



# THE PET STORE

Brand- overhaul



# DISCOVERY

## PREPARED FOR:

The Pet Store,  
Austin Texas

## PROJECT:

Brand Overhaul

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# PURPOSE

If we think of your new brand as a building, the Brand Platform is the foundation upon which the construction takes place. If the foundation is strong and well considered, anything built on it has a higher chance of being equally sturdy. Too often, new brands rush to create a visual identity before having a firm Brand Platform in place, essentially putting a beautifully designed cart miles before the horse. Before your chosen design firm begins any work, you want to have a keen understanding of your new brand's benefits, marketplace, target audience, and personality.

A good Brand Platform addresses all of these areas, assessing every aspect and association within your future brand. The platform contains both the tangible (such as the selling points of a product) and the intangible (such as the attitude of the brand). Working systematically, a Brand Platform explores all of these areas, culminating in a holistic portrait of your brand-to-be.

## THE BENEFITS OF A RE-BRAND

- Better communicate your vision and values
- Exude your true personality
- Connect meaningfully to your clients
- Create memorability through consistency
- Instill trust and promote loyalty
- Carve a niche in your crowded industry
- Prove the value of your services
- Put your competition on the ropes
- Better communicate your vision and values
- And much more



# WORKBOOK CONTENTS

SETTING THE TONE -----	4
GOALS -----	5
CUSTOMERS AND MARKET POSITIONING -----	6
DATA BREAKDOWN -----	7
CUSTOMER -----	8
LOVE / HATE -----	9
BRAND AS... -----	10
POSITIONING STATEMENT -----	11
COMPETITION AND MARKET POSITIONING -----	12
POSITIONING QUADRANTS -----	13
CATEGORIES -----	14
BUILDING A BRAND PERSONA -----	15
THE 8 ESSENTIAL STEPS -----	16
BRAND STORY -----	17
BRAND ARCHETYPES -----	18
BRAND PERSONA -----	19
BUILDING THE BRAND ASSETS -----	22
THE NAME -----	23
THE TAGLINE -----	24
THE VOICE -----	25
THE LOGO -----	26
THE COLOR PALETTE -----	27
THE STYLE -----	28
POSSIBLE SECONDARY ASSETS -----	30
NOTES AND CONSIDERATIONS -----	31
WHAT'S NEXT? -----	32



# GOALS

Where are you now?	Where do you want to be?
<ul style="list-style-type: none"> <li>• Big box stores are taking customers</li> <li>• Losing income to supermarkets that are cheaper</li> <li>• Industry is extremely competitive</li> <li>• Not sure what customers to target beyond “people who have pets”</li> </ul>	<ul style="list-style-type: none"> <li>• We want to be special</li> <li>• We want to increase our profits by targetting more consumers in the area</li> <li>• We want to be loved in our community</li> <li>• We want people to feel like we love their pets as much as we do</li> <li>• We want to be “premium”</li> </ul>



# CUSTOMERS AND MARKET POSITIONING

“A strong purpose driven brand can also inspire loyalty and enthusiasm in consumers that may otherwise feel impartial to the branded product or service without the cause.”  
-Fabian Geyrhalter



# DATA BREAKDOWN

## INDUSTRY AT A GLANCE

- Revenue: \$19.4 bn
- Profit: \$832.1 m
- Annual Growth 2014-19: 2.6%
- Projected Growth 19-24: 1.6%
- \$2.9 bn
- Businesses: 13,962

## INDUSTRY PERFORMANCE

- In a Growth stage
- Average pet owner spends between \$200-\$300 annually on pet food
- Rise in per capita disposable income
- Raise in general wage of millennials
- As marriage age moves backwards, millennials are adopting pets as companions.

## PRODUCTS AND MARKETS

- 45.7% of sales are pet food
- 40.6% of sales are pet supplies
- 7.7% of sales are pet services
- 35.7% of customers between 45-65 Years
- 30.3% of customers between 65+ Years
- 28.1% of customers between 25-44 Years

## COMPETITIVE LANDSCAPE

- Competition: High
- Concentration: Medium
- Life Cycle Stage: Growth
- Capitol Intensity: Low
- Technological Change: Medium
- Regulation and Policy: Medium

## MAJOR COMPANIES

- Petsmart: 27.6%
- Petco: 15.5%
- Other: 56.9%
- 2019-20, Petsmart experiences 6.1% increase in revenue
- 2019-20, Petco experiences 3.4% increase in revenue

