



MEDIA PLAN

PURINA

WET

DOG FOOD

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PURINA WET DOG FOOD

AGENDA

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2 GEOGRAPHIC OBJECTIVE

3 SEASONAL OBJECTIVE

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TARGET AUDIENCE OBJECTIVE & RATIONALE

1

- **Our target audience are 18- 28 year olds.**
 - Targeting all of Gen Z is too general because not all of Gen Z is capable of owning and caring for a dog alone. Ages 18-28 are more likely to own a dog for three main reasons.
 - People ages 18-24 are more independent and are entering a new stage of life. At 18, you can finally make your own decisions about where you live. Once you are on your own, many people decide to have a companion to keep them occupied, such as a dog.
 - People ages 18-24 have more of a financial ability to afford caring for a dog than the younger portion of Gen Z. Many people begin jobs at 18 (and so on), so they have the resources to afford caring for a pet.
 - Gen Z ages 18-24 have a great need for companionship and a need emotional stability. A dog can provide both for this age group.

KEY FINDING:

- **Our target audience is willing to spend more money on their dog compared to older generations.**
 - According to the New York Post, Gen Z pet owners spend more per month than older generations (\$216.20 vs. \$134). Gen Z is willing to spend more money on their dogs for various reasons. Gen Z ages 18-28 often do not have kids, therefore they do not have to their income on more than one person, resulting in extra spending money for extracurriculars, like owning a dog.



- We utilized Chat GPT to assist in the narrowing down of our target audience. We knew that using Gen Z as our target audience was too general, so we asked Chat what ages specifically were most likely to own a dog in Gen Z.
- One problem that we ran into right away was that Chat remembered our project and all of our previous prompts. We felt as though this pigeon-holed us (and Chat) to think only in terms of what we have previously inputted.
- We overcame this problem by using a different AI platform. We used Gemini to conduct the rest of our target audience research.
- We asked Gemini: “Why are 18-28 year olds capable of owning and taking care of a dog?” Gemini came back with various reasons, such as they have a more stable income, and that they need companionship. Some of the responses didn’t make sense to include in our target audience, so we didn’t include them.
- We then asked Gemini to come up with specific psychographics of dog owners aged 18-28. This is when Gemini was very useful. It gave us common psychographics that were quite helpful, such as one of our key insights; they are willing to spend more money on their dog than older generations.
- However, Gemini gave us this information without backing it with what we deemed as reliable data or sources, so we had to do research outside of Gemini to find data that supported that claim.

TARGET AUDIENCE OBJECTIVE & RATIONALE - AI USAGE

1

- We found that switching to Gemini was a better move for further researching our target audience because it gave us a clean slate to work on.



GEOGRAPHIC OBJECTIVES AND RATIONALE



Before creating our campaign, it was essential for us to learn geographical bits of information about our target audience in order to know **where** to reach them.

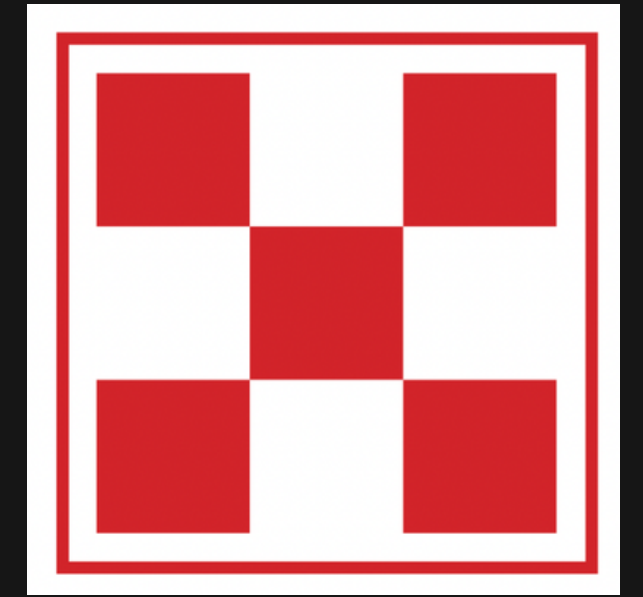
Reports from ElectrolQ and Pawlicy Advisor, state that individuals living in rural areas (specifically Idaho, Montana, Arkansas, and West Virginia) are more likely to **own** dogs. However, although individuals in urban areas (NYC, Connecticut, Rhode Island, NJ, San Francisco) own less dogs, they **spend more** on their dogs due to higher prices.

