

Zigly

Brand Journey Recap and Way forward





Agenda

- Brand Strategy
- Quick Recap of Journey so Far
- Competition Analysis
- Way forward

Brand Strategy- Recommended and Agreed



Category Insight-
Market has evolved
from pet needs to pet
lifestyle

Audience Insight-
We're obsessed with
our pet

Brand Truth -
We're a digital one-stop
shop for all pet care
needs

Brand Zone

Pets as Kings/Queens or
things human do obsessing
over pets





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from pet needs to pet
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Audience Insight-

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Brand Truth -

We're a digital one-stop
shop for all pet care
needs

Brand Zone

#FurrEverStylish

#AllAboutFluffStyle

#ThePawrfectStyle

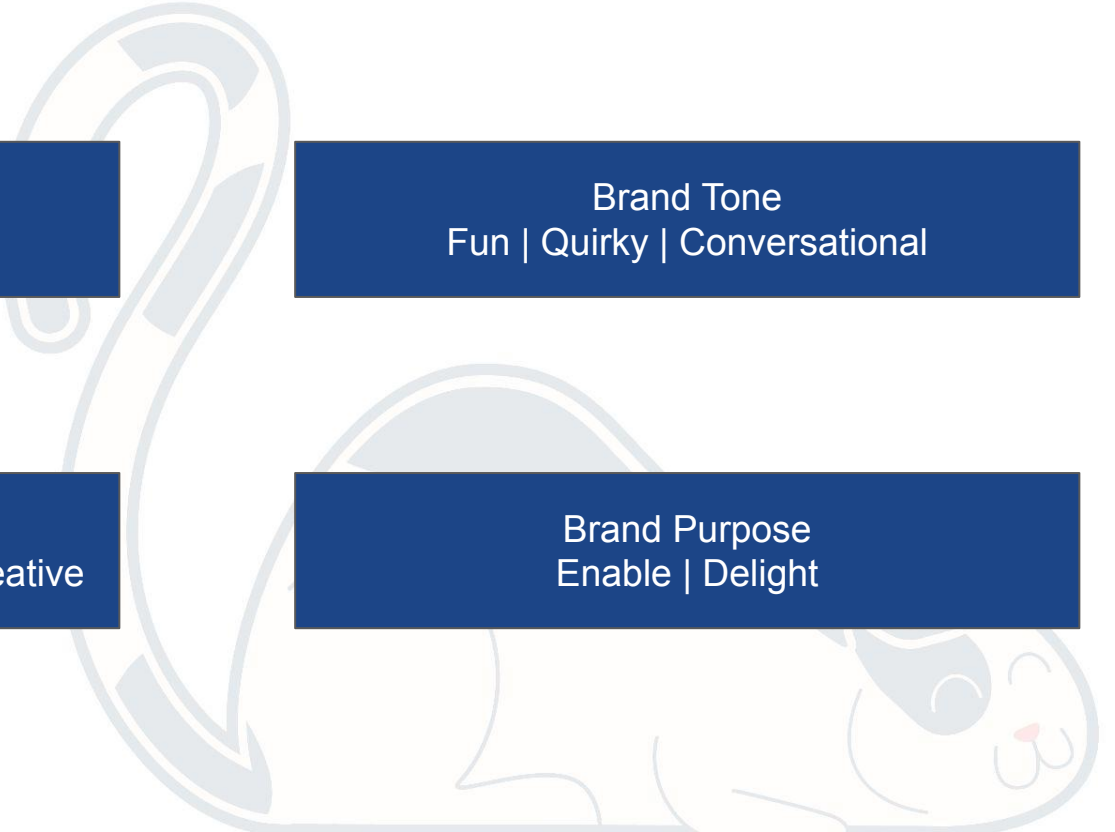
Recommended Brand Voice on Social Media

Brand Personality
Playful | Style | Trust | Innovative

Brand Tone
Fun | Quirky | Conversational

Brand Language
Word play | Pet Lingo | Confident | Creative

Brand Purpose
Enable | Delight



Overall Framework

Pet grooming experience

- Zigly Grooming experts
- Grooming Packages
- Pet haircuts provided
- Modern Salon experience
- Pet Lifestyle with Zigly quality products
- Pet accessories and Clothing
- Grooming Van

zigly Experience Center

- Sneak peak of the center
- Comprehensive experience of the center
- Weekend events- Outdoor theme, Pet parent meets, Pets day out etc
- Celebrating birthday at the center
- Zigly Grooming Van