## OPERATING CONDITIONS

- 4.3% profit
- 14.9% wages
- 55.1% purchase
- 1.7% marketing
- 9.1% rent/utilities
- 13.9% other costs

## KEY STATISTICS (2019)

- Revenue: 2.2% change
- Industry: 2.2% industry value added
- Increase in establishments: 1.9%
- Increase in enterprises: 1.8%
- Increase in employment: 2.3%
- Increase in wages: 2.3%

## TAKE-AWAYS

- Millennial market is growing in disposable income.
- As the age of marriage moves back, pets are being adopted as companions
- Rise in awareness of pet care has increased spending on premium products
- Competition is high, differentiation is needed.
- Highest Competition are 2 major box chain stores.



# CUSTOMER

JESS LITSON

THE EMERGING MILLENNIAL



DEMOGRAPHICS	CUSTOMER BACK STORY
<ul style="list-style-type: none"> <li>• Millennials</li> <li>• Female, Male, New pet owners</li> <li>• 24 years old, caucasian, living in Austin Texas</li> <li>• Jess is a web developer</li> <li>• Values purpose, culture, and collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Grew up in the suburbs of Austin Texas</li> <li>• Not religious, spiritual</li> <li>• Drives a second hand Ford Focus in good shape</li> <li>• Graduated college a few years ago</li> <li>• Has recently been found a job in a local company after working the past couple years as an intern</li> <li>• Brands: Forever 21, Sephora, Ulta, Victoria Secret, Target, Aerie, Hulu, Starbucks</li> <li>• Career focused</li> <li>• Not looking for a serious relationship</li> <li>• Recent new owner of a small Yorkie: Lola</li> </ul>
CUSTOMER'S NEEDS & WHY	EXCEED THEIR NEEDS
<ul style="list-style-type: none"> <li>• Organic pet food</li> <li>• Unique accessories for Lola</li> <li>• Information on how to be a good pet owner</li> <li>• Sense of community</li> <li>• Fit their lifestyle</li> <li>• Not corporate</li> <li>• Freeing atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>• Friendly, outgoing service</li> <li>• Unique/ fun products</li> <li>• Stylish/ youthful feel</li> <li>• A pet loving community</li> <li>• Open minded</li> </ul>



# LOVE / HATE

The purpose of this exercise is to identify the things that we appreciate, admire, engage and want to emulate as well as those things we want to stay far away from in both the digital / online environment as well as real world.

THINGS WE LOVE	THINGS WE HATE
<ul style="list-style-type: none"> <li>• Purpose</li> <li>• Culture</li> <li>• Collaboration</li> <li>• Etsy</li> <li>• Tumblr</li> <li>• Instagram</li> <li>• Pinterest</li> <li>• Female pride</li> <li>• Forever 21</li> <li>• Sephora</li> <li>• VW bugs</li> <li>• Taylor Swift</li> <li>• Ariana Grande</li> <li>• Post Malone</li> <li>• Glossier</li> </ul>	<ul style="list-style-type: none"> <li>• Close minded</li> <li>• Slow</li> <li>• Corporate</li> <li>• Waste</li> <li>• Snooty people</li> <li>• Complexity</li> <li>• By the numbers thinking</li> </ul>



# BRAND AS...

## BRAND AS A SERVICE

What problems do you solve?

- Providing pet care products
- Creating a community of pet owners
- Providing information on pet care

## BRAND AS A PERSON

Who represents your brand?

- Questions the status quo
- Animal conscious
- Politically left-leaning
- Activist mindset

## BRAND AS A ORGANIZATION

What makes your team special?

- We care about pet owners
- We are pet advocates
- We create a movement around pet ownership

## BRAND AS A SYMBOL

What does your brand stand for?

