

A Smarter Way to Launch for Pet Owners.

A social and digital launch introducing Tavo Pet's Shell Bed through authentic creator storytelling.

A₂. INFLUENCE

TAVO



Content Spotlight



Nicole Spender.



Claudia Williams.



Camille Nichelini.

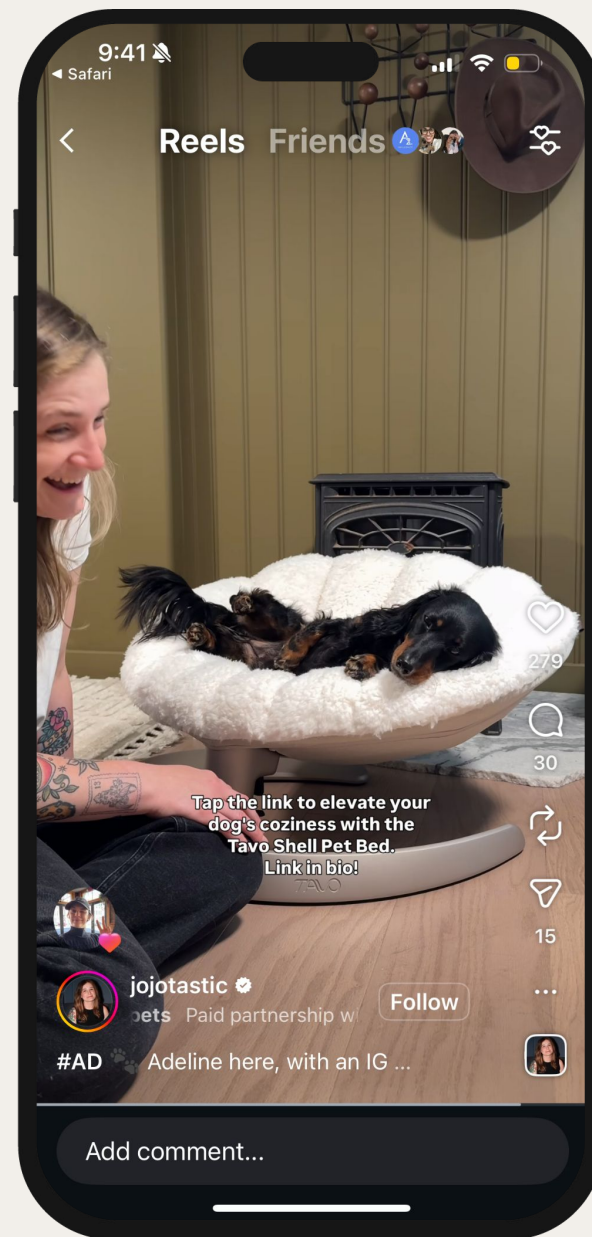


Joanna Hawley McBride.



From Organic Storytelling to Paid Performance

Organic Content



High quality influencer lifestyle content posted organically by creators

Paid Media Creative



Influencer content converted and optimized for paid media ads

Our Strategy

- **Branding at Point Zero**
Branding within first frame
- **Strategic Overlays & Ad Copy**
Brand messaging with product benefits
- **Clear Call to Action**
Conversion-focused shop now CTA
- **Distinct Brand Assets**
Branded elements to drive brand recognition
- **Safe-Zone Optimized Design**
Built around platform UI and cropping
- **Sound-Off Storytelling**
Optimized for silent autoplay environments
- **Short-Form Cutdowns**
Under 15-second edits built for scroll-stopping impact