Old House states that Gen Z is most concentrated in **Texas** and **Florida**, where cities balance affordability, job opportunity, and modernity. However, emerging tech/college hub cities are the most likely to converge with Gen Z dog ownership, as they are affordable and concentrated with youth. These include **Raleigh, Denver, Columbus,** and **Salt Lake City.**

The cities concentrated with Gen Z where they are **least likely** to own dogs are New York City, Los Angeles, Boston, and San Francisco. This is due to extremely high cost of living, smaller apartments, and frequent rental restrictions, according to PetRadar.

Therefore, our campaign will be concentrated in these major cities with affordable prices and great Gen Z concentration: **Raleigh, Denver, Atlanta, Salt Lake City, Miami, Dallas, Houston, Columbus, and Washington DC.**

GEOGRAPHIC OBJECTIVES AND RATIONALE - AI USAGE



- ChatGPT was asked if there are any specific geographic locations where Gen Z is more or less likely to own dogs. However, Chat did not have the information, spewing back the research we had found on our target audience draft about their spending habits and emotional needs. It was then further probed by asking it to find any information it could on state-by-state Gen Z dog ownership and spending; but yet again, to no avail. Instead, it repeated the same thing, saying how it could not identify any information about Gen Z dog ownership by region.
 - Because of its blatant failure, the exact same prompts were inputted into Gemini, which did a much better job at finding usable information. It separated research into Rural/Urban dog ownership rates, and then split the rest into where Gen Z is most likely to live. This was shocking yet great since Chat GPT has been trained on the past 3 months of information, whereas Gemini knows no previous information about our campaign.
- Gemini was extremely useful at providing information to distinguish where Gen Z lives most often, and where they are more likely to realistically own dogs. Although it did not find statistics and public information, it was able to deduce that due to higher prices and strict rental contracts, people in highly expensive cities are less likely to own dogs, especially Gen Z who are majority in college or recent graduates.

SEASONAL OBJECTIVES AND RATIONALE

WHAT?

WHEN?

WHY?

3

For convenience and cost-saving, many dog owners buy large bags or bulk sizes of dog food; therefore, their purchasing frequency can range from **3 to 4 weeks**, depending on the size of the dog.

Additionally, there are certain times of the year when dog food purchasing spikes. These include **Christmas/Holidays, and the first months of the year** as there is a focus on humanity, health, and wellness with the new year. The peak begins to decrease during the spring months; although it remains relatively constant as the months begin to warm up. ([RetailDive](#))

For these reasons, our campaign will take place in sporadic increments **between November and May**, concentrated in the winter to mark the start of the holidays and the new year.

Specifically, the first part of the campaign will begin after Thanksgiving and the second part will begin in January, to end in May.



SEASONAL OBJECTIVES AND RATIONALE - AI USAGE

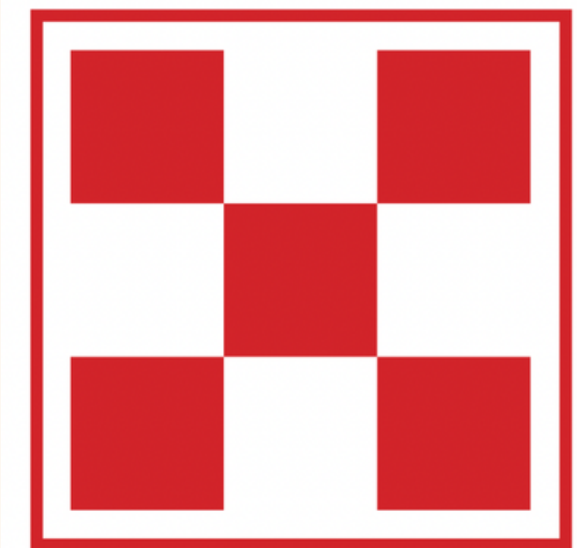
WHAT?