- Pets are our community
- Correct pet treatment
- Communities of pet owners
- Responsibility



# POSITIONING STATEMENT

CULTURE	CUSTOMER	VOICE	FEELING	IMPACT	X-FACTOR
How would your customers and employees describe your company?	How would you describe your ideal customer?	How you sound to others	How a customer feels after using our product.	What we tangibly deliver. (Product and beyond)	What makes us special?
<ul style="list-style-type: none"> <li>• Open</li> <li>• Fresh</li> <li>• Simple</li> <li>• Unique</li> <li>• <b>Authentic</b></li> <li>• Quality</li> <li>• Healthy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Outgoing</b></li> <li>• Positive attitude</li> <li>• Cares about their pets</li> <li>• Suburban</li> <li>• Aspirational</li> <li>• Crafty</li> </ul>	<ul style="list-style-type: none"> <li>• Positive</li> <li>• Natural</li> <li>• Confident</li> <li>• Nurturing</li> <li>• Bright</li> <li>• Fun</li> <li>• Open</li> <li>• Witty</li> <li>• <b>Energized</b></li> </ul>	<ul style="list-style-type: none"> <li>• Cared for</li> <li>• <b>A part of something</b></li> <li>• Responsible</li> <li>• Caring</li> <li>• Energized</li> <li>• Guided</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Community</b></li> <li>• One of a kind</li> <li>• Growth</li> <li>• Peace of mind</li> <li>• Care for your pet</li> <li>• Pet Health</li> </ul>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Special</li> <li>• Community Oriented</li> <li>• Caring</li> <li>• Personal</li> <li>• <b>Put pets on a pedestal</b></li> </ul>

NAME

PRODUCT/SERVICE

CUSTOMERS

CULTURE

Critterzens provides pet care products to outgoing pet owners in a authentic environment with

VOICE

FEELING

IMPACT

an energized voice. Helping them feel a part of something and nurturing a pet centered community.

