

# BARK=BOX

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# BRAND OVERVIEW

Started in 2011, Barkbox is a fun take on a monthly subscription box service for your pets! The company sets itself apart from the competition by offering a uniquely themed box each month so that the customer, and pets, never get bored of the products they receive.

Currently, the company is engaged on all major social media platforms, including Youtube, Facebook, and Twitter, as well as their own website in which all purchases can be made.



## CURRENT SITUATION

### **Paid:**

Barkbox currently has some advertising on Facebook, Twitter, Instagram, and Google. In addition to this, the company also pays to have their product promoted and sold on Amazon.

### **Owned:**

Barkbox has a prominent following on all of its social media platforms, amassing over five million followers combined. The company has chosen to take a comedic approach to its social media campaigns, creating a unique, relatable persona on each platform. Barkbox also has its own website and app on which customers can view, purchase and review the products they have available.

### **Earned:**

On their website, social media platforms, and Amazon, the majority of reviews and post engagements are positive. The company actively promotes many of their positive reviews for customers to view on both social media and their website.



### **Gaps In Presence:**

Barkbox does not actively put out many advertisements. Putting out a greater variety of ads would help to reach a wider audience of consumers.



## COMPETITOR ANALYSIS

The two main competitors to Barkbox are Chewy and Bullymake. Both of these other companies offer a similar product with comparable prices.

### **Bullymake:**

-Highest Grossing Social Interactions: Facebook: 662,570 likes,

-Pricing: 1 month for \$39 3 months for \$36 6 months for \$34 12 months for \$31

-Product: 2-3 tough chew toys and some treats or just 4-5 toys with no treats.

-Target Audience:

People who have dogs with strong bites and tear apart toys easily, Value Proposition: "Keep power chewing dogs (and their parents) happy and satisfied. The way Bullymake does this is by designing and manufacturing unique, highly durable toys every month catered specifically to your power chewer, right here in the USA, and shipped right to your door."

### **Chewy:**

-Highest Grossing Social Interactions: Facebook:: 1,594,884 likes,

-Pricing: \$25-29 a box. Not committed to a monthly plan

-Product:

A bundle of treats and toys available for one time purchase for cats and dogs, Est. 2011,

-Target Audience:

People who do not wish to pay a monthly subscription, but still wish to enjoy a box of toys and treats, Value Proposition: "At Chewy, we strive to deliver the best products with the best service - and we want to become even better. Happy customers are always our #1 priority, and our team members are passionate about finding new ways to wow both pet owners and the industry at large."

### **Barkbox:**

-Highest Grossing Social Interactions: Facebook:: 3,032,568 likes,

-Pricing: \$23 a month,

-Product:

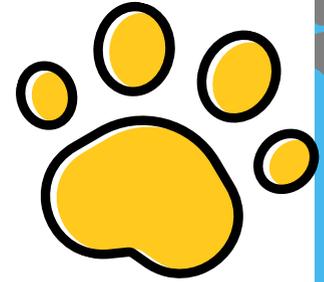
2 toys, 2 all natural bags of treats, and a chew toy with a monthly theme.

-Target Audience:

Anyone who wishes to receive a fun monthly themed bundle of toys and nutritious treats for their dog, Value Proposition: "The company acts as a one stop destination where people can find all the dog treats that they would prefer to have for their dogs. Customers do not have to worry as the company delivers those at the door steps of the customers."



## COMPETITOR ANALYSIS



BARK<=BOX	chewy	BULLYMAKE
\$23/Mo	\$25-\$29 Per Box	\$31-\$39 Depending on subscription
Highest Grossing Social Interactions: Facebook: 3,032,568 likes	Highest Grossing Social Interactions: Facebook: 1,594,884 likes	Highest Grossing Social Interactions: Facebook: 662,570 likes
2 toys, 2 all natural bags of treats, and a chew toy with a monthly theme	A bundle of treats and toys available for one time purchase for cats and dogs	2-3 tough chew toys and some treats or just 4-5 toys with no treats.

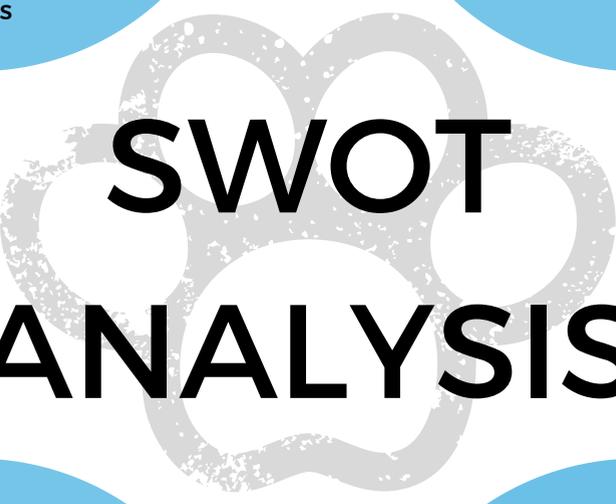


**STRENGTHS**

- No retail costs.
- Mobile friendly and subscription based model.
- Orders based on dog size
- Free Shipping and awesome return policy
- Huge social media
- Ingredients

