



Gravy Train Proposals

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DOG DONATIONS



“Gravy Train is making every step you take with your dog count as a donation to the Wounded Warrior Project.”



RESEARCH:

- Dog owners walk 2x more than non-dog owners.
- 7 out of 10 pet owners take their dogs on walks at least once a week
- Women spend on average 10 hours/week with their pets

Source: GMI/Mintel Pet Food - US - July 2014



EXECUTION:

1. Give away **\$100,000** worth of dog+human matching gravy train pedometers.
-Each set valued at \$100 wholesale.
2. Microsite and app creation with remaining budget:
\$50,000.

This is a partnership with Whistle to create a limited edition GTP (Gravy Train Pedometer).



HOW IT WORKS:

- Gravy Train sets up a microsite where purchasers can sign up to be a part of the Dog Donations program.
- Gravy Train will send select account holders two GTP's (Gravy Train Pedometers); one for the dog, one for the owner.
- These GTP's can then be worn any time the dog and owner spend together; counting the steps they take on walks, or during playtime.
- Activity will be tracked via an app which can be synced and uploaded to the microsite. That way whether on the go or on the computer the dog owner can track and see the progress they are making.
- Each step will be counted as a penny to be donated to the Wounded Warrior Project, fueling lasting companionships on both ends; the consumer and the recipient of the donation.



DOSCARS

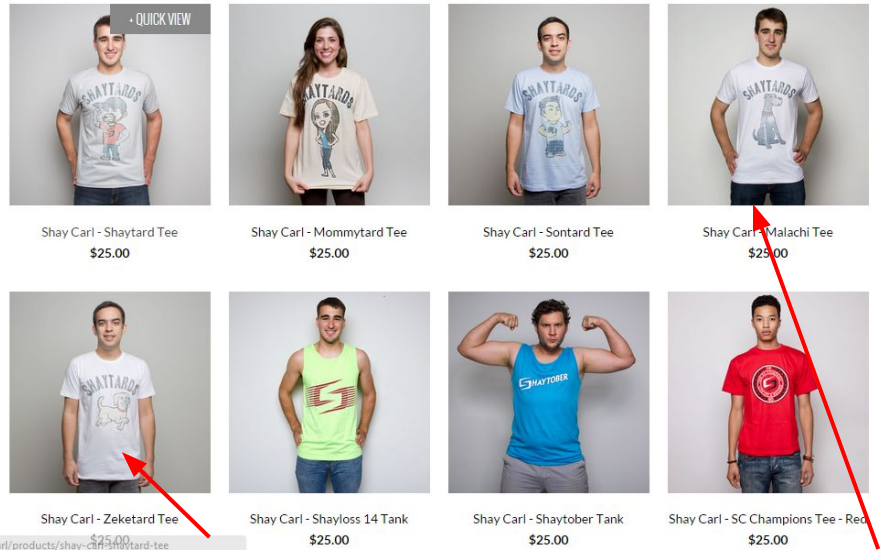


“Submit your best dog vids for the first annual Doscars @ dosc.ars! Be sure to share with friends as the top voted vids will make the finals & be broadcasted during the show.”



RESEARCH:

- YouTube's most popular video of 2014 was "Mutant Giant Spider Dog" with 128 million views.
- Youtuber's love their dogs, so do their fans.
- Various Instagram pet accounts have over 150K followers.
- Pets is a category in Vine.



Fans of the popular Youtube channel "Shaytards" can pay \$25 for a tshirt featuring the family dog

HOW IT WORKS:

- A microsite for all your dog video needs.
- Users nominate and vote for the best dogs on the internet.
- End with a Youtube live stream awards show.
- Invite Internet personalities to host and invite select dog nominees.
- Allow submissions for the next year.



EXECUTION:

1. Create a microsite for all your dog video needs. Visitors can nominate and vote for the best dog on Youtube, Vine, and Instagram.
2. End the promotion with a live stream on Youtube, hosted by a Youtube celebrity or attempt to bring the nominees to the broadcast.
3. Allow the microsite to submit nominations for the next year, have a leaderboard with the popular and hot submissions at the top.



THE GRAVY BOWL



“Join an event of doggie proportions:
The Gravy Bowl. Watch the pups fetch
frisbies, tennis balls, & sticks, in a
competition where you’ll wonder: Who
let the dogs out?”



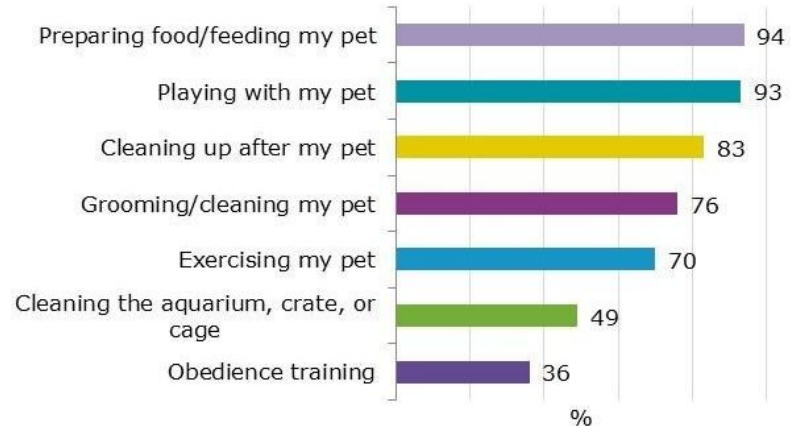
RESEARCH:

- 9 out of 10 pet owners play with their pet at least once a week.
- Men are more likely to take action than women.
- Men like sports.

Figure 42: Weekly activities, March 2014

Base: 1,139 internet users aged 18+ who have at least one pet in the household and spend time caring/playing with their pet

"And how many times do you perform each of the following activities per week?"



Source: GMI/Mintel

HOW IT WORKS:

- Gravy Train sponsors doggie sport events with dogs and their owners to fuel lasting companionships.
- Event will take place across the country in various parks.
- Pups and owners will register for event and dog park. Upon sign in at the park, pups will receive a limited edition Gravy Train sports jersey to wear during the Gravy Bowl festivities.
- All sporting events (tennis ball catching, frisbie catching, stick catching, tug of war) will be Gravy Train branded with the Gravy Train logo.
- Different events will be judged by Gravy Bowl referees and winner pups will be awarded a Gravy Train prize at the end of the Bowl!



EXECUTION:

1. Parks are chosen around the country and flyers are posted to promote the event.
2. Pups and owners register for the Gravy Bowl and the activities they want to participate in.
3. The day of the Gravy Bowl registration tables will be set up to allow easy sign in for canine participants and their owners.
4. Jerseys and appropriate toys for the events will be handed out.
5. The events will take place and awards will be given out to the pups that deserve them the most!

