

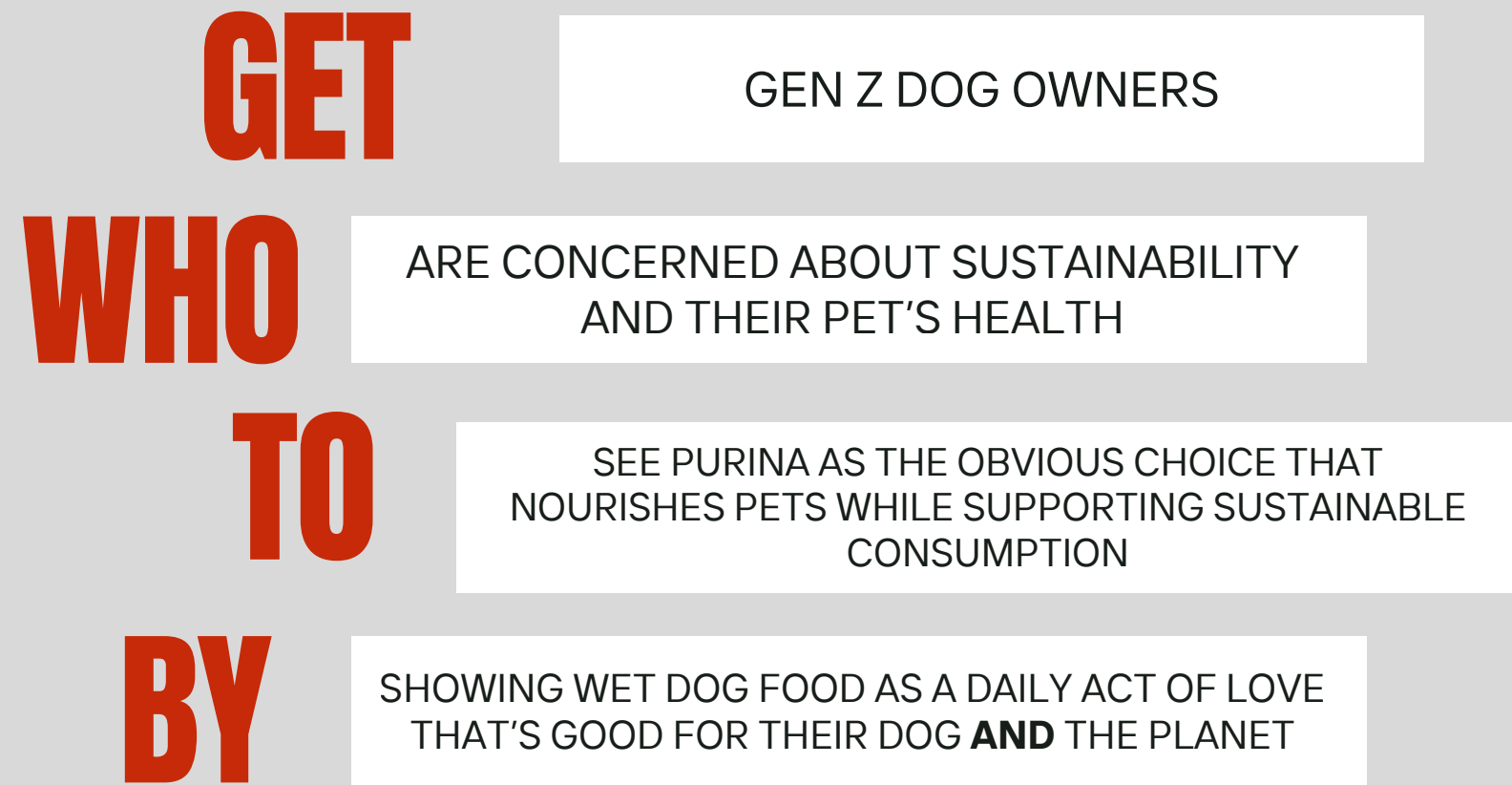
# CREATIVE DRAFT

PURINA WET  
DOG FOOD

PRESENTED BY  
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# INSIGHT & CREATIVE BRIEF REVISED

“GEN Z DOG OWNERS CARE FOR THEIR PETS LIKE FAMILY, SO IT FEELS WRONG TO CHOOSE BETWEEN WHAT’S HEALTHY FOR THEM AND WHAT’S SUSTAINABLE FOR THE PLANET – AND WHEN THEY CAN HAVE BOTH, THEY’RE EAGER TO INVEST IN IT.”