**WEAKNESSES**

- Expensive
- Monthly dog subscription is a hard sell
- Quality has been caused into question



# SWOT ANALYSIS

**OPPORTUNITIES**

- Continue collaborations
- Expansion into cat toys
- Create a more affordable offering line.
- Product quality and design
- Continue social media growth.
- App

**THREATS**

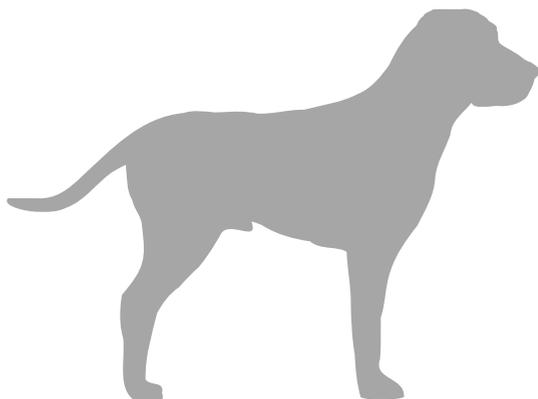
- Bullymake and Chewy
- Competition has deep pockets
- Competition has excess money from stock issues and recent IPO.
- Amazon having power over listing

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## STRENGTHS

Barkbox is an online retailer that has two major business models. The first and majority of revenue deliver dog toys and dog treats to owners based on monthly subscriptions. The second is based on custom collaboration toys that they team up with large corporations like Warner Brothers, Costco, and college basketball teams. Both of these models are unique in that they do not have to pay for brick-and-mortar stores but they can be in brick in mortar stores with the vendors that they collaborate with like Costco. The subscription-based service lines up well with the current trends as most people have many subscription-based services that they pay for monthly. Straight from Amazon's book, they offer free shipping and no hassle returns striving to deliver the best customer service possible.

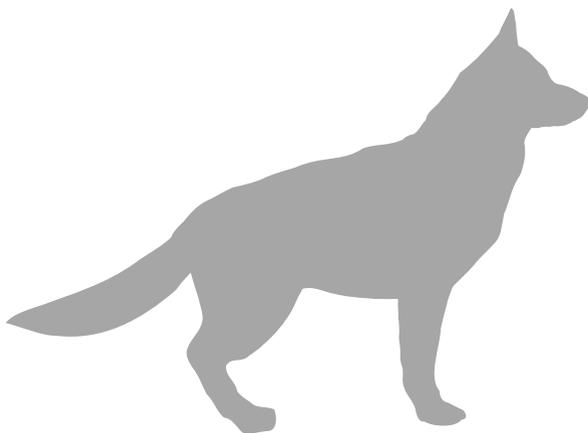
BarkBox is able to appeal to the current younger generation of dog owners as they have a massive social media presence, send custom messages to you and your dog based on birthday or adoption day, and even ask for your dog's diet restrictions when determining what box to send them, these are all ways to establish a personal connection with each pet owner.



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## WEAKNESS

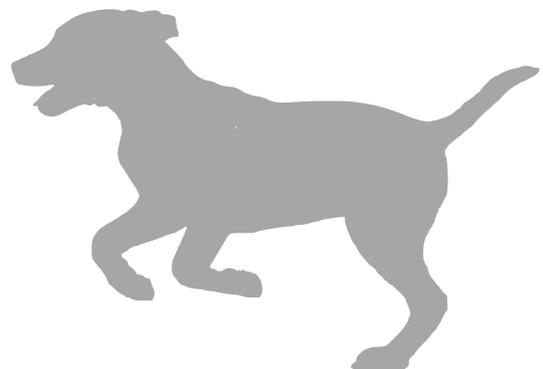
Barkbox's main weakness relies on the fact that the subscription-based service starts at \$30 a month, which is a premium and quickly adds up to \$360 a year. While it does include 2 toys, 2 treats, and one chew many people tend to shop for cheaper toys for their dogs as they break easily. While you can upgrade to the super chewer toys that will have a much harder time breaking, these can quickly begin to add up and people may cancel the service if they have 5 toys that are brand new. Lastly due to the fact that BarkBox is relatively new and in hyper-growth mode, many people have called into question the quality of the toys.



## O

## OPPORTUNITY

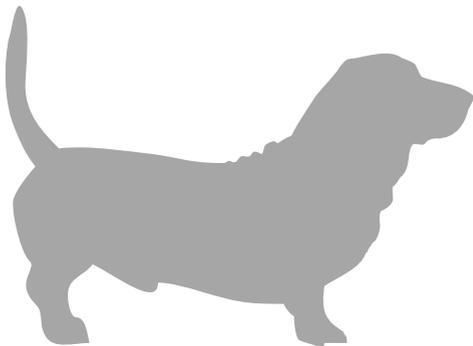
BarkBox has 1.7 million followers on Instagram, 309 thousand followers on Twitter, and 2.9 million followers on Facebook, because the younger generation is their target audience, they have successfully carved out a space to run great advertisements. If they can drive down manufacturing costs with economies of scale and increase quality, they can drop prices. Diversification into other pet spaces would be a solid way to expand growth, the next big market should be the cat market as it's 2/3rds the size. Continuing collaborations will continue to be a big hit, as you are essentially buying limited edition toys for your pet, there is an exclusive feeling going on.



