

CREATIVE BRIEF: KONG

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target audience: Who are you trying to connect with? Hint: A short descriptive paragraph that defines your audience. What is their demographics, mindset or psychographics, behavior, product usage, feelings, etc.

This audience loves their dog. These consumers vary in their demographic data, but the important common thread is that these consumers have a strong bond with their dog and want to provide a good life; in a Mintel study in April 2020, 90% of dog owners agreed that they were responsible for their dog's happiness (Boesel). This reflects a desire to make their dogs happy, whether that is through food, health, or play. In the same report, 84% of dog owners reported enjoying spoiling their pet and 62% reported feeling that good owners should buy the best products for their pet (Boesel), further exemplifying the strong bond between these consumers and their dogs.

These consumers want the best for their dogs. They want their dogs to be happy, to be safe, and to have fun; they want their dogs to enjoy life. The bond between these consumers and their dogs reflects a connection that goes deeper than simply a pet owner: These consumers love their dogs as part of their family.

Boesel, Kristen. "America's Pet Owners: Incl Impact of COVID-19 - US - October 2020." *Mintel*, Oct. 2020.

marketing challenge: What is the current marketing challenge facing the brand? Hint: There may be many marketing opportunities or problems that need to be addressed. What is **the** most important marketing communication problem to be solved? Focus on one. 3 Rs: Recruit, Retain, Regain

The challenge we face is to recruit new consumers by highlighting KONG's unique play- and dog-focused history and setting KONG apart from other dog toy and equipment companies.

communication purpose: What is the goal of your communication effort. A brief statement of what the advertising should accomplish. How will you measure the effectiveness of this communication? Hint: What does the target think, know and/or do now? What do you want the target to think, know and/or do as a result of this activity?

The goal of this communication effort is to change the consumer's attitude of KONG so that the consumer sees KONG as the most enjoyable, most durable, and most dog-focused dog toy brand on the market.

insight: The unique perspective or observation on the target, brand or category. Hint: What does the consumer care about and how can the brand help? For example, in the category of management consulting, the insight could be "Executives want to overcome challenges to be successful." In the category of deodorant, "Consumers are embarrassed when they have sweaty underarms."

Observation:

This audience loves to play and have fun with their dogs.

Situation:

Consumers want to find durable, fun dog toys so that they can play well with their dogs.

the strategy (the unifying or directional idea): What is the core idea that you want to communicate? Hint: This is not a headline, it is an idea. It links the insight with a marketing problem. For example, Company X helps business executives overcome challenges brought on by new technology. Or Company X is synonymous with a better way of life. Or, sweat doesn't have to be a problem.

Dilemma:

The problem is that there are too many weak, boring, or dangerous dog toys flooding the market and overwhelming consumers with poor choices for their dogs' playtime.

The Perfect Situation:

Consumers want a dog toy that is tough, safe, fun, and easy for their dog to use and play with. KONG makes toys that are designed with dogs in mind: These toys are durable, entertaining, and dog-focused.

motivating support points: What makes this idea believable? What is intrinsic to the brand, product, company, association that makes the idea believable. What is extrinsic to the brand, product, company, association that makes it believable?

KONG was designed with dogs in mind. The original KONG toy was designed after a part that a dog loved, and it was initially made to protect a dog's teeth while they chewed and to target dogs' natural desires for play ("History of KONG: KONG Company"). Since then, KONG has continued to focus on the same safe, durable dog toys that are fun and enhance a dog's playtime while building a relationship between a dog and its owner.

Veterinarians and dog trainers, such as vet Jamie Richardson in a *New York Magazine* online article, recommend the KONG toy for its durable and entertaining quality (Adelson). The KONG toy is seen externally as a classic and reliable dog toy.

"History of KONG: KONG Company." *KONG*, KONG Company, 2021, www.kongcompany.com/lets-play/kong-history.
Adelson, Karen Iorio. "How to Help Pets Deal With Post-Quarantine Separation Anxiety, According to Vets." *New York Magazine*, Vox Media, LLC, 16 Apr. 2021, nymag.com/strategist/article/how-to-help-pets-deal-with-post-covid-separation-anxiety.html.

brand character: What are the personality traits that describe the brand, product, company, association? These should be one-word descriptions like worldly, innovative, modern etc. Provide five.

1. Tough
2. Fun
3. Dog-Focused
4. Classic
5. Reliable

KONG toys are designed to be tough; they are designed to withstand heavy chewing and to help dogs not only resolve their own stress and desire to chew but also have fun. In addition, the heavy rubber material of many KONG toys leads to the toys being durable. Moreover, the design of a KONG toy is meant to be fun for a dog, allowing the dog to chew on the toy and bounce the toy around. Both of these factors stem from the dog-focused design of the KONG; the KONG was designed for dogs' natural instincts and desires, meaning that the KONG was designed around dogs' needs to be as fun and effective as possible ("History of KONG: KONG Company"). In addition, the KONG is a toy that has been on the market for decades. It is often seen as a classic and reliable dog toy, as seen in the extrinsic reasoning above, and experts and dog owners alike know KONG as a leading dog toy brand.

"History of KONG: KONG Company." *KONG*, KONG Company, 2021, www.kongcompany.com/lets-play/kong-history.

executional considerations: What type of communication are you creating a campaignable idea, Facebook page, sponsorship idea, online advertising, tv spot, radio spot, outdoor board, brochure, etc. Does the logo need to appear in any special way? Should the url and phone number appear in the ad?

We are creating social media campaigns for Twitter, Instagram, and Facebook. In these campaigns, we should make sure that KONG's logo is clearly visible and that consumers can easily navigate to KONG's website from the social media pages. Moreover, this social media campaign should include a hashtag, shareable images, new profile and cover images, and easily shareable text.

All images should feature text and graphics that are large enough to be read before the image is enlarged (i.e. On a Twitter timeline before a user clicks on the image), and text should be placed so that it is not cut off in social media timeline image previews, if possible. Images for Instagram should be formatted as square images.