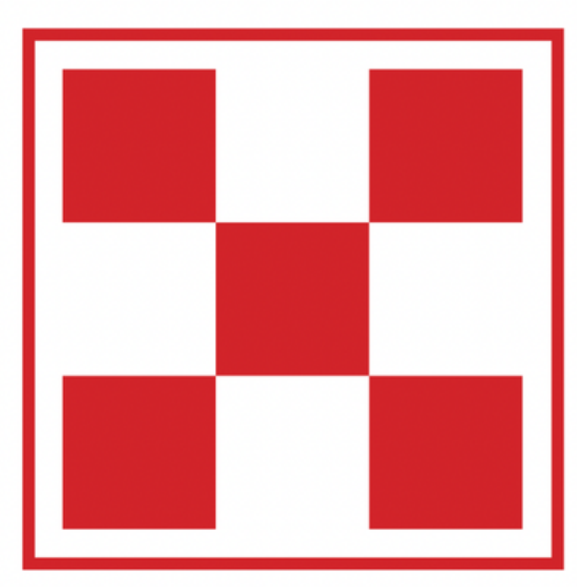
WHEN?

WHY?

3

- Due to ChatGPT's failure at providing geographical information, we continued to use Gemini to determine seasonal objectives. Gemini was asked:
 - "I'm trying to figure out the seasonal objectives for our campaign. Obviously, dogs feed all year round, but what is the purchase frequency for dog food? Is it weekly, monthly, bimonthly? And does it go up for any reason at a particular time of the year?"
- It was incredibly helpful, being able to split the seasonal objectives by quarters depending on priority and importance: Q4 being Holiday season (Nov-Dec), Q1 being health & wellness (Jan-Feb), and Q2 and Q3 being Spring activity (Mar-May). It also provided some campaign recommendations like monthly treat subscriptions and supplements for dogs' health, but we decided against them because they didn't match the overall theme we had established for our campaign.
- The only downside in this part's AI use was the lack of cohesion with our campaign. Ultimately, though, this was to be expected as we had been training Chat instead of Gemini for the past 3 months.





MEDIA MIX

CARE WITHOUT COMPROMISE CAMPAIGN

4

1

DOCU-SERIES
& TV ADS

2

DIGITAL AND PRINT
ADS

3

RECYCLING
POP-UPS

Care Without Compromise

Mini-Doc Series - TV ADS

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 fully to Youtube with a shortened version placed in TV ad spots.

- Customers will be selected for the series through surveys provided after the purchase of Purina One wet dog food.

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.



Care Without Compromise

Thanks for choosing Purina One Wet Dog Food!
We're looking for passionate dog owners like you to share your story in an upcoming video about how Gen Z is caring for pets and the planet: without compromise.

1. Why did you choose Purina One Wet Dog Food for your dog?

Examples: ingredients, health benefits, sustainability, my dog loves it, etc.

2. How important is it to you that your dog's food is made with healthy, real ingredients?

- Extremely important
- Somewhat important
- Neutral
- Not very important
- Not important at all

3. How much do you care about the environmental impact of your dog's food and packaging?

- I care a lot – I always look for sustainable options
- I care somewhat – I try when I can
- I care a little – but convenience usually wins
- I don't really think about it

4. In your own words, how do you "care without compromise" for your dog and the planet?

Examples: recycling, eco-friendly shopping, natural food choices, etc.

5. Would you be open to being featured in a short Purina One video about real Gen Z dog owners?

- Yes, I'd love that!
- Maybe – tell me more
- No, thank you

Thank you! 🌍 🐾

You might be hearing from us soon – real stories from real dog lovers like you inspire others to care without compromise.



Sample Interview Questions

Section 1: Getting to Know You + Your Dog

1. Tell us about your dog — their name, personality, and what you love most about them.
2. How long have you had them, and what's your favorite memory together?
3. What does being a dog parent mean to you personally?

Section 2: Your Care Philosophy

1. What do you think about when you're choosing food for your dog?
2. How do you make sure your dog's food is healthy and nutritious?
3. What does "caring without compromise" mean to you?

