

CLIENT OVERVIEW

- National pet brand manufacturer
- Products carried in over 500 stores
- Looking to establish new revenue stream via DTC
- Looking to reach consumers directly with the ability to add ecommerce



BUSINESS OBJECTIVES

- Create the unique TrueBlue brand story and USP
- Create a more user-friendly and more visual product story with improved navigation
- Reorganize and more thoroughly integrate blog content throughout the product story to improve conversion and trust-building
- Dramatically improve SEO performance
- Implement a fully responsive solution
- Build out a robust product locator
- Market & merchandise the website to increase average order size and optimize profits



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RESULTS

24% of Visitors Visited the Ingredients Page

78% of those Visitors Completed their Purchase



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PRODUCT & BRAND POSITIONING

- Created a Vibrant USP story focusing on the ingredients and how they benefit pets
- Added emotive warmth to engage the target market by illustrating the main ingredients.
- Highlighted the vet experts that created + tested the products to make the safest product

Science & Nature Combined to Create the Best Products for your Pet

Our ingredients were tested by a team of Vets from Washington State Vet School.

Their expertise and advice helped us develop effective and safe combinations that are safe for you dog.



Fast and Fresh Dental Swipes

\$14.99



Super Easy Ear Wipes

\$14.99



Safe and Sure Eye Wipes

\$14.99



Aloe Vera

Contains proteolytic enzymes which do double duty to benefit both the skin and coat! It repairs dead skin cells and leaves the coat smooth and shiny.



Avocado

Moisturizes both the skin and coat by replenishing essential nutrients like fatty acids, carotenoids, vitamins and antioxidants such as vitamin E and C.



Chamomile

Provides intense nourishment to hair that makes the coat shiny and lustrous. Cleans and conditions the scalp, reducing the risk of dryness and itching.



Cucumber

Soothe inflamed or irritated skin with vitamin C and caffeic acid both of which And its high water content means it's great for hydration.



Grapefruit



Green Tea



Honey



Honeysuckle



Add Direct To Consumer Content to Website

- Create content to educate customers directly on the products and the best way to use them
- Maintain manufacturer content, introduce
- Set up Google analytics and ecommerce flow to learn directly from the customers and make changes to website and products based on their direct insights



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trueblue™

trueblue
the best care for your best friend

shop - our natural ingredients about us - do the right thing - **healthy pet tips**



HEALTHY PET TIPS BLOG

Stay up to date with our latest healthy pet tips. Subscribe to our newsletter below and save 10% on your next order!

LATEST ARTICLES



How often can I bathe my dog?



What's the best way to remove eye stains?



Does my dog need conditioner?



The Importance of Dog Wellness



How often can I bathe my dog?



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MARKETING & MERCHANDISING

- While keeping the brand focused on blue as per the client's guidelines, we also needed to create engagement with color and warm pictures
- To create credibility and educate consumers about the products, we added blog posts and created a giving back program.
- The products were organized by their function to easily let customers shop by their pet's needs
- To optimize profit, we created product bundles and discount that incentive multiple purchases

RESULTS

AVG CART SIZE INCREASED BY 70% !
BLOG POSTS VIEWED BY 40% of VISITORS

HEALTHY PET TIPS



How often can I bathe my dog?

Pets live in closer quarters with us than ever before, including in the bed with some of us, many pet lovers are wanting to keep...



What's the best way to remove eye stains?

Eliminating stubborn, unsightly tear stains is a real challenge. The tear stains are extremely stubborn and notoriously difficult to get rid of, but the skin around...



Does my dog need conditioner ?

A Good Conditioner Benefits the Coat and the Skin! For humans, we think of hair care and skincare as two separate things. But since our...

Buy any TWO Products, SAVE 10%. - Buy any THREE Products, SAVE 15% - (Discount code BUY2 or BUY3)



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WHOLESALE & RESELLERS

- Created a robust store finder to drive sales to retailers
- Created a reseller sign-up program to quickly onboard new resellers
- Created a wholesale platform for resellers to enter their orders directly on the website.
- Built a robust, multiple touch point email program for consumers and wholesalers



RESULTS

STORE LOCATOR USAGE - 60%

WHOLESALE PLATFORM - Increased orders by 15%

NEW WHOLESALE APPLICANTS - Increased by 35%

STORE LOCATOR - TRUE BLUE PETS

Libby and Leaf
15 mi
110 Associates Lane
Indian Trail, North Carolina
28079
United States
704-708-4027

Paws & Claws
92 mi
1803 Augusta Street-Suite C
Greenville, South Carolina
29605
United States

Map
Satellite

BEFORE



Welcome to TrueBlue!



