

# A Smarter Way to Launch for Pet Owners.

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



# Content Spotlight



Nicole Spender.



Claudia Williams.



Camille Nichelini.

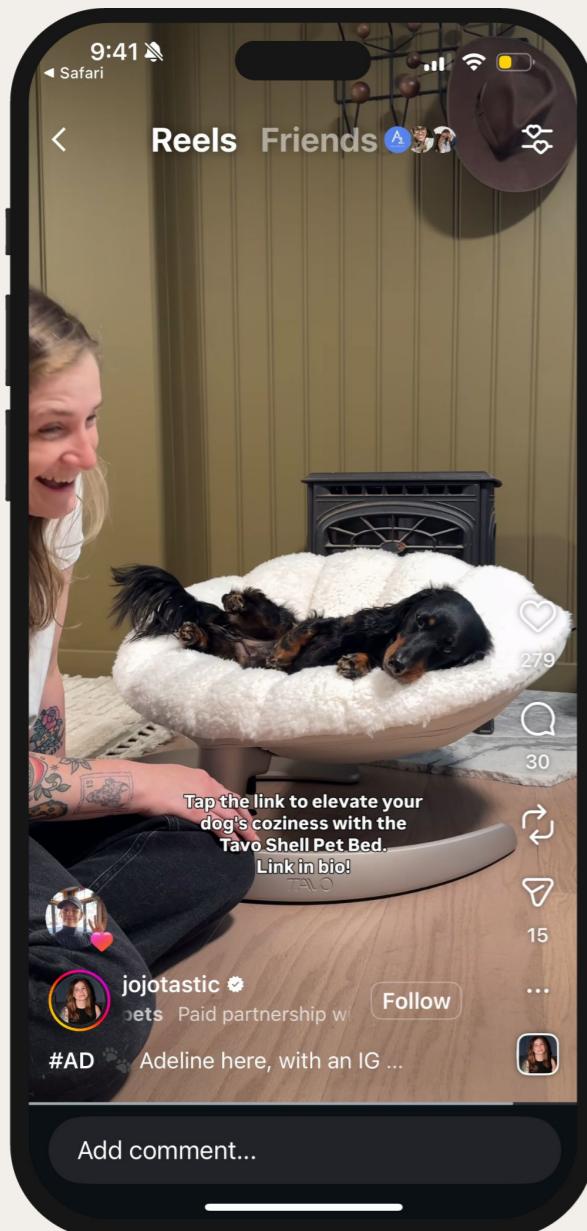


Joanna Hawley McBride.

