

STUDIO llc.

# CREATIVE BRIEF

PROJECT: FreshPet website refresh

CLIENT: Freshpet

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Proprietary and Confidential

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## I: ASSIGNMENT BACKGROUND

### 1. What assignment are we talking about?

Freshpet is a super-premium brand of pet food for dogs and cats that's made from all natural ingredients. It not only tastes like real food. It **is** real food, made from the best ingredients that are cooked and never rendered. They offer a range of meals and treats for pet owners who only want the absolute best for their furry loved ones. Quality and freshness is key. In fact, Freshpet is the only pet food brand with its own refrigerated section in supermarkets.

Right now they are considered a boutique product with real untapped potential for higher visibility and by extension higher sales. Freshpet would like to build on this current perception and convert curious potential consumers and product dabblers into brand loyalists by refreshing their website from top to bottom.

The Freshpet website as it stands is unwieldy and confusing. Rich content is lost. They need to create an online presence that embodies a clear, compelling brand philosophy and provides an engaging, easy-to-navigate experience so consumers can easily get the product information they are looking for and have some fun while doing it.

Subsequently, Freshpet has asked Studio LLC to explore the best way to accomplish this. During an initial discovery phase, Studio will asses the design, content and structure of their current website and make recommendations on how best to exploit what they currently have and present a compelling vision for what they can change and generate to give them a whole new identity online. SEO will be a key player to this phase as well.

## 2. What is the campaign trying to achieve?

Through a brand new, compelling philosophy-forward website, Freshpet seeks to differentiate themselves by communicating that they are the brand for pet lovers who truly only want to feed their cats and dogs like they feed themselves and their families, putting a premium on fresh healthy ingredients. . . Ultimately, the site should:

- Put the Freshpet brand story front and center – exciting both emotional and rational buyers
- Communicate the brand philosophy in a fresh and compelling way
- Make it easier for consumers to learn about products that are most relevant to them and provide access to locations where they can buy those products

## 3. What is the plain truth about the assignment?

Freshpet is in a prime position to connect with pet enthusiasts who will in turn buy more of the product and evangelize to friends and family to create greater traction in the marketplace. Their core product offerings - less processed, gently cooked fresh food - are compelling and persuasive. They just needed to be repackaged in a way that generates

excitement. Studio must illustrate how a more efficient, robust web presence will help them do this.

## II: CUSTOMER BACKGROUND

### 4. What do we know about our target?

Our primary target doesn't look at their pets as animals. They are "furbabies" - almost seemingly on the same level as their own children, or the children they never had. They are passionate pet mommies and daddies who have a soul connection with their four-legged charges. They keep up on the latest fads, trends and health-related pet information. Passion and fierce love informs every decision they make. To this end they research online, confer with other pet owners, are always curious about the latest products that will help their pets lead healthier happier lives and are open to mingling pet products to ensure they only get the best, healthiest food.

### 5. How do they view Freshpet now?

Freshpet has the highest ratings among users and non-users alike. The trick here is to convert awareness into purchase and loyalty.

### 6. Why should they think this way?

Because Freshpet is just as passionate as they are about pet nutrition, and they show this passion by creating the best food imaginable for cats and dogs. All of their products have been developed with the pro-active, health-conscious pet owner in mind.

## III: THE BIG IDEA

### 7. What are the key ideas and experiences we need to emphasize?

The Website needs to make potential consumers feel more empowered in their decisions, and confident that Freshpet is taking a stand for all pets by providing fresher, healthier food - because they really deserve to eat just like we do. We also need to help them find the

right product, and help them find it in their area. By providing a key path to product and purchase, our confident pet parents will in turn become evangelists for the brand.

## 8. What is the desired customer action?

*Driving acquisition/conversion:*

- Freshpet.com should help pet parents decide on the right product for their pet and learn clearly where to buy those products

*Build brand loyalty:*

- Sharing and learning through experiences with social media; happy pet parents will evangelize our brand on the site and other channels

## IV: EXECUTIONAL CONSIDERATIONS

### 9. What personality should it convey?

The personality of the site should be buoyant, light, encouraging and most of all, informative. The unique intensity specific to the personalities of passionate pet-owners should be leveraged to create moments of humor or longer-engagement through programs down the road (contests, feedback on the Facebook page, etc).

Tonally, the Freshpet website should mimic the brand in the spirit of the following: confident, proud, informed, unique, knowing, authentic, accessible, and human

### 10. What are the mandatories?

**Site and Site Content should:**

- Stray from industry paradigms
- Be clean, simple, and easy to navigate
- Include call-out areas where we can highlight new products/campaigns
- Be social in nature (eg. feature UGC, commenting, etc.)
- Capture consumer information and reviews by encouraging e-newsletter sign-up
- User flow should bring the path to conversion to life
- Allow multiple ways in: not all journeys start the same

- Develop in Wordpress with editable back-end
- Optimize content, copy and flow for SEO
- Request all appropriate access at least 48 hours before needed
- Include 4 weeks of time post launch for optimizations in SOW
- Site should be trackable through Google Analytics
- Mobile – set up for success in mobile, responsive design of site ensures success