Just like you, all of us at TrueBlue are pet lovers — and we're dedicated to developing products that make our best friends as happy and healthy as they deserve to be!

Wellness is as important for pets as it is for the human members of our families. TrueBlue products offer easy to use yet super-effective pet care solutions that promote optimal pet health.

We believe that Wellness starts with preventative health maintenance. Regular use of TrueBlue products can help guard against some common ailments of the skin, teeth, and ears. And that means not only happier pets, but fewer costly vet visits as well!

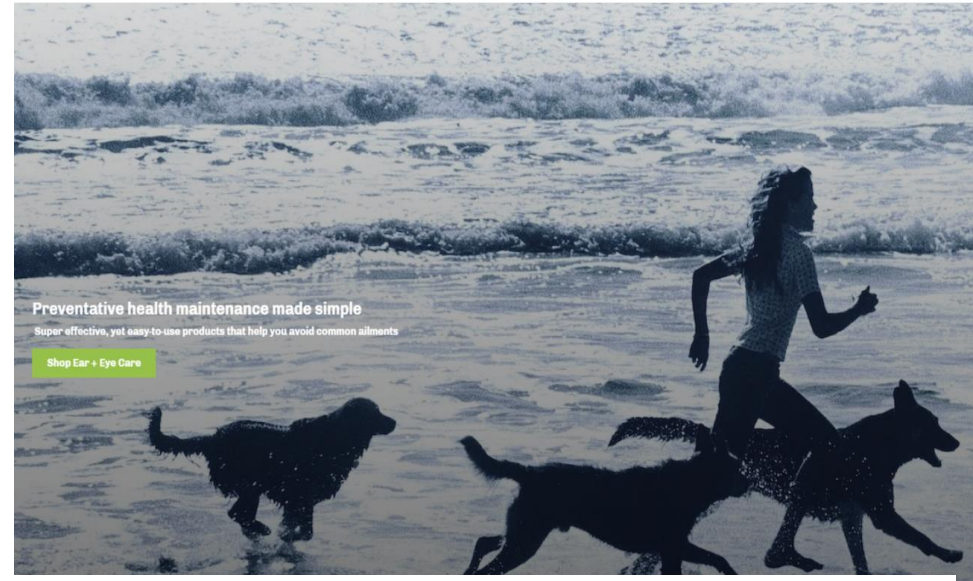


AFTER

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trueblue
the best care for your best friend

shop - our natural ingredients about us - do the right thing - healthy pet tips -



OUR NATURAL INGREDIENTS



Fast and Fresh Dental Swipes



Super Easy Ear Wipes



Safe and Sure Eye Wipes



Super Fresh Body & Paw Wipes

Shop All Products



Our Ingredients

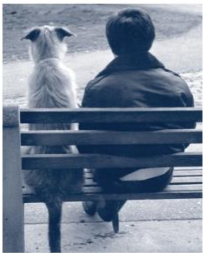
We worked with Vet Experts to select the best botanical ingredients that are both **safe and effective** for pets.

Learn how they benefit your pet

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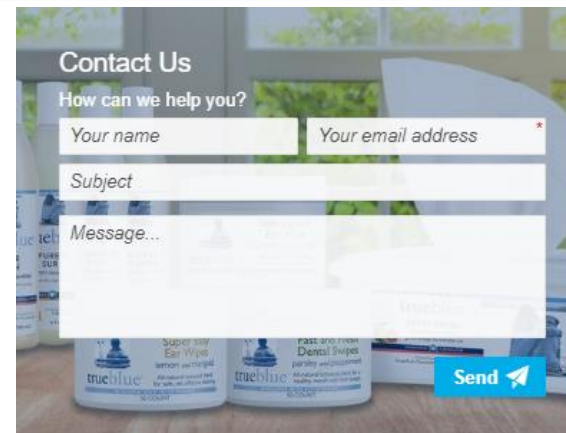


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Stores at a Glance



Easy to Find Contact Us form with quick response