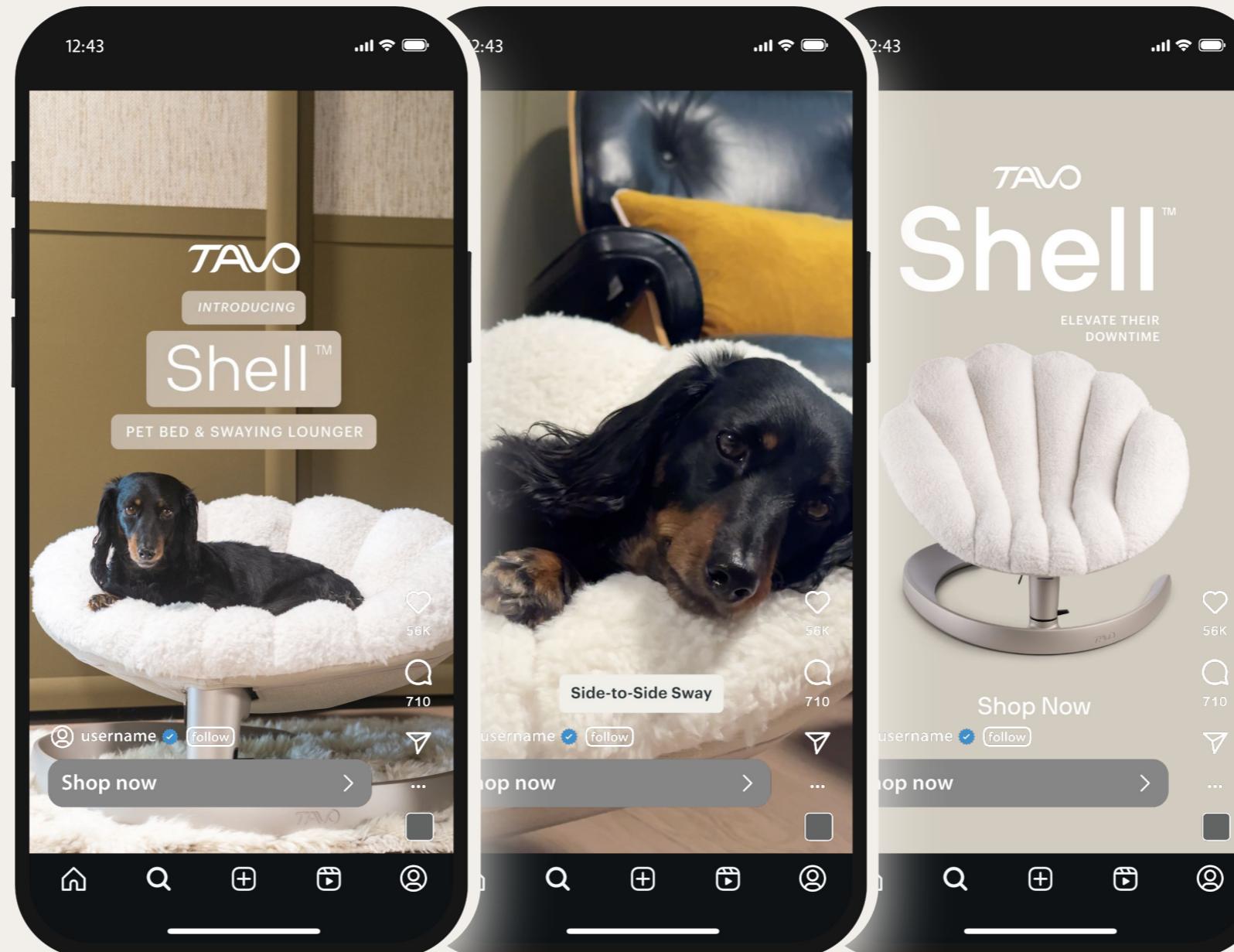


# From Organic Storytelling to Paid Performance

## Organic Content



## Paid Media Creative



High quality influencer lifestyle content posted organically by creators

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

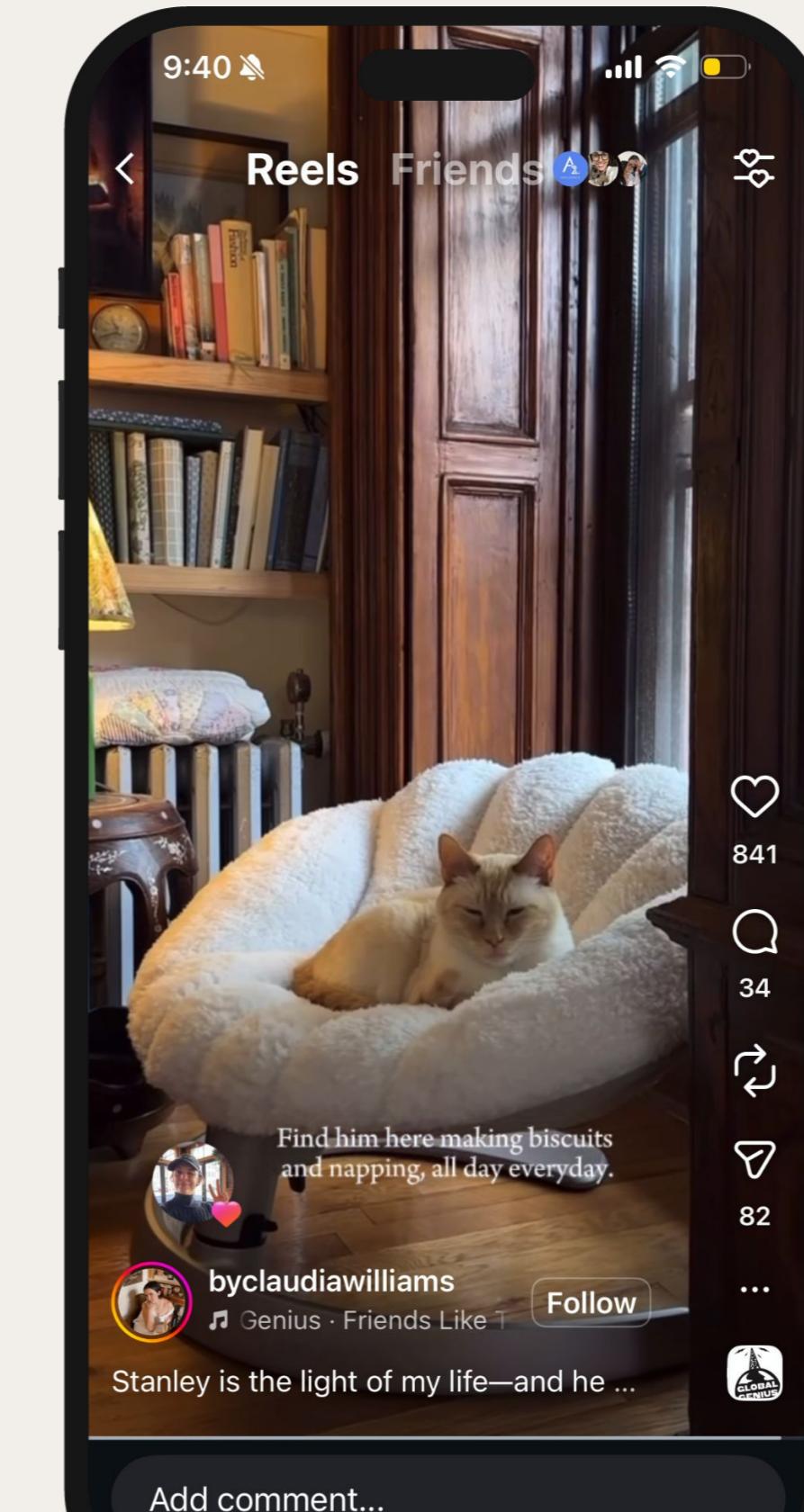
Social-first, authentic creator content

### Storytelling

Real life pet storytelling built for feeds

### Extended Usage Rights

Content designed for extended and omnichannel usage