**Context/Situation: “Gen Z dog owners care for their pets like family.”**

**Tension/Unmet Need: “It feels wrong to choose between health and sustainability.”**

**Underlying Motivation: “When they can have both, they’re eager to invest.”**

# THE BIG IDEA

Show Gen Z **dog lovers** in a **modern way** that choosing this **reliable brand**, Purina Wet Dog Food, means caring for their dog's health and their planet — **without compromise.**



# THE BIG IDEA - Explained



**Dog Lovers:** Everything should affirm pet owners of their unwavering care and love for their dogs health and well-being

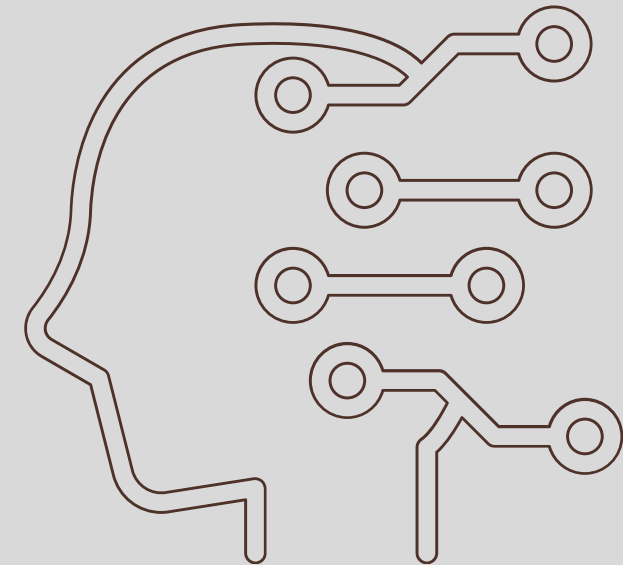
**Modern Way:** Play up Purina in a modern way, which engages in Gen Z's trends but also fits the brand's values

**Reliable Brand:** What makes the brand consistent and reliable to its fanbase: real ingredients, recognizable logo, relationship-oriented

**Without Compromise:** Consumers don't need to choose between caring about the environment and caring about their dogs' health

# AI USAGE FOR THE BIG IDEA

- Chat GPT5 was given our previous insight and the feedback we received, and was asked to apply it to make it better. However, we wanted it to retain the research we made and the context. It gave 3 options, we chose the second (with Joe Bob's suggestion), and asked Chat to make it shorter while retaining the emotional factor and the 3 categories.
  - It was successful in giving us an insight that applied the feedback and the research, while showing an emotional factor.
- The original prompt fed to Chat GPT said,
  - "I am trying to come up with 'The Big Idea' for a group project for advertising Purina Wet Dog food. Our professor defined The Big Idea as 'This should be a statement of the idea, preferably in one or two sentences, followed by brief explanation. This is not an actual ad execution'. I want my Big Idea to come from my insight for the project. My insight is 'Gen Z dog owners care for their pets like family, so it feels wrong to choose between what's healthy for them and what's sustainable for the planet — and when they can have both, they're eager to invest in it.' Please come up with 10 Big Ideas. Make sure they are one or two sentences."
  - Chat gave back potential Big Idea statements, but they were taglines like: "Good for your dog, good for the world." They were not Big Ideas.
- Chat was given the HEINZ Idea Platform, as the format was more of what was wanted. The prompt read: "I want the format to more clearly mimic this example (not this brand, just the format). This is Heinz's big idea: Remind fans in a modern way why everyone loves this iconic brand, HEINZ Ketchup."
- Chat then came up with more clear and specific Big Ideas that were similar to HEINZ, yet still not focused enough on Purina's wet dog food. We asked Chat to focus more on Purina's wet dog food, and the Big Ideas became better. We even asked Chat to pretend that it was having "shower thoughts" like talked about in class.
- One Big Idea that Chat gave was: "Remind Gen Z that caring deeply doesn't mean compromising — with Purina Wet Dog Food, they can have both health and sustainability." We liked the aspect of including the theme of "compromise" in the Big Idea, so we incorporated compromising in our final Big Idea.
- One thing that Chat didn't emphasize was the importance of the reliability that Purina wet dog food has, so we made sure to include that in the final version of our Big Idea.