Vet Consultation

- Free first online consultations
- Vet center
- Vet team
- Share pet and pet parent testimonial about the vet consultations

Hygiene Content

- One Stop solution for all pet needs
- Food and treats
- Training and health
- Toys
- Cleaning Odour control
- Other products
- Pet Fashion
- Pet Lifestyle

Communication Framework

Fun and Quirky

- New trends and lifestyle with pets
- Celebration and key occasion with pets- Halloween, New year, Christmas, Valentine etc
- Pet Vacations and events
- Topical and moment marketing

Style

- Grooming experience
- Pet Pampering
- Pet fashion and style
- Styling tips
- Zigly pet style and personalities

Trust

- zigly experience center
- Experts and vet on boards
- Innovative products and services
- Science and research behind all offerings

User Generated Content

- Highly engaging and responsive content
- Fun and Playful pet videos/GIFs/images
- Pet behaviour/Habit videos
- Pet fashion and styling content
- Zigly experience center content

Target Audience



Target Audience and Brand Opportunity



Pet Lovers (15-28 Years)

Offer experiences and create aspirational needs



Pet Pamperers (28-40 Years)

Optimize their needs



Pet Parents (40 Years and above)

Solve their problems

Social Strategy



Social Media Strategy

Content

- UGC stories, Polls, Q&A etc
- Reels and Trends
- Co- created and Curated content
- zigly Experience center; Events and other experiences
- Educative content- Style, Health and other things
- Live sessions and Webinars
- Grooming Van

Community

- Influencers- Fun and Style Zone
- Zigly Experts Grooming and Vet consultations
- Association and partnerships
- Customer testimonials and recommendations

Commerce

- Products and Services to be split equally
- Create Online Consultation and Product to Commerce stories for higher Online Brand conversions
- Create Offline walkins to Experience center and Grooming services traction



Social Media Strategy

Content

UGC

- #PetOfTheWeek
- UGC stories, Polls, Q&A etc

Reels and Trends

- Co- created and Curated content
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Zigly Community



Zigly Community

Playstars

Pet Celebrity- Maynard and Chloe (@maynardandchloe - 24K followers) wear fashionable petsuits, Kira (@thegoldenkira, 9.6K followers) has a glamorous mane, Cookiepaws (@cookiepaws_thelab - 2.4K followers) is the most handsome of labs

Pet Travelers- TheKnotstory (, Chaosinacoupe (36k followers), Aks_onthefily (7.5K followers) and the_himalayan_husky (117K followers)

Stylestars

Pet Influencers - Olla(@Olle_lab-39.7K followers), IvyBella- Girls from the hills (@ivy_bella_tales-4,587 followers)

Pet Lifestyle Influencers-

Chiku (@the_good_lab_chiku-16.3K followers), Queen nindiya & Mom PT (@bindiyaranii-6049 followers), Gauhar Khan(@gauharkhan-5.6 M followers) Gia Kashyap(@giasaysthat- 158k followers) Genelia + Ritesh(@geneliad- 9m)

Pet Fashion Influencers -

BuddyandBella (@ddynbellabb-4,405 followers), H E Z A L G A R G (@itshezalparg-6,416 followers) Radhika Madan(@radhikamadan-3.4m)