## Audience Focus

### Pet Lovers

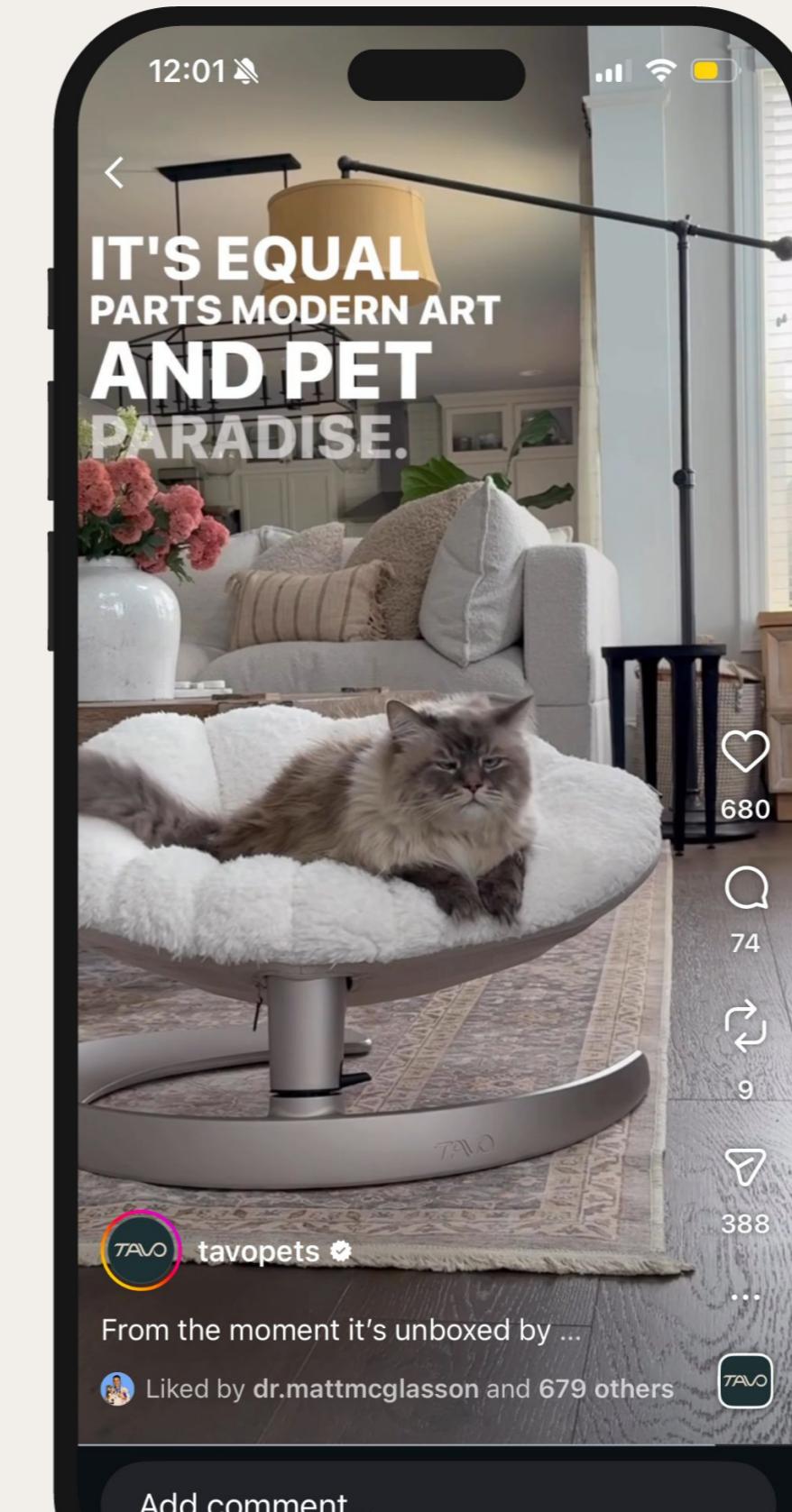
Built specifically for pet owners and animal enthusiasts

### 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	<a href="#">LINK</a>	4,521	1,500	45	1,522	33.7%
Claudia Williams	<a href="#">LINK</a>	11,453	741	32	897	7.8%
Camille Nichelini	<a href="#">LINK</a>	13,965	910	12	1,122	8.0%
Joanna Hawley McBride	<a href="#">LINK</a>	9,647	217	30	263	2.7%

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