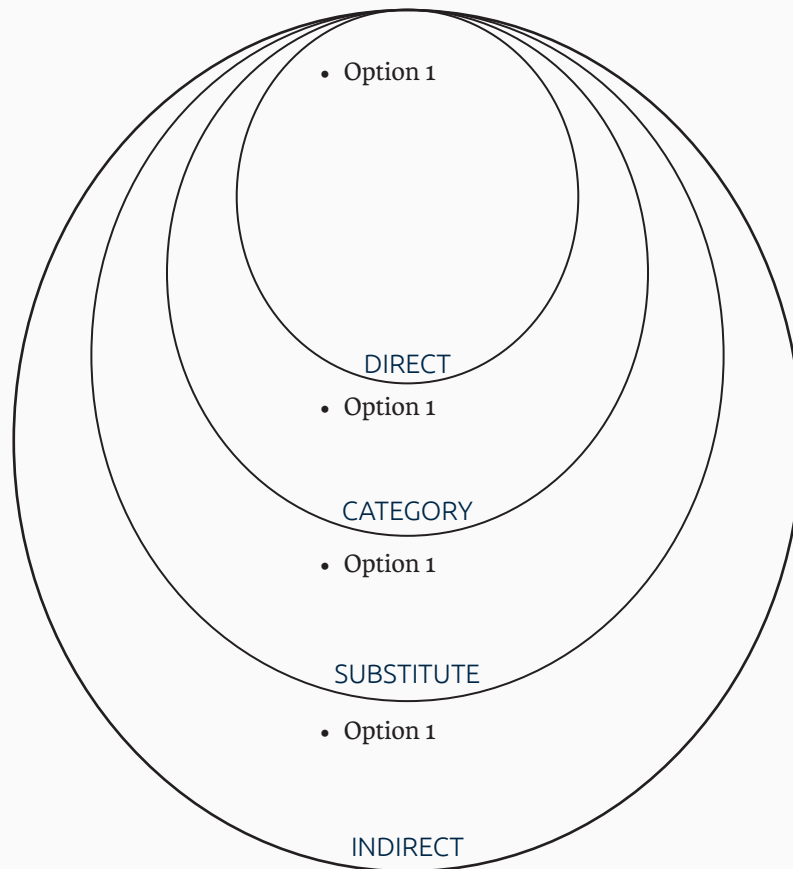


# COMPETITION AND MARKET POSITIONING

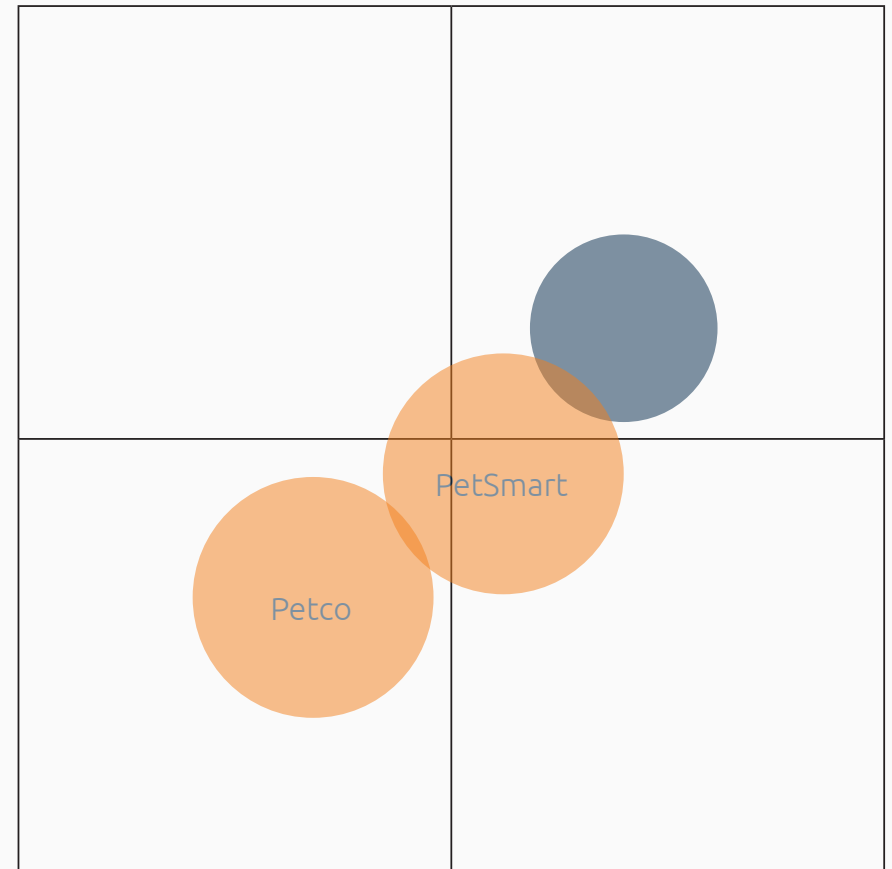
“When they Zig, you Zag.”  
-Marty Neumeier