Experts

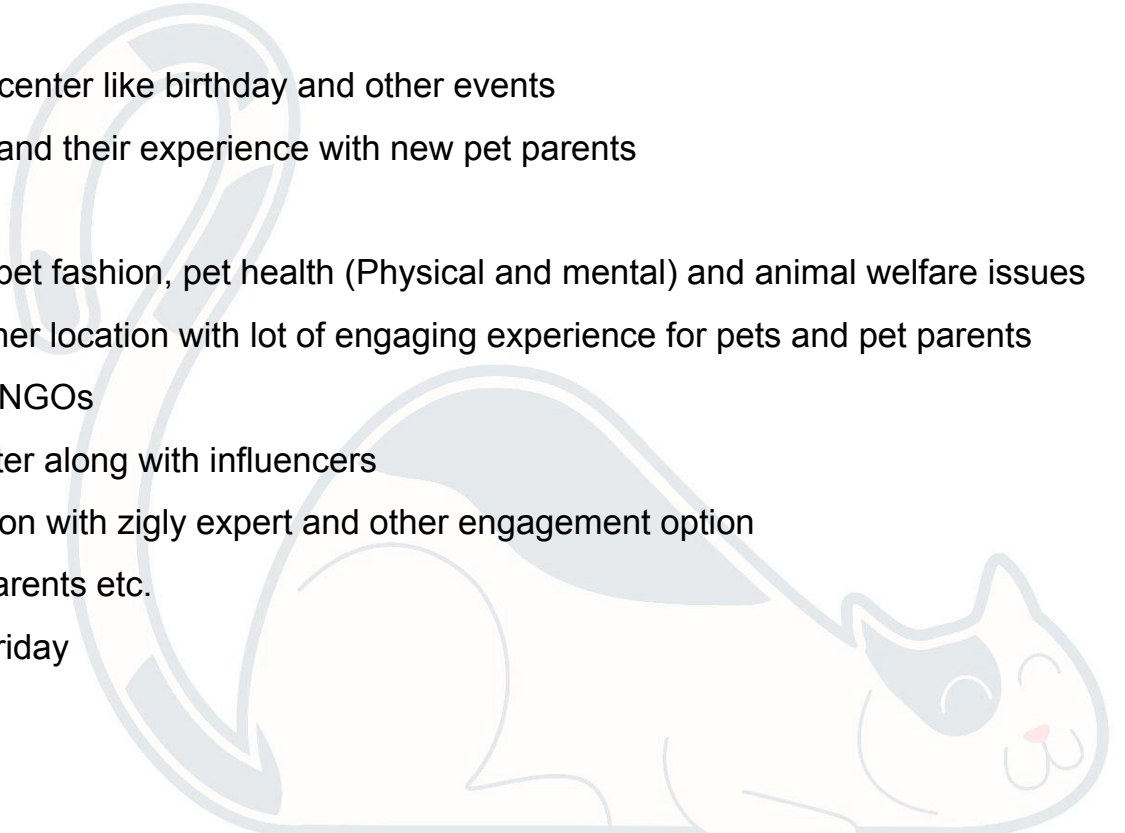
Zigly Expert Profile-

Doctors / working professionals (Stylist/behaviourally)

Zigly Community

Experience/ Events

- Monthly/Weekly meet event at Zigly center like birthday and other events
- **Weekly Live Session-** Sharing tips and their experience with new pet parents
- A day in pet pampers life with zigly
- **Panel discussions** on pet lifestyle, pet fashion, pet health (Physical and mental) and animal welfare issues
- Outdoor Events at the center and other location with lot of engaging experience for pets and pet parents
- Helping the strays and other Animal NGOs
- Inviting the pet celebrities at the center along with influencers
- Morning/ Evening Dog walking session with zigly expert and other engagement option
- Training session with first time pet parents etc.
- Movie screenings (Pet Movies) on Friday



Platform Strategy



Facebook and Instagram

Facebook- Awareness and Reach Building

- Brand ad establishing brand key proposition
- Native content with top creators
- **Narrating Unique Fur style stories** in innovative ways like carousel ads (With attention, Benefit and action approach), Mobile friendly- Poll Ads, Collection ads(Facebook paid ads), 3D Photo ads etc
- **Weekly Contest and Giveaways**
- **Fur Style quotes** (Pet views on various human topics and problems)
- Customer testimonial and Chopping larger peace on content into smaller pieces. For e.g. Recorded Facebook or Instagram Live stream scan be converted into shorter content formats
- **Product Unboxing videos**
- Resharing post from pet/Pet owners Profiles
- Live Sessions, Panel Discussion and Webinars

