

CLIENT: AKC Puppy Training Pads

Marketing Tactics

1. AKC Training Truck

The truck would be decorated in the AKC brand image and would travel around the United States. The initial job of the truck would be to help owners train their new puppy or adult dog. The truck would also have a crew of trainers that are knowledgeable about all things training related. The visitors would be able to go inside of the truck where it is a comfy training area and AKC store combined (within limits). The truck's main stops would be parks or large outdoor events in cities. Their prime time for the truck would be the summer, when people are outdoors very often. Also, each visitor to the truck would receive a free package of AKC Puppy Pads and a coupon for money off their next purchase.

2. Facebook Liking Event

For each "like" the AKC Puppy Pads Facebook page would receive, ten cents would be pledged for donation to the American Humane Society. The campaign would go on for 30 days. And within that time, people would be encouraged to share the event with other users via Facebook. All of the "likers" would be given a chance to win a vacation to Hawaii (or other destination) for a week. The person who wins the vacation will be chosen randomly at the end of the event. The "likers" would also receive coupons off AKC Puppy Training pads via email if they sign up for email updates. "Likers" would be encouraged to post pictures of their puppies or adult dogs on the page that they have rescued from the Humane Society or other organizations.

3. Youtube Contest

The AKC Puppy Pads Youtube channel would host an event where subscribers or other Youtubers would be encouraged to post videos of their puppy in the process of being house trained. The "posters" would be told to record the aftermath of their dog's house training mishaps or messes (peeing on the rugs, chewing shoes, devouring pillows and furniture). The point would be to tell an individual experience with training or just show the relationship the owner has with their dog — but with a humorous twist. The goal of the video event should be that one of the videos go viral and gets a large amount of views and exposure. The video with the most views would receive a year supply of AKC Puppy Training Pads and AKC products.