# LOVE WITHOUT COMPROMISE

## *Mini-doc Series (and storyboards)*

**Concept:** Tell the stories of real customers and why they choose to feed their dogs Purina Wet Dog Food over anything else.

- Prioritize the emphasis of the environmental benefits as well as the benefits to their dogs' health.
- Place Purina as the natural choice for Gen Z



The series will be uploaded to:

- YouTube, Instagram Reels, TikTok, and Twitter/X

It will consist of 5 different short documentaries, with each subject being of a different background, and each dog being a different breed.

- Emphasize diversity, as well as versatility of Purina Wet Dog Food for every dog breed.

# LOVE WITHOUT COMPROMISE

## Interview Outline & Upload Mock-up

### [Opening Scene - 0:00 - 0:30]

(Soft piano and ambient morning light. The young woman, Emma, sits on the floor of her cozy apartment, her Labrador resting beside her. A Purina Wet Dog Food bowl sits nearby.)

Emma (voiceover):

"Every morning starts the same. Sunlight through the window, coffee brews, and Max waiting patiently for breakfast. He's not just my dog... he's constant."

(Cut to her opening a can of Purina Wet Dog Food, spooning it into the bowl. Max wags his tail.)

Emma (voiceover):

"I used to just grab whatever was on the shelf. But then I started thinking about what's actually in his food... and what does it mean for the planet?"

### [Scene Two - 0:30 - 1:30]

(Clips of Emma reading ingredients on her phone, talking with a friend at a café, clips of sustainable packaging being recycled.)

Emma (voiceover):

"That's when I found Purina's wet food line. Real ingredients I can pronounce - like chicken and vegetables - and no unnecessary stuff."

(Visual: quick macro shots of the food - rich texture, natural colors. Intercut with Purina's sustainability story: recyclable cans, responsible sourcing, carbon-neutral initiatives.)

Emma (voiceover):

"It felt good knowing the can I recycle today becomes part of something again tomorrow. It's small, but it adds up."

(Cut to her placing the empty can in a recycling bin labeled "meat clean.")

Emma (to camera, smiling):

"It's kinda cool feeding him something that's good for him and doesn't hurt the planet. That's the combo I was looking for."

### [Scene Three - 1:30 - 2:30]

(Montage: Emma and Max walking through the park, playing fetch, resting together on the couch. Natural, unstaged moments - laughter, muddy paws, sunlight.)

Emma (voiceover):

"Max has been with me through everything - college, first apartment, even my bad haircut phase."

(Cut to old phone footage - scrappy, authentic.)

Emma (voiceover):

"He deserves the same care I give myself. Purina gets that. It's not just dog food - it's trust, built one can at a time."

(Cut to Purina bowl being placed down - Max eats happily, tail wagging.)

### [Final Scene - 2:30 - 3:00]

(Evening light, Emma and Max curled up on the couch. Soft guitar or piano beat.)

Emma (voiceover):

"Taking care of him... it grounds me. Feels like I'm doing one small thing right - for both of us."

(Screen fades to black with Purina logo + tagline)

**On-screen text:**

"Purina Wet Dog Food. Good for them. Good for the planet."

