



Wag N' Wash

PROMOTING UNCONDITIONAL LOVE



ABOUT

Wag N' Wash Natural Pet Food & Grooming is a Colorado-based pet store with 16 stores in eight states. Understanding that pets are cherished family members, Wag N' Wash only stocks the healthiest food brands, the safest (and allergy-free) grooming products, and the best pet supplies on the market.

SITUATION

Wag N' Wash is committed to inclusion, and Pride Month (June) represents the perfect opportunity to celebrate and focus on what matters – unconditional love. Pets do a fantastic job of demonstrating love that knows no boundaries between breeds, colors, and species. As a result, Wag N' Wash created a heartwarming campaign that is easy to support.

OBJECTIVES

- Support Wag N' Wash's inclusivity campaign with a fun promotional kit to give to customers.
- Capture customer attention and interest in the campaign and the company's mission.
- Ensure the kit items tie into the campaign and align with the company brand.
- Gain brand exposure and impressions as recipients and their furry family members use the kit items.

SOLUTION

Working closely with her client, Foxtrot Account Manager Jess Seletzky sourced rainbow-colored tennis balls, frisbees, and pens for the campaign. Jess worked with suppliers to ensure the artwork for each item perfectly represented the Wag N' Wash brand and that the kits would be available for the June launch.

“WE'RE SO EXCITED TO CELEBRATE ALL THE WAYS OUR PETS TEACH US HOW TO SPREAD LOVE AND KINDNESS, AND THESE KITS WILL BE A GREAT WAY TO HELP US DO THAT. WE CAN'T WAIT TO HAND THESE TO OUR CUSTOMERS.”

Kristen Risby, Vice President of Marketing, Wag N' Wash

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