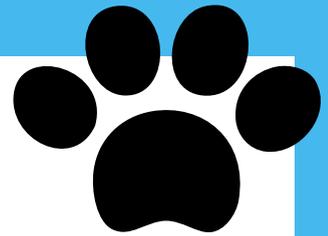
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## THREATS

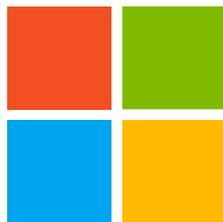
While BarkBox remains the number one name for subscription-based dog boxes, other companies like Chewy and Bullymake have undercut prices and offered their own products line. Both Amazon and Chewy are publicly traded companies and have extremely deep pockets to play the long game with Barkbox, essentially they can undercut prices afford to take a loss longer than BarkBox can. Lastly, Amazon offers BarkBox on their site, but in the past, we have seen Amazon become shady and promote its products over the competition



## NEEDS ANALYSIS



Throughout the years, technology has become one of the most convenient and profitable business tools available to all organizations. Barkbox has done well to take full advantage of the mass marketing benefits associated with digital marketing. They have amassed an astonishing instagram following of over 1.7 million followers. In addition to their impressive instagram following, BarkBox's official Facebook page shows an estimated 3 million people have liked and have also followed their page. But they do have some weaknesses, Barkbox seems to lack presence on Youtube and on their mobile application.



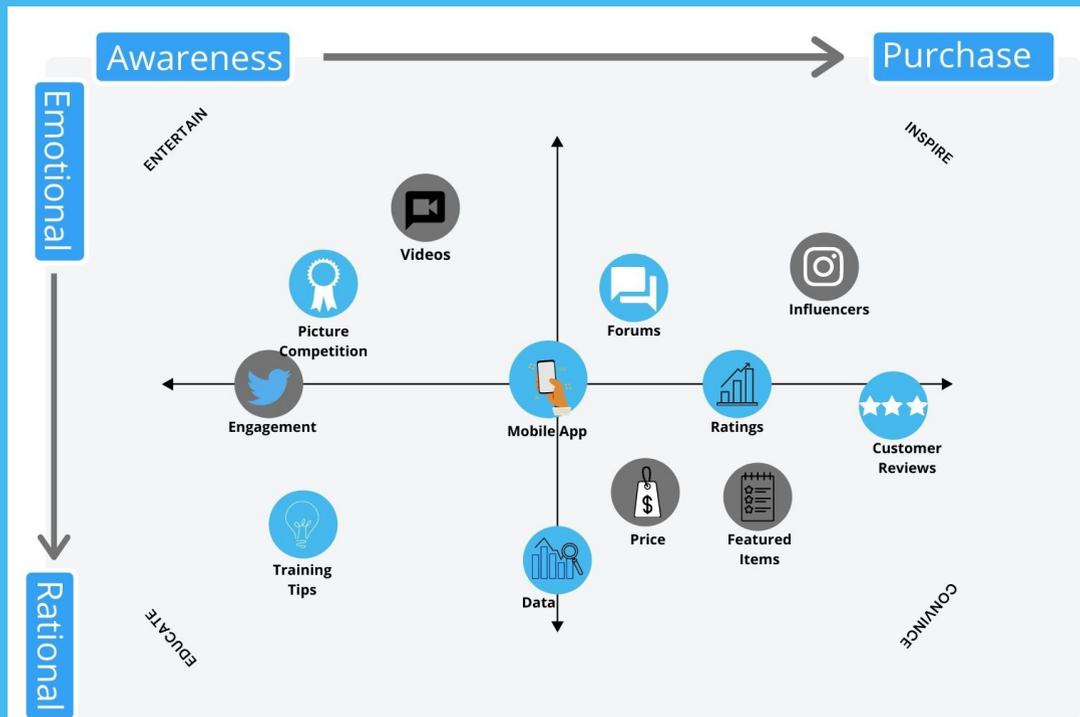
### **Youtube (Owned)**

Barkbox lacks a significant presence on youtube. There are several unique benefits associated with establishing a company Youtube channel. Despite the clear benefits of using youtube as a marketing tool, Barkbox has yet to create an official youtube page. A youtube channel will be a owned media outlet. We believe that Barbox would profit from establishing a Youtube platform. These are some of the benefits related to constructing a company Youtube page.

### **Mobile app (Owned)**

Smartphones have become a vital part of our day-to-day lives. Creating an app is an accessible shortcut to accessing product information that could potentially create