Instagram- Community Building (Engagement and Experience)

- **Reels**- Create and share short videos;engaging and educative.
- **Contest** to create and share UCG with influencers/capitalising on recent trends
- **Guides**- discover recommendations, tips and offerings
- Instagram Live- zigly store during weekend or celebrity visits and Behind the scenes pawsome stories from the store
- **Shopping feature on stories**- Product details and price and direct them to brand website
- **Engagement**- Polls, Question sticker with different character and quizzes to interact and gain their understanding
- Customer testimonial and Chopping larger peace on content into smaller pieces. For e.g. Recorded Facebook or Instagram Live stream scan be converted into shorter content formats
- Special shoutout to events where pet are integral part of the events like Weddings, Proposal, Pregnancy announcement etc
- Events at the store for e.g Birthday events, Weekend get together for pet parents- Help with UCG and original pet content

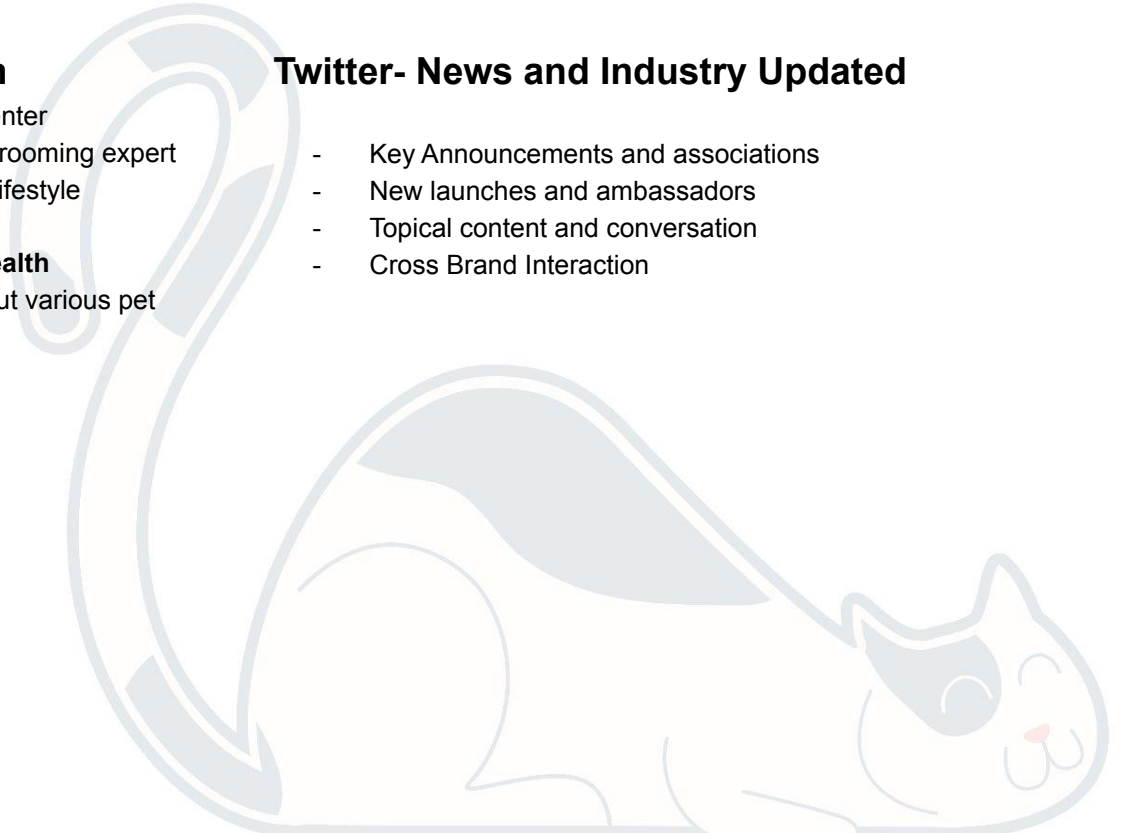
Youtube and Twitter

Youtube - Education and information

- **Behind the scene videos** of the experience center
- **Meet the experts-** vet team, Behaviorist and grooming expert
- **Education Videos** on pet training, Health and lifestyle
- **Fashion and style guide for pet etc**
- **Do and don't around mental and physical health**
- Do you know series to educate consumers about various pet related upcoming topics and issues
- Product unboxing videos

Twitter- News and Industry Updated

- Key Announcements and associations
- New launches and ambassadors
- Topical content and conversation
- Cross Brand Interaction



Brand Journey So Far





zigly
For Happy Pets

IT'S TERRIFYING