Title: "Love Without Compromise, Ep. 1"

Length: 3 minutes

Tone: Gentle, genuine, modern, hopeful

Style: Hand-held, natural lighting, minimal

narration - emotional storytelling with

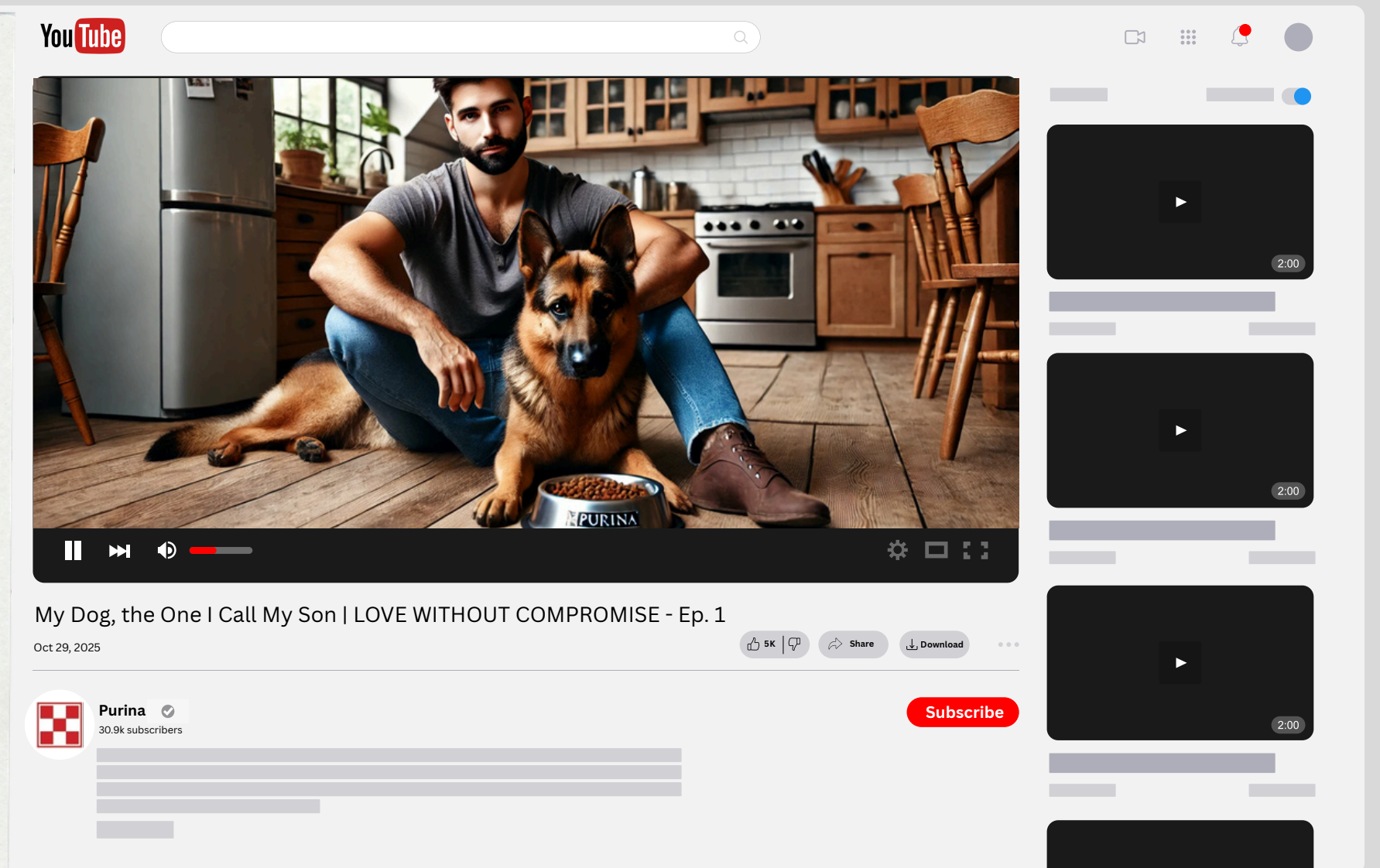
texture (breathing, laughter, ambient

sounds)