# POSITIONING QUADRANTS



QUALITY



COST



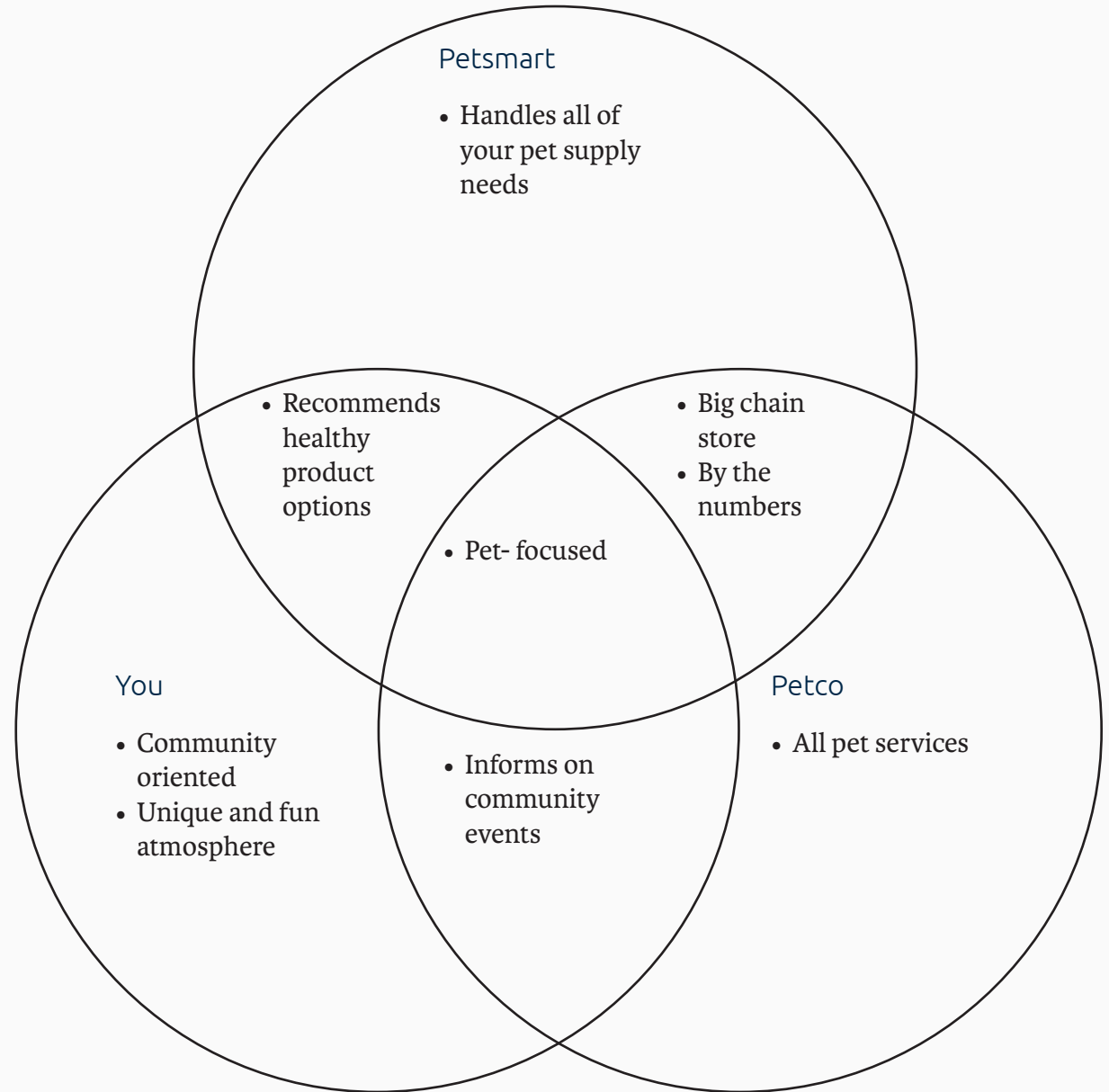
# CATEGORIES

## COMMON SELLING POINTS

- Pet focused
- Healthy product recommendations
- Informs on community events

## UNIQUE SELLING POINTS

- Community oriented
- Unique and fun atmosphere





# BUILDING A BRAND PERSONA

“Thinking of your brand as a person helps create an authentic voice that will connect with consumers.”  
-Fabian Geyrhalter



# BRAND PERSONA

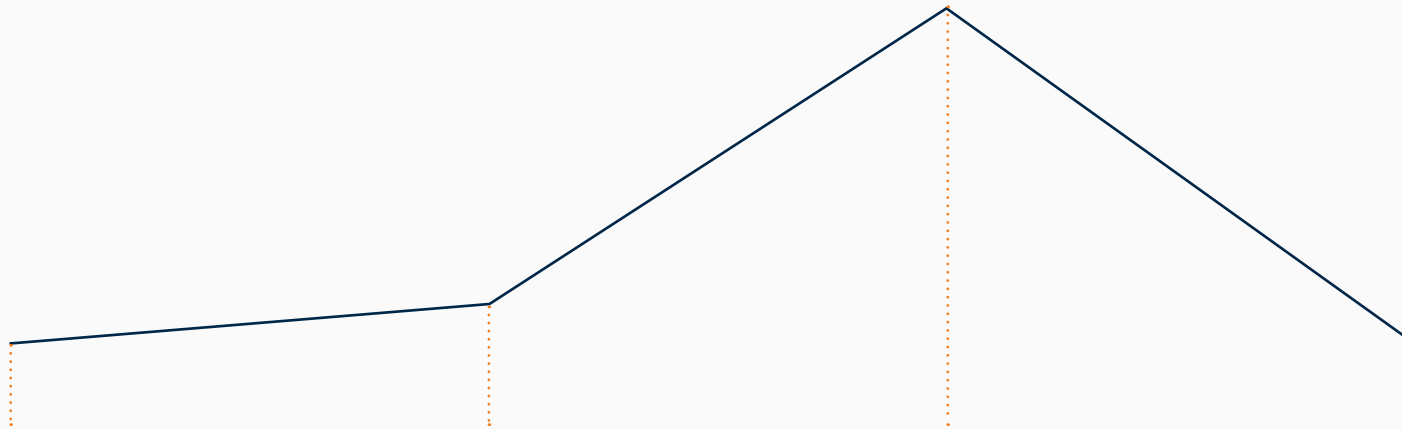
## THE 8 ESSENTIAL STEPS

1. The brand's story
2. The archetype
3. Tangible details
4. What does it want
5. What does it need to function
6. How does it want to be perceived
7. Left brain (rationality)
8. Right brain (ethics, soul, creativity)





# BRAND STORY



## THE BEGINNING

What was life like?

Who were you?

- We bought whatever the cheapest pet food was.
- Pets came and went by convenience.
- We didn't know what correct pet care was.