how cute I look

zigly
HALLOWEEN
CARNIVAL



zigly
For Happy Pets

Take me with you!

Has your pet ever done this?

Share your funny #MyFurryBaby stories



zigly
For Happy Pets

What you should be feeding me



zigly
For Happy Pets

Look at me.
It's time for a
COSTUME CONTEST

zigly
HALLOWEEN
CARNIVAL

Win a voucher worth up to **₹1000**



zigly
For Happy Pets

Monday Motivation

Dogs can sense when you're sad, which is why they try and cheer you up with cuddles and licks



zigly
For Happy Pets

**OVERFEEDING:
WHY IT'S BAD**

2,308 likes
ziglyforpets



zigly
For Happy Pets

Flea symptoms include:

- Excessive scratching
- Biting and licking at the skin
- Inflamed skin
- Hair loss in patches



Suit up For

zigly
COMI PAWS

Nov 28th 2021
Zigly Experience Center,
Delhi

Games, trivia, contests, cosplay, and more

Key Achievements



Key Campaigns - Content

Zigly Halloween Carnival

Halloween campaign promoting the event at the Zigly Experience Center and a UGC contest getting the audience to share their pets in halloween costumes.

Reach- 136k



Key Campaigns - Content

Zigly Comipaws

Promotional campaign for the Zigly Comipaws event. Created a buzz around the event and ran a UGC contest for the audience.

Brand has reached **363k people** through the campaign #Comipaws

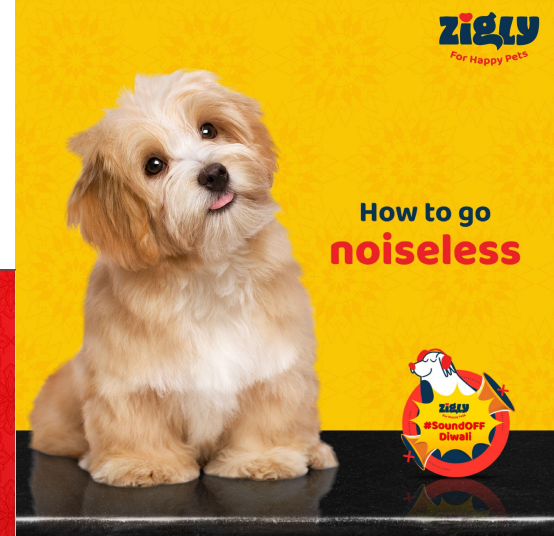


Key Campaigns - Content

Sound Off Diwali

A campaign to raise awareness about noise pollution during Diwali, highlighting how dogs suffer during this time.

Brand has reached **157k people** through the #SoundOffDiwali campaign.



Key Campaigns - Content

My Furry Baby

Children's day campaign about how pets are our furry babies. Ran a UGC contest asking the audience tell us how much they love their pets.



