new and deep connection through a monthly subscription with BarkBox and bond with your pet in a new way.



A perfect match all from the contents of a box.



You named her Princess,
now treat her like one.



With every purchase of a BarkBox comes a unique surprise. You might even find out similarities that you and your pet have in common. Unleash a new and deep connection through a monthly subscription with BarkBox and bond with your pet in a new way.



A perfect match all from the contents of a box.



Awkard moment: when your dog begins to act just like you.



With every purchase of a BarkBox comes a unique surprise. You might even find out similarities that you and your pet have in common. Unleash a new and deep connection through a monthly subscription with BarkBox and bond with your pet in a new way.



BARK-BOX

A perfect match all from the contents of a box.



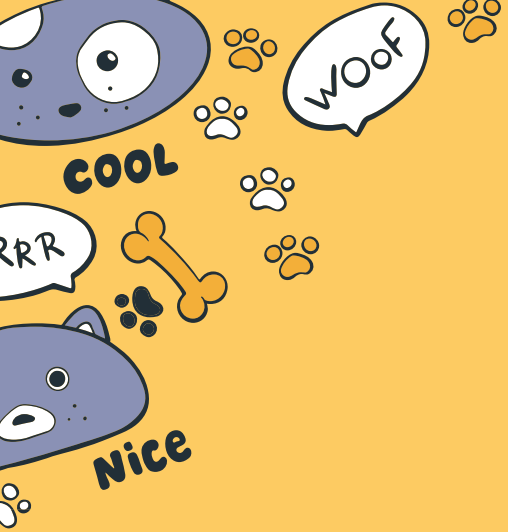
You two go together like peanut butter and jelly. Like Bark and Box.

With every purchase of a BarkBox comes a unique surprise. You might even find out similarities that you and your pet have in common. Unleash a new and deep connection through a monthly subscription with BarkBox and bond with your pet in a new way.

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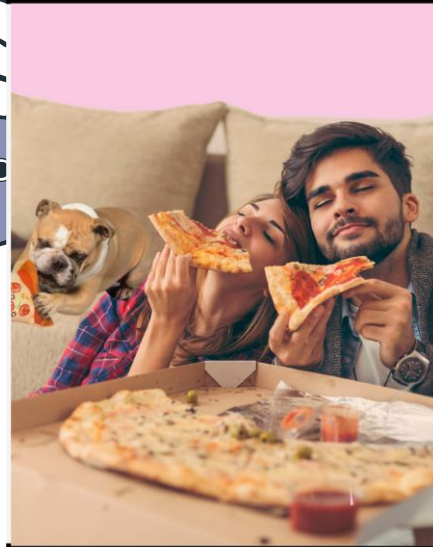
BARK=BOX



SOCIAL



barkbox



8,924 likes

barkbox: Pizza date! This time you made sure Sparky got to join the action with his toy so he doesn't resort to stealing off your plate again

barkbox



8,924 likes

barkbox: SMILE! This polaroid came out so dog gone cute! Princesses photo skills are no longer "under developed "

barkbox



8,924 likes

barkbox: Your dog asked to play with you, and you let him. We will keep the secret that his controller isn't plugged in

barkbox



8,924 likes

barkbox: You trained Zeus well! He knows all your best angles. He's the secret behind your success and the man behind the camera.



Nice

GR





BARK BOX BarkBox ✓
@barkbox

Your dog is the newest director on set. The movie hes directing? A new exclusive documentary on chasing squirrels.



10:22 AM · 3/23/21 · [Twitter Web App](#)

37 Retweets **3** Quote Tweets **326** Likes

BARK BOX BarkBox ✓
@barkbox

Bone-jour! It's a beautiful day to put on your matching berets and watch the sunset together.



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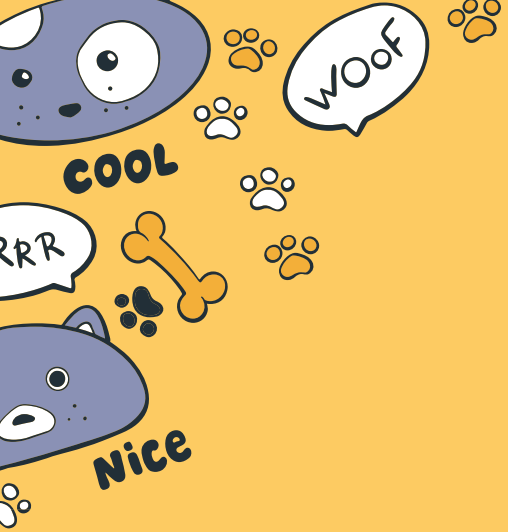
BARK BOX BarkBox ✓
@barkbox

You finally got Fido a phone so he can arrange his own play dates at the dog park and send you selfies while you're at work.

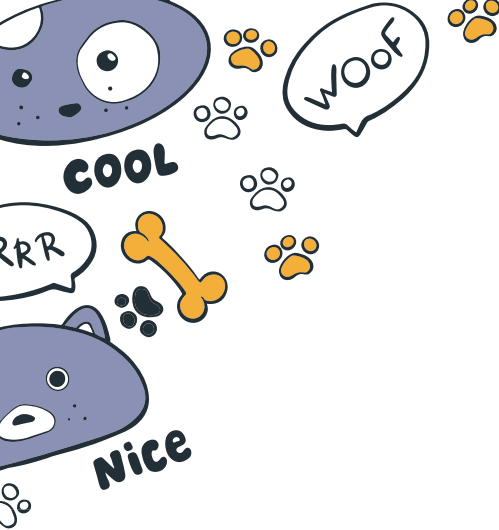


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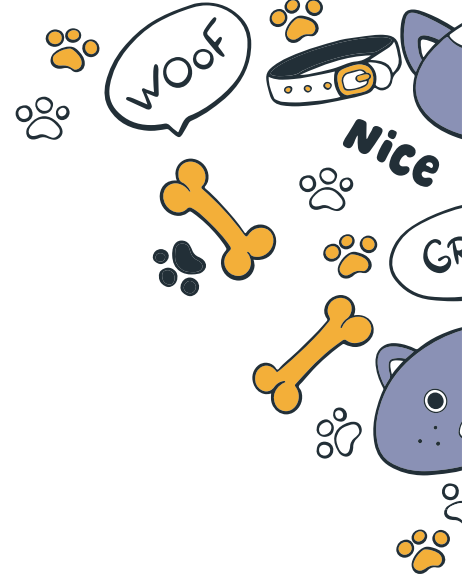


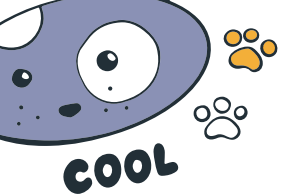
OOH



For a limited time only, BarkBox is coming to your local PetSmart and partners up with Ben and Jerry's Ice Cream. BarkBox is a subscription services that spills over one million dogs every month with things such as toys, treats, and a chew all dedicated towards the month's unique theme. Like what you see? Take our quiz dedicated to your pups personality and discover what could be in your uniquely designed BarkBox.

A perfect match all from the contents of a box.





THANK YOU!

Emily McGuire: Art Director

Hailey Harmon: Copywriter & Art Director

Brooke Lewis: Copywriter