## THE PROBLEM

What happened?

What needed to be solved?

- We got the resources and ability to have pets of our own.
- We wanted to treat pets differently than we had seen in the past.
- We felt closer to our pets and wanted to show them off

## THE SOLUTION

How did you solve the problem?

- We created a culture and community around correct pet care.
- We focused on the pets as family members.

## THE RESOLUTION

Where are you now?

How have you changed?

- We created a company that treats the pets and the owners as equals.
- We nurtured a community of proud pet owners.



# BRAND ARCHETYPES

Leaves a Mark

## THE HERO

- Strengths: Courage, strength, and ability
- Desires: To save the day and prove their worth

## THE MENTOR

- Strengths: Institution, cleverness, charisma
- Desires: To help push past boundaries and make sense of the world

## THE REBEL

- Strengths: Resourcefulness, perseverance, taking
- Desires: To change the world around them

Seeks Paradise

## THE INNOCENT

- Strengths: Optimism, enthusiasm, imagination
- Desires: To be happy (or happier)

## THE SAGE

- Strengths: Wisdom, experience.
- Desires: To help push past boundaries and make sense of the world

## THE EXPLORER

- Strengths: Independence, bravery, self-sufficient
- Desires: The freedom to explore and discover

Provides Structure

## THE CREATOR

- Strengths: Creativity, drive, the ability to execute their vision
- Desires: To create something of value to cement their legacy

## THE RULER

- Strengths: Leadership, charisma, power.
- Desires: Control, to hold on to power

## THE CAREGIVER

- Strengths: Compassion, patience, empathy
- Desires: To care, protect and nurture

Relationships

## THE EVERYMAN

- Strengths: Solid virtues, empathetic, accepting
- Desires: Belonging to a group, connection with others

## THE JOKER

- Strengths: Joyfulness, likeability.
- Desires: To live for today and be happy

## THE LOVER

- Strengths: Devotion, passion
- Desires: Being in a relationship



# BRAND PERSONA

## TANGIBLE DETAILS

- Friendly looking
- Smiling
- Energetic/friendly demeanor
- Not focused on self/looks

## WHAT DOES IT WANT?

- To build a community of pet lovers
- To make a change and start a movement
- To serve the pets and owners as equals
- To help create great relationships between pets and owners





# BRAND PERSONA

## WHAT DOES IT NEED TO FUNCTION?

- Meaningful relationships
- A greater purpose
- Care for others

## HOW DOES IT WANT TO BE PERCEIVED?

- Friendly
- Fun
- Daring
- Easy to talk to





# BRAND PERSONA

## LEFT BRAIN (RATIONALITY)

- Strong relationships are beneficial.
- Asks “Why is it this way?”
- Do a good job, and have fun doing it.

## RIGHT BRAIN (ETHICS, SOUL, CREATIVITY)

- Craves bonds and relationships.
- Wants to have a purpose.
- Will creatively figure out how to make a situation work no matter what it takes.





# BUILDING THE BRAND ASSETS

Let's get to work.



# THE NAME

## FOUNDER

- Named after the creators.
- Conservative.
- Legacy and recognition.
- Brand and person are one.

## DESCRIPTIVE

- Precisely what you do.
- Quickly conveys purpose.
- There may be numerous similar names.

## FABRICATED

- Made up word.
- Unique.
- Will have to educate the target audiences.

## METAPHORS

- Describe the company through a metaphor.
- Creative.
- May be hard to license.

## ACRONYM

- Sounds well established.
- Can make a complex names simple.

## CREATIVE SPELLING

- Alter the spelling of a regularly common word.
- Appeals to young demographics.
- Can be interpreted as lazy.

## NUMERIC

- Combine word with number.
- Keep it to only 3-4 numbers.
- Helpful way to distinguish the business.



# THE TAGLINE

## THOUGHT PROVOKING

- Ask a question.
- Make the customers think.
- Reconsider the way things are done.

## MOTIVATIONAL

- Inspire action.
- Good for lifestyle brands.
- Support a way of life.

## DESCRIPTIVE

- Describes a quality.
- Lets customers in on what the brand does.
- Can fill gaps in from the logo and name.

## COMPARATIVE

- Elevates the brand to a superior rank.
- Separate the brand from others.
- Why are you different?



# THE VOICE

## WHAT TONE DO THEY SPEAK WITH?

- Friendly, daring, fun

## WHAT PHRASES DO THEY USE?

- Let's do it.
- My pet is just as human as I am.