Key Achievements- Community

- Increased the **Facebook fans from 1k (Sept) to 78k (Jan)** in a span of **2.5 months** and aiming for **90K by end of Jan 2022**
- **Instagram followers increased by +213%** from Nov till today, aiming to **add another 5K followers by end of Jan 2022**

Influencer campaigns-

- **Unboxing videos with Micro influencer;** Simran Singh (Christmas Present unboxing 41.3k Views)
- and Sonali Gupta(Gift Unboxing- 2.2K Views) in Reel format
- Triggering **10-15 Micro-Influencers** on barter/ small buy-ins to generate Co-created content for Zigly, on month to month basis to reach a community size of **300 Micro-Influencers by end of year**
- **Collaborated with micro/macro influencers for UGC content** in different formats:
Reels/Videos/Static

Key Achievements- Commerce

- **Traffic Reached till date - 45k+**
- **Conversions achieved till date - 363 service orders and 40 product orders**
- **Total Number of Grooming Leads - 5.7K**
- **Month on Month Website Traffic**

Sept	5.9k
Oct	4.1k
Nov	9.3k
Dec	21k
Jan	5k (Target 20k+)

Key Learnings



Key Learnings- Content

- **Push out more educational content** (How tos, Did you know, etc.) that people like to read
- **More human touch**
 - How does the Zigly staff interact with the pets that come in / Home vet visit coverage / any funny calls that the helpline gets, etc.
 - Stories of Zigly employees who have pets
 - Can have a section on favourite pet parents (Zigly nominated/Petfamilia first, then make it a UGC so that we can get pics and videos of actual pet parents)
- **Posts for event invites and to be facebook-specific**, with an adapt going on instagram as a story
- **Lives and events need to be planned better**, Currently briefs received are on the same day or a day prior hence giving us little time to get good creatives out
- **Moving offer posts from the insta timeline** —it clutters and it doesn't look good
 - Either we archive in 7 days or just use them as ads that don't appear on our TL
-

Key Learnings- Commerce

- **Grooming services** is the star performer and promotions should continue heavily for both grooming and vet services
- **Products need more attention and promotion**
- Cart Abandonment rate is 90% (360+ Add to Carts which resulted in 40 orders) which is expected for a newer brand but going forward we need to focus on **email marketing to convert cart abandonment and increase the conversions**
- **Event Promotions are getting good response** and hence we should continue using them to drive footfall to the Experience center
- **Product to Service mix to remain 50-50**

Key Learnings- Community

- **Macro influencers** are ruling the category
- **UGC is the largest bucket driving** the industry as consumers love to share and document content related to their pets
- **Co-creating content** with influencers and other trusted publishers
- **Real time pet videos with human touch** have more engagement and organic reach
- **Pet communities and pet celebrities** are one of the **most trusted platforms** for **recommendations and informative content**
- **Weekly contests and giveaways are ways of increasing traction** within the community

Competition Analysis



Understanding the Competitor Brand Zone



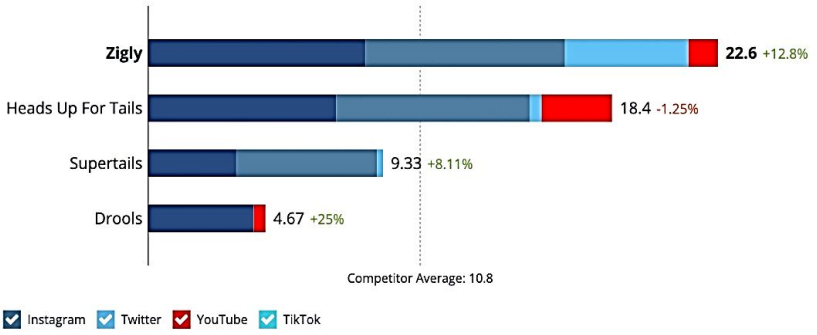
Tagline- Pets are Family and Family
deserve the best
Brand Zone- Relationships