#PurinaPlanetCare #GenZPetParents

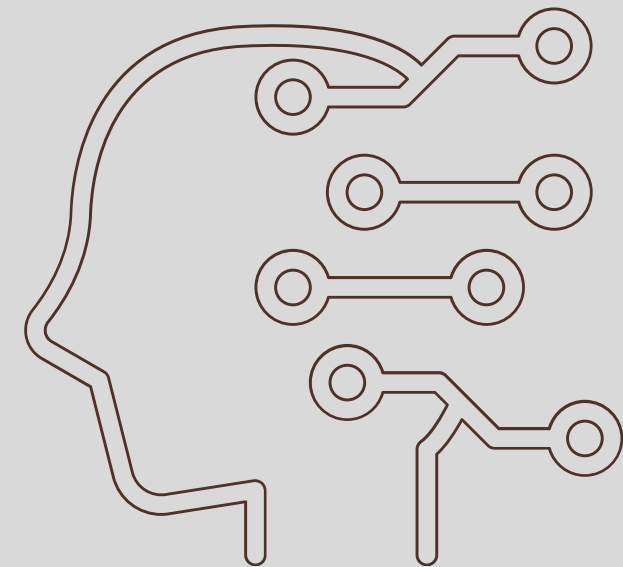
Sound design & visual cues

- Ambient, acoustic track (think "Bedroom pop x documentary").
- Natural light transitions: morning → golden hour → evening calm.
- Subtitles in clean sans-serif with friendly tone ("He's my guy ")



# AI USAGE FOR MINI-DOC

- Initially, we tried to use Sora 2, but we could not get access (we lacked an invitation code to get early access to the program), and the current Sora does not generate efficient videos. We also tried to use Meta Vibes, but there is no desktop app available.
- Ultimately, we settled on the DALL-E GPT on ChatGPT, which can only generate images. After deciding on making a storyboard with the concept, we spent multiple hours trying to make them match the ideas we wanted.
  - It was *horrendous* at making men, it made them look weird with non-traditional clothing, and was struggling to convey emotions in their eyes.
  - However, when prompted to make women, it was a lot better at making them seem more relaxed, emotional, and connected.
- As we could not make a video, we also prompted Chat GPT 5 to write a script that would stand in for how the interview would hypothetically go. The prompt read as follows:
- “Based on the inspiration of these images, please create a script for a 3-minute short doc-series that will tell the story of this young woman and her dog, and why she chooses to use Purina Wet Dog Food because it is environmentally friendly and good for her dog. I want it to be personable, laid back, and good enough to convince Gen Z to purchase Purina Wet Dog Food.”
- It was already trained with all of our campaign’s information: our research, target audience, creative brief, and everything in between, so it was extremely successful at hitting our targets.
- Although generally satisfied, the lack of video generation was disappointing, and left us unable to truly execute the vision to match our Big Idea. Had we had access to Sora2, the idea could have come to life more thoroughly.



# CARE IN EVERY CAN

## *Pop-up Event*

**Concept:** This will be a series of pop-up events at pet food stores popular with Gen Z\* and in college towns (with a large commuter population).

**Execution:** Attendees can trade recyclables for a free can of Purina ONE's wet dog food.

**Goal:** To turn sustainability and pet care into a shared, joyful experience, extending trust in the brand through authentic community engagement. Even for students in college, who may not currently have pet, brand image will be more positive for when they graduate and adopt pets of their own.