Section 3: Sustainability and Conscious Living

1. How do you try to live more sustainably in your day-to-day life?
2. Do you think about the environmental impact of pet food or packaging?
3. How does it feel knowing your dog's food can be healthy for them and sustainable for the planet?

Section 4: The Purina One Experience

1. What do you love about Purina One Wet Dog Food?
2. What first made you try it, and what's kept you loyal to it?
3. How does choosing Purina One make you feel as a pet owner?

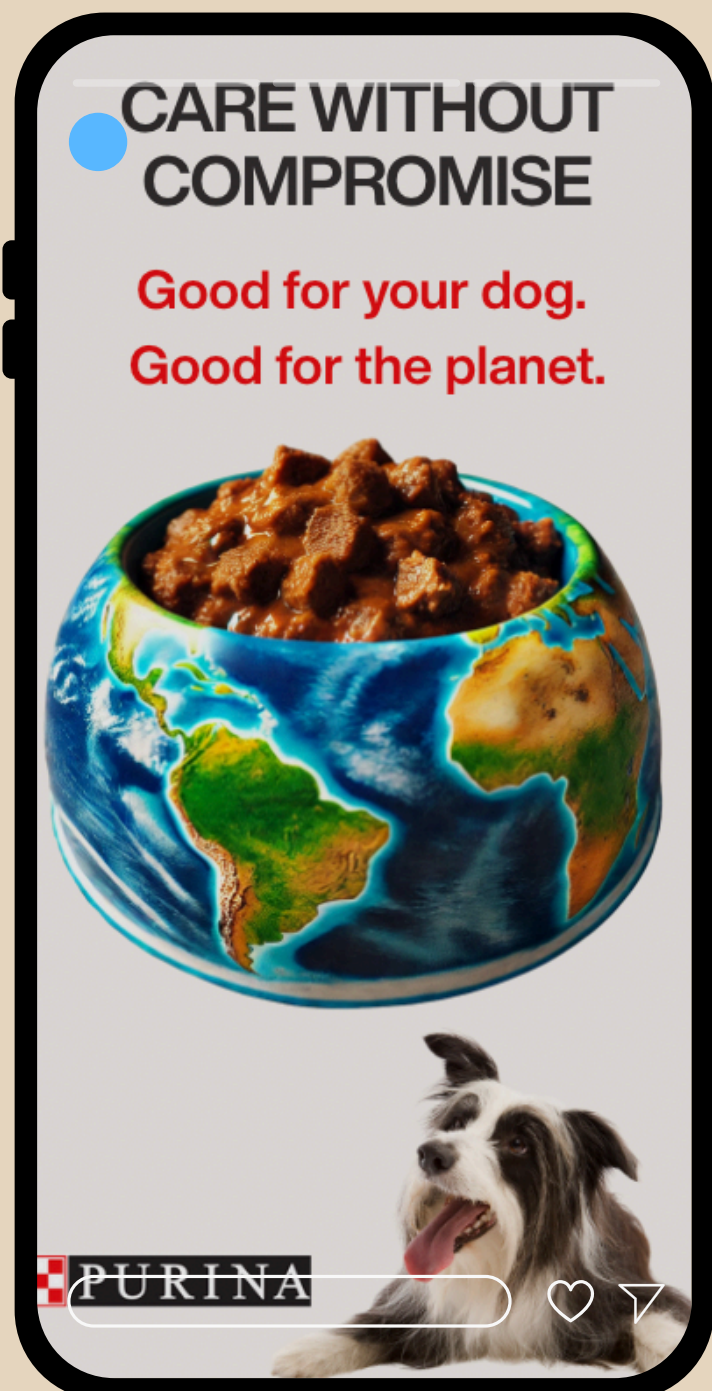
Section 5: The Bigger Message

1. If you could tell other young dog owners one thing, what would it be?
2. How do you think caring for your dog connects to caring for the world they live in?
3. In one word, describe what "Care Without Compromise" means to you.



Care Without Compromise

Digital Media Campaign



Concept: These ads will be placed in paid social media ad spots for consumers to see when clicking through Instagram stories. These ads will be seen in areas with large populations of the target audience.