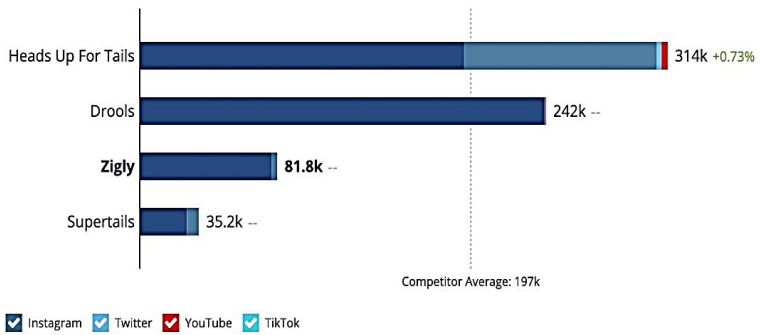
Space- Digital Pet Care Platform
Brand Zone- Convenience

Competitor Analysis

Cross-Channel Posts / Week
Dec. 19, 2021 - Jan. 17, 2022



Cross-Channel Audience
Dec. 19, 2021 - Jan. 17, 2022



1. **Zigly has maximum number of posts** per week per platform around **23** followed by HUFT and Supertails with 18 and 9 posts per week respectively.
2. HUFT has maximum fan base across social media platforms followed by Drools and Zigly with 242K and 81.8K respectively.

Supertails

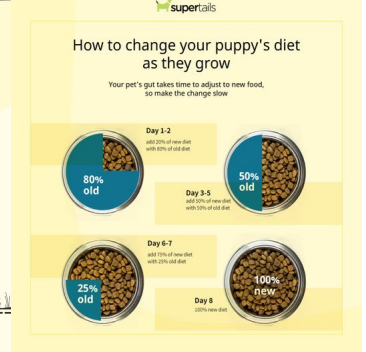
Content format- Carousels, videos, Reels (pet and what kind of pet parent you should not be), Static and Live Sessions

Tonality- Educative, Informative and Relevant

Content Bucket-

- Associated with Pet Fed 2021 India recently
- How to and Do you Know content
- Customer testimonials and reviews
- Topical and festive content
- Other Content- Picnic and outdoor event, Quizzes, experts and Mythbusters

Recent Campaign analysis- New Year and Diwali- Step towards encouraging everyone to make pets a comprehensive part of their families



Heads Up for Tails

Content format- Videos, GIFs, Static Post, Reels, Guides, Curated articles etc

Tonality- Educative, Informative and engaging

Content Bucket-

- Association with The Modern Mowgli and Helping street dogs and cats
- How to and Do you Know content
- Customer testimonials and reviews of products and their store
- #highFiveFriday's- Top pick in 300/500 form their store
- Behind the scenes from winter collection shoot
- Renowned people and their pet stories
- Other Content- Celebrity Mentions, Tips, Details about store and collection

Key Observation - Engaging and educative content for pet parents. More focus on simple things that people generally tend to ignore



Zigly

Content format- Static Post, Videos, GIFs, Reels and shorts

Tonality- Educative and Simple

Content Bucket-

- Educative content- Do you know
- Live sessions
- Promotional Offers
- Topical and Festive content

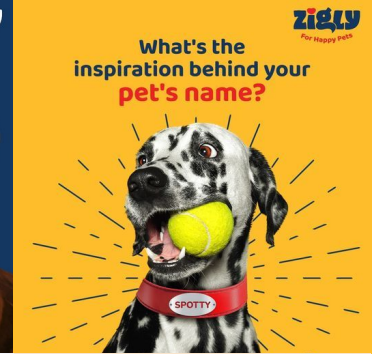
Key Observation- Start building on the style aspect along with influencer content and community building

Next Steps-

Style Aspect- Beboji Collection Launch and more such content

Influencer content and community building for upcoming months

Recent Shoot to churn out video first content



Key Learnings

- Both the brands are high on **educative, informative and engaging content**
- Competitors have **human touch to their creatives and content**
- **Educative content;** Do you know, how to, tips and mythbusters
- **Content is largely driven by Video format**
- Association with **social cause helps establish an emotional connect with audiences**
- **Influencer content and stories** to drive advocacy and engagement
- **Association with events, pet communities etc**
- **Facebook** is primarily used to **create awareness about products, upcoming events, Live sessions and promotional offers** and **Instagram** for engagement and community building