## HOW DOES THIS PERSON INTERACT WITH OTHERS?

- Energizes others. Creates bonds. Backs ideas.

## WHAT KINDS OF STORIES DOES THIS PERSON TELL?

- Funny stories. Friendly mishaps. Cute moments.

## WHO DO THEY SPEAK WITH AND WHY?

- Open people. Outgoing people. Community driven people.



# THE LOGO

## WORDMARK

A wordmark uses the company name with proprietary letterforms.

**Advantages:**

- Recognition is difficult to achieve.
- Using the entire name sidesteps the problem of recognition.

**Disadvantages:**

- A wordmark alone may be generic and lack mnemonic value.

## SYMBOL

The iconic portion of the logo. This has the potential to exist without a wordmark.

**Advantages:**

- Easy to recognize.
- A picture is worth a thousand words.

**Disadvantages:**

- A symbol separated from a wordmark may be difficult to recognize.

## MONOGRAM

A design of one or more letters, usually the initials of a name.

**Advantages:**

- Solves mnemonic and legibility issues.

**Disadvantages:**

- Can lack meaning by itself.
- Needs repeat viewing to become recognizable.

## ABSTRACT

- Has no inherent meaning
- Meaning must be created

## METAPHORIC

- Recognizable shapes that communicate brand values
- Works well with metaphoric name

## LITERAL













- An obvious representation of the brand
- Borders on generic

## PICTORIAL

- Detailed imagery that tell the brand story
- Less applicable



# THE COLOR PALETTE

	COLOR	EMOTION	INDUSTRY	USED TO
	Red	Excitement, Energy, Passion, Courage	Food, Entertainment, Sport	Stimulate, draw attention, caution
	Orange	Optimistic, Creative, Adventurous	Art, Entertainment, Transportation	Express freedom, fascinate
	Yellow	Positivity, Happiness, Opportunity	Sports, Travel, Leisure, Food	Energize, encourage relaxation, stimulate
	Light Green	Growth, Harmony, Fertility, Kindness	Environment, Leisure, Education	Restore energy, promote growth
	Dark Green	Safety, Stability, Balance, Reliability	Banking, Farming, Real Estate, Farming	Relax, balance, rejuvenate
	Light Blue	Freedom, Trust, Wisdom, Joy	Communication, Technology, Aerospace	Inspire trust, suggest precision
	Dark Blue	Trust, Responsibility, Honesty, Loyalty	Security, Finance, Health Care	Reduce stress, relax, create order
	Purple	Imagination, Spirituality, Mystery	Religious, Entertainment, Humanitarian	Encourage creativity, inspire
	Pink	Compassion, Love, Playful	Beauty, Fashion, Child products	Increase pulse, fascinate, motivate
	Brown	Reliability, Stability, Natural, Comfort	Agriculture, Construction, Legal	Stabilize, imply common sense
	Gray	Neutral, Practical, Formal, Quiet	All Industries	Depress energy, timeless, compose
	Black	Power, Control, Authority, Discipline	All Industries	Hide feelings, intimidate, show authority



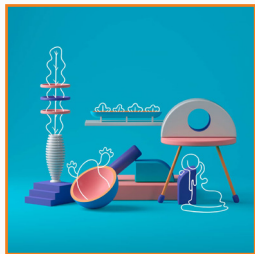
# THE STYLE



## ABSTRACT

**Attributes:** Undefined object representation. Calls for personal or individual opinion.

**Blends well with:** 3D, Professional, Natural, Geometric, Fun &, Entertainment, Minimalist



## 3-DIMENSIONAL

**Attributes:** Gives lighting effect. Majorly comprises of a single shade of color. Gives an illusion of volume and depth.

**Blends in well with:** Masculine, Illustrations, Grunge, Fun and playful styles, Abstract



## VINTAGE /RETRO

**Attributes:** The illustrations mainly incorporate music themed visual elements. Visual elements that are reminiscent of the 19th century. Usage of decorative styles, hand-drawn typefaces and letterpress.

**Blends well with:** Typography, Nature, Luxury, Grunge, Flat, Amusement



## TYPOGRAPHY

**Attributes:** Font style relevant with the theme of the project. Design of the text conveys the brand message.

**Blends well with:** Feminine, Retro, Natural, Illustration, Grunge, Fun & Entertainment, Flat



## MINIMALISM

**Attributes:** Minimal elements used. Selective number of colors utilized. Communicates message in a straight-forward manner.