Social Impact

584.2K Total Views

with limited paid amplification

13.2K Link Clicks

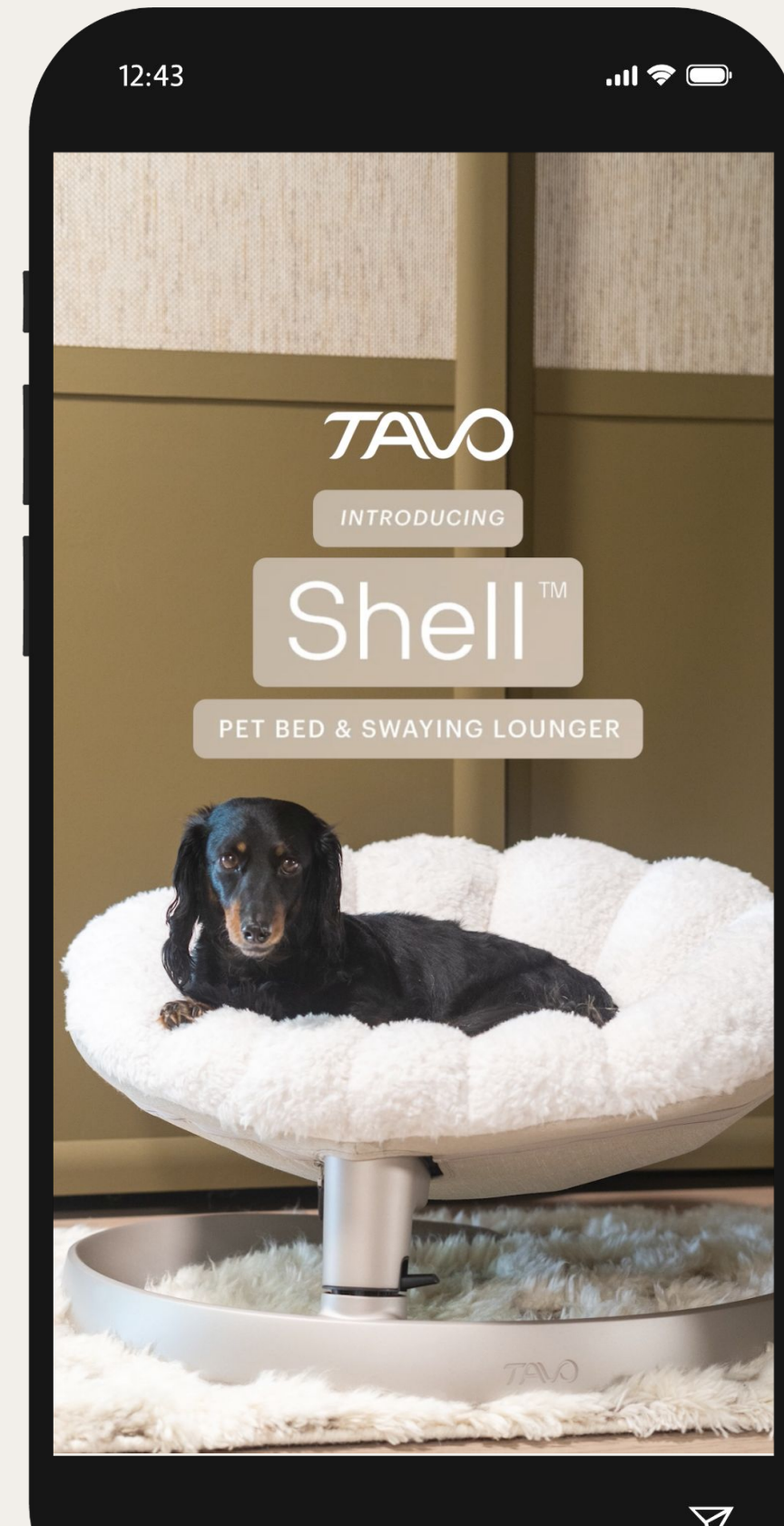
prompting direct product exploration

5,185 New Followers

+10% audience growth

9.61% Interaction Rate

2.5X above industry benchmark



Creative Strategy

Social Influencer

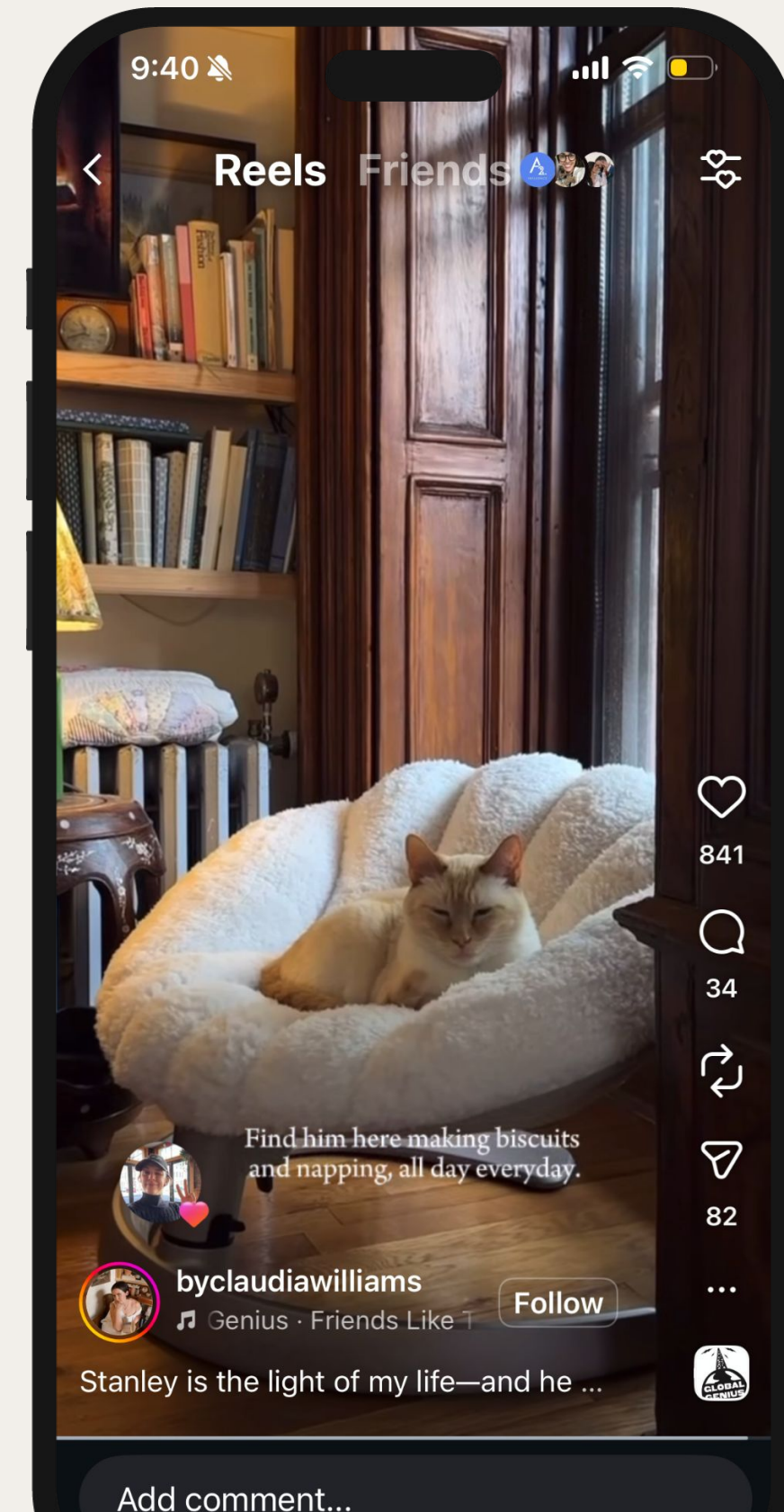
Social-first, authentic creator content