Way Forward



Way Forward- Content

- **Video content; Authentic, Real,Shot on Phone**, Pet styling, hero products and Grooming experience
- **Build on pet styling** bucket with influencer content (Macro and Micro), Reels, How to Style tips etc
- **Reinventing the shopping experience**; Conversation to Commerce
- **Leverage new social media formats as Reels/Guides** to get maximum organic interactions
 - We can move current vet interview videos that are on the timeline to the Guides section
- **New Engaging stories stickers** as Links/Quiz/Q&A should be used to drive more website traffic and interact with our TG organically
- **Weekly Giveaway contests/Quiz/Engaging content drive more interactions** than other content buckets
- **User Generated Content- #PetOfTheWeek** from either a pet that comes to the centre or someone who tags us online (we'll run a contest for both every week) and create a calendar from this for 2023
- **Profiling of pet characters-** Inspiring, Educating and entertaining pet buddies and pet parents

Way Forward- Community

- **Micro Influencers** to build on the **style element, grooming and key product offerings**
- **Content Syndication and Storytelling** to create pan-India presence
- **Community Building with Micro-Influencers, Pet celebrities** to grow the community and add to co-created/curated content. Recommend growing the community to 300 pan-India in coming months
- **Loyalty points, Rewards and Recognition** will create excitement within the community- Zigly Loyalty Program , Zigly Pet Calendar and more such initiatives
- Zigly Pet Family on Social to create the UGC Properties for Zigly
- Online Vet Consultations- Macro Influencers

Way Forward- Commerce

- Increase **Product conversions** by running **Catalogue & Shopping Ads for retargeting**
- Creating **shorter and sharper Content to Commerce journey** for Pet Buddies/ Parents
- Look at **Online Conversions through Online Vet Consultation and filling in Product solutions space (Product/ Service)**
- **Offline Conversions at Zigly experience Center for all Pet Requirements**
- **Focus more** on leveraging our **social media followers to convert them into paying customers.**
- Promote Clothing Collection
- Heavy Promotion for Valentine's day and other key upcoming days
- Try a subscription model with a +5% discount as compared to competitors, it results in a good CLV and would be a good strategy for customer retention

Way Forward - Commerce

Van grooming experience

- Continue Promoting on both FB and Google Ads due to good response
- Promoting Influencer content for Grooming Experience should boost awareness for van services in NCR region

Zigly Experience Center

- Promote Events and drive more footfall to the EC for a great overall experience
- Promote influencer content for EC to brand it as a weekend getaway for pet parents

Vet Consultation

- Promote informational content by the vets
- Promote influencer content showcasing a friendly vet experience for the pets

Product Promotion

- Increase Product conversions by running Catalogue & Shopping Ads
- Leverage our social media followers to convert them into paying customers.
- Promote Clothing Collection/Valentine's day
- Try a subscription model with a +5% discount as compared to competitors for a good CLV.

Republic Day Campaign

Objective: Promote the Republic Day sale at Zigly.com

Idea: Showcase how excited the pets are about the sale

Execution: Highlighting one key product line every day and bring alive the pet's excitement around the product

	Topic
20th	Announcement
21st	Sale post 1 - Beboji Collection
22nd	Sale post 2 - Food
23rd	Sale post 3 - Treats
24th	Sale post 4 - Toys
25th	Countdown
26th	Republic Day wish post

February: #MyPetMyValentine

Objective: Create buzz around Valentine's Day for pet lovers

Idea: UGC campaign encouraging consumers to share what according to them is the most lovable thing about their pet and what makes their pet so special to them

Execution:

Leveraging micro influencers to create buzz and excitement around the contest and encourage consumers to participate in the contest and get an opportunity to win exciting exciting prizes

	Topic
3rd	Teaser
5th	Announcement
7th	Influencer video repost 1
9th	Reminder 1
11th	Influencer video repost 2
13th	Reminder 2
14th	Valentine's Day wish post
17th	Contest closed
20th	Compilation of all the entries

Thank You