 **PURINA**  
**ONE**

X

**HUGS  
&  
PUPS**

at the University of  
North Carolina at  
Chapel Hill

\*Source: PETFOOD Industry

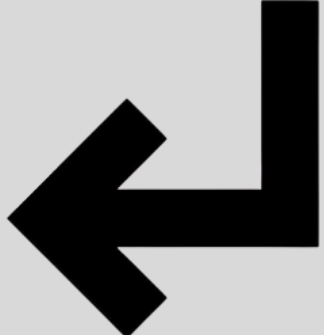
# CARE IN EVERY CAN

## Advertising



Image from Waltham  
Petcare Science Institute

Posters to plant  
around campus and  
to put by the stand



Reels and Tiktoks  
to promote the  
pop-up series

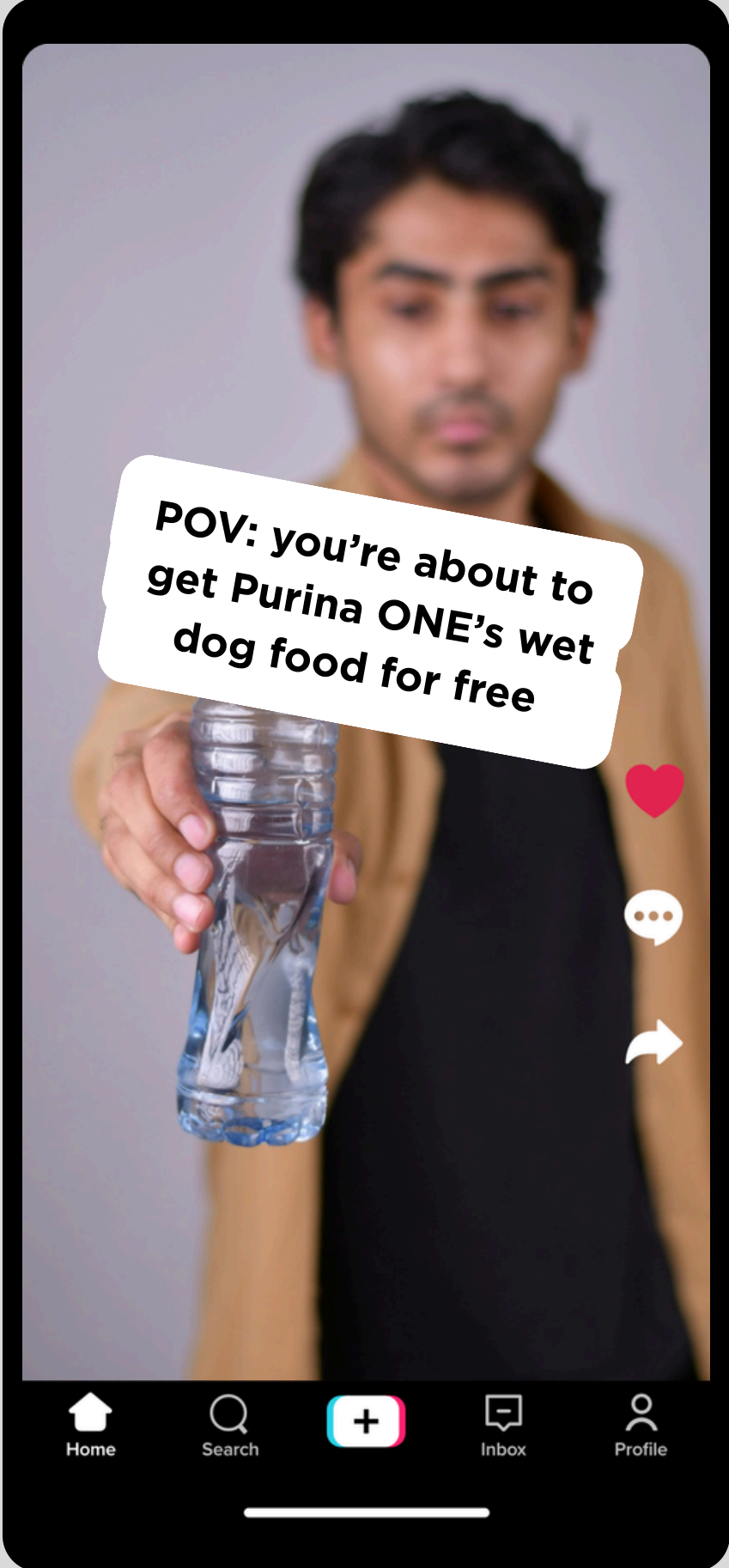


Image from Unsplash

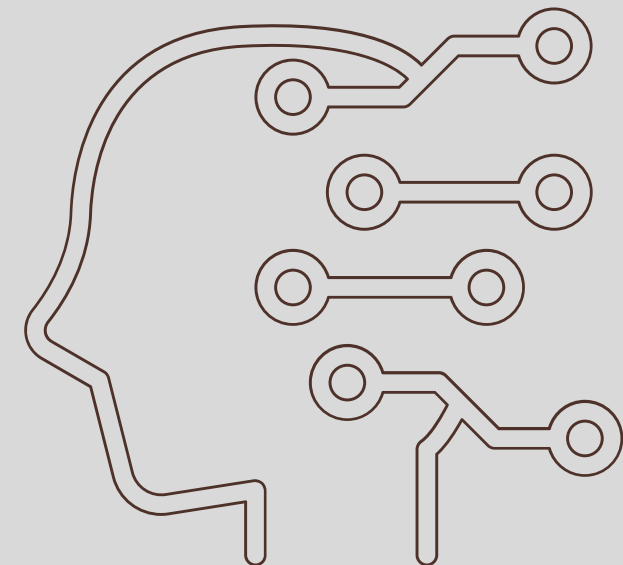
# AI USAGE FOR POP-UP

Chat GPT- 5o, after being trained on our campaign and given our big idea, was tasked with coming up with media executions with the following prompt: "Can you give me 3 different ways in which the main idea: 'Show Gen Z dog lovers in a modern way that choosing this reliable brand, Purina Wet Dog Food, means caring for their dog's health and their planet — without compromise.' can be implemented/executed in the media?"

- We were initially satisfied with the concept it gave, and we ultimately ran with it, but many features were considered 'too much.' Ideas like livestreaming the process and giving attendees digital badges were nixed. In liue of that, we simply have some social media executions to advertise for the events.

We initially tried to use SORA for image generation, but found that it would get too focused on designing it in an ad-like fashion (with copy and everything). We then switched to DALL-E to generate a pop-up stand, but found that it was too colorful and busy. We asked it to simplify the colors, but then it was too gray. From there, we asked it to theme it based on Purina ONE. We then edited out details we found unnecessary.

We used Photoshop's generative expand tool to extend the background of the original picture from Hugs and Pups Instagram without issue, and then placed the DALL-E generated stand onto it.




