

# Campaign: Premium Orthopedic Dog Bed (Direct-Response Ads)

## Audience

Pet parents 35–65 with senior dogs (7 + yrs) suffering joint pain, arthritis, or mobility loss.

## Objective

Convert emotional concern into immediate purchases via Facebook / Instagram ads.

## Approach

Pain-point storytelling that mirrors buyers' inner dialogue, paired with premium product positioning. Each ad follows a Problem → Agitate → Solution arc and closes with a gentle CTA.

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## Ad 1 – *The Midnight Toss-and-Turn*

*“That 3 AM whimper when your senior dog shifts restlessly... it doesn’t have to be normal.”*

Our **4-inch CertiPUR-US® memory foam** bed cradles aching joints, while the waterproof cover makes accidents stress-free. Finally—pain-free sleep *for both of you*.

**CTA:** Give them the comfort they deserve. (*All sizes.*)

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## Ad 2 – *The Stairs They Can’t Climb Anymore*

*“Remember when they bounded up the stairs? Now even the hardwood floor feels too hard.”*

This **orthopedic bed** relieves hip and elbow pressure with medical-grade foam. Machine-washable, because golden years shouldn’t mean messy ones.

**CTA:** Help them rest easy again.

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### **Ad 3 – “It’s Just Old Age” (Says Who?)**

*“Your vet calls it arthritis. You call it heartbreaking.”*

The right bed changes everything. **4-inch memory foam** eases stiffness; a **non-slip base** keeps them steady. No more slipping, no more sore mornings.

**CTA:** Because “getting older” shouldn’t mean hurting.

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### **Ad 4 – The Gift You Wish They Didn’t Need**

*“You’d give anything to take their pain away. Start with the bed they should’ve had years ago.”*

Vet-designed for **hip dysplasia & arthritis**, chew-resistant, waterproof, and built to last.

**CTA:** Make their favorite spot the kindest one.

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### **Ad 5 – The Look They Give You at Bedtime**

*“That hesitant glance at their thin, lumpy bed... it’s why you’re here.”*

Senior dogs deserve more support. Our **CertiPUR-US® foam** adapts to their body, easing pain night after night—and yes, it’s machine-washable.

**CTA:** Upgrade their sleep tonight. (*Before they give you that look again.*)

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### **Ad 6 – Brighter Mornings (Uplifting Variant)**

*“Sunrise snuggles are sweeter when joints don’t ache.”*

With medical-grade memory foam and a washable cover, this bed helps senior pups greet the day rested—and ready for gentle play.

**CTA:** Give them lighter mornings.

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## Why This Works

- **Conversion-Focused Empathy** — taps guilt, love, and hope without manipulation.
- **Feature→Benefit Weaving** — technical details (memory foam, waterproof cover) serve emotional outcomes (pain-free sleep).
- **Tonality Range** — five pain-point variants plus one uplifting angle show versatility.
- **Soft CTAs** — gentle urgency outperforms hard sells for this audience.

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