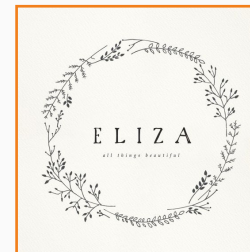
**Blends well with:** Luxurious, Abstract, Professional, Feminine, Geometric, Flat



## MASCULINE

**Attributes:** Thick and bold fonts. Hard edge (sharp or bevel). Preference of darker colors and shades.

**Blends well with:** Vintage, Corporate, Luxurious, Illustrated, Grunge, 3D



## FEMININE

**Attributes:** Fonts are mainly based on cursive styles. Colors are mainly based on soft pastel shades, corals to bright colors of orange, purple and pinks.

**Blends well with:** Typography, Nature, Luxury, Illustrations, Flat, Minimalism



# THE STYLE



## FLAT

**Attributes:** Very few colors are utilized. No shadow effects is provided.

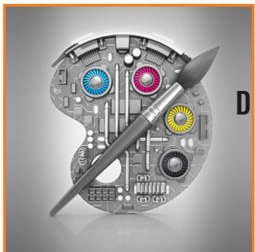
**Blends well with:** Retro, Typography  
Luxury, Geometric, Feminine, Minimalism



## LUXURY

**Attributes:** Shades are used in a pattern of minimalism using sophisticated elements. Stylish fonts of cursive are incorporated that might be modern or old-style. Clean and clear use of intricate motifs.

**Blends well with:** Retro, Masculine, Flat, Feminine, Minimalism



## CONCEPTUAL

**Attributes:** Inclusion of real life elements not necessary. Based on the personal point of view of the designer.

**Blends well with:** Feminine, Masculine, Grunge, Natural, Abstract, Illustration, Minimalism



## GRUNGE

**Attributes:** Usage of dark and monochromatic colors. Gives a feeling of danger, silence and thrill.

**Blends well with:** Retro, Typographic, Masculine, Illustrated, 3D



## GEOMETRIC

**Attributes:** Incorporation of shapes is symmetrical angles or in perfect curves.

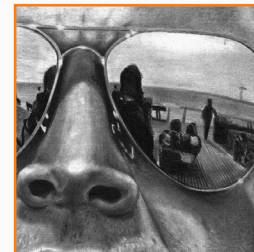
**Blends well with:** Corporate, Flat, Minimalism, Clean, Abstract



## ILLUSTRATED

**Attributes:** The appeal is worth to look for since they are based on hand-drawn designs. Depends on the drawing skills and styles of the artist.

**Blends well with:** Vintage, Typography, Natural, Masculine, Grunge, Fun, Feminine, 3D



## PHOTOREALISTIC

**Attributes:** Well-defined lines. Lots of detailing. Resemblance to the original image.

**Blends well with:** Vintage, 3D, Natural, Feminine, Masculine, Grunge



# POSSIBLE SECONDARY ASSETS

## PRINT

- Business Cards
- Signage (Outdoor and Indoor)
- Advertisements
- Brochures
- Banners
- Posters
- Trade show displays
- Internal documents
- Annual reports
- Manuals
- Menus
- Uniforms & t-shirts
- Vehicles

## DIGITAL

- Websites
- Advertisements
- Videos
- Animations
- Social Media Content
- Mobile apps
- PowerPoint & Keynote templates
- Email newsletter templates
- Email signatures

## RECOMMENDED

- Website
- Package Design
- Business cards
- Brochures
- Social media posts
- Vehicle
- T-shirts
- Hats
- Bags
- Logo Reveal Animation for bookending videos
- Video Elements
- Branding Guide



# NOTES AND CONSIDERATIONS

- Targetting the emerging mellenial market of new pet owners.
- Creating a movement that centers around pet care.
- Create a name that made up and fun. Embodies the spirit and direction of the business.
- Create a voice, color palette, logo and style that act as an aid to the name, as well as embodies the spirit and direction of the business.
- Focus on creating a new and energized pet care community.



# WHAT'S NEXT?

## PRODUCTION PHASE

Call or email with any questions.

Once the quote and scope is approved, we'll send you our design agreement, and then an invoice for the 50% down-payment to get started.

You can reach me at:

[routestudios@gmail.com](mailto:routestudios@gmail.com)

(616) 325- 4289