# CARE WITHOUT COMPROMISE

## Digital Media Campaign

CARE WITHOUT COMPROMISE

Good for your dog.  
Good for the planet.



PURINA

CARE WITHOUT COMPROMISE



Good for your dog.  
Good for the planet.

PURINA

CARE WITHOUT COMPROMISE

Good for your dog.  
Good for the planet.



PURINA

# AI USAGE FOR DIGITAL MEDIA

- Chat GPT was used to help us brainstorm what ideas we wanted to use for our media execution.
- We trained AI on our campaign, and told Chat GPT our Big Idea so Chat could better understand the context and goal of our campaign.
- Once given inspiration for an idea, we wanted to create a very specific photo of a dog eating out of an earth-shaped bowl to help enhance our Big Idea.
  - We could not find this very specific photo, so we knew we had to create it ourselves.
- We used DALL-E, a photo-generation GPT on ChatGPT.
- It took great trial and error to get the photo to look like how we imagined. We had to continue going back and forth with the prompting to ensure that the changes were going to be made. For example the earth shaped bowl we imagined was often warped and did not look how we intended, the bowl would appear flattened or the bowl to food ratio would be off.
- A problem that we encountered was that every time we had DALL-E generate a new photo, it would also change the things we liked, too. We had to specifically tell DALL-E to keep the elements that we liked, and to only change what we didn't like when generating a new photo.
- Overall, DALL-E created a photo that we were mostly satisfied with. We feel as though the photo of the wet dog food could have been more realistic and look more like Purina's wet dog food.
- In a final edit for these photos it would be important for the wet dog food to look like Purina's product, but due to limitations with AI this is the closest we could get to looking like wet dog food.