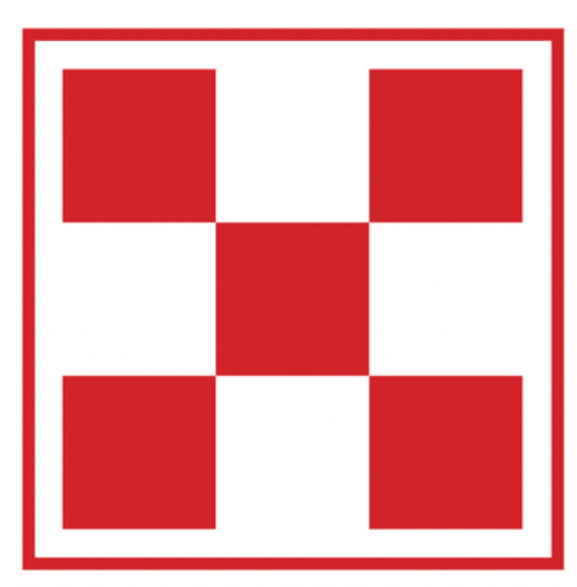
- The images will be hyper-links to Purina's website and contain details about their sustainability efforts, and quality assurance.

These ads will be released frequently during our campaign, to remain in-stores and online from November to May.

Recycling Pop-Ups

Concept: This in-store recycling station will appear in major pet retailers that sell Purina, offering Gen Z dog owners a convenient way to recycle empty Purina wet food cans and packaging. Through a partnership with TerraCycle, the station reinforces Purina’s commitment to sustainability by transforming hard-to-recycle materials into useful new products—such as park benches, pet accessories, and recycled tote bags. Once produced, these recycled tote bags will be given out with qualifying Purina wet dog food purchases, allowing shoppers to directly experience the positive impact of their recycling efforts. This activation not only reduces waste but also strengthens brand trust by showing consumers that their daily act of caring for their pet can also support the planet. Clear, Purina-branded signage and an easy drop-off process make the experience seamless, educational, and aligned with our “Care Without Compromise” message.





MEDIA MIX - AI USAGE

CARE WITHOUT COMPROMISE CAMPAIGN

4

DOCU-SERIES & TV ADS

AI played a key role in shaping the concept for our Purina One micro-doc series. Using ChatGPT, we developed the initial idea of creating a documentary-style campaign featuring real Gen Z dog owners who care about their pets' health and the planet. After refining the idea to better align with our "Care Without Compromise" message, we continued using AI to generate supporting materials including survey questions designed to identify ideal interview candidates and emotionally driven interview questions to guide on-camera storytelling. This collaborative use of AI allowed our team to streamline our ideas and align with Purina's branding. We tried to have AI generate pdfs for the survey and scripts but due to many typos it was easier to copy and paste into canva.

DIGITAL AND PRINT ADS

ChatGPT was used to help us brainstorm and develop ideas for our media executions. After training AI on our campaign and sharing our Big Idea, we used it to refine creative directions that aligned with our "Care Without Compromise" message. When we wanted to create a very specific image, a dog eating from an earth-shaped bowl, we turned to DALL·E, ChatGPT's image-generation tool. Through extensive trial and error, we adjusted prompts to fix issues like the bowl's shape, scale, and proportions, while ensuring the elements we liked remained consistent. Although the final image wasn't a perfect match to Purina's wet dog food in realism, DALL·E produced a result that effectively captured our intended concept within the current limits of AI-generated imagery.

RECYCLING POP-UPS

Although our team developed the broader idea for an in-store recycling activation, ChatGPT helped us refine the execution and identify strong partners. After we asked for potential sustainability collaborators, ChatGPT recommended TerraCycle, which aligned perfectly with our "Care Without Compromise" message. From there, we used AI to help articulate the concept, and strengthen the campaign language. We also used DALL·E to generate the visual mockups, which required multiple rounds of prompting to refine details, adjust proportions, and preserve the design elements we liked. While the final images aren't perfect representations of Purina products, AI allowed us to bring our vision to life visually and support our overall campaign development more efficiently.