Storytelling

Real life pet storytelling built for feeds

Extended Usage Rights

Content designed for extended and omnichannel usage



Audience Focus

Pet Lovers

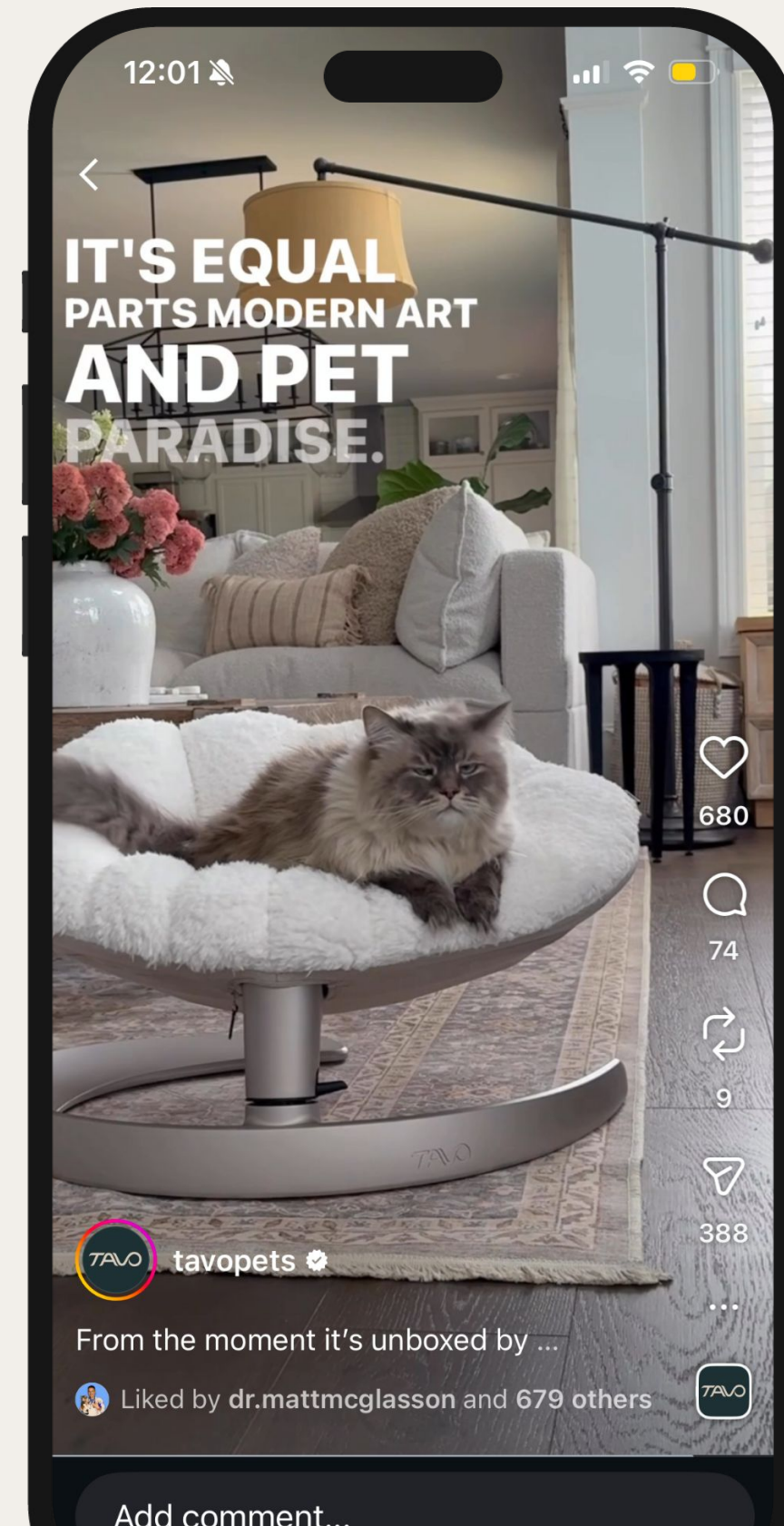
Built specifically for pet owners and animal enthusiasts

Creator Voice

Trust-driven storytelling through authentic creator voices

Lifestyle

Designed to feel native to pet culture



Organic Performance

Influencer	Link to Content	Views	Likes	Comments	Total Interactions	Organic Post Interaction Rate*
Niki Spender	LINK	4,521	1,500	45	1,522	33.7%
Claudia Williams	LINK	11,453	741	32	897	7.8%
Camille Nichelini	LINK	13,965	910	12	1,122	8.0%
Joanna Hawley Mcbride	LINK	9,647	217	30	263	2.7%

*(Total Interactions / Views) * 100
Benchmark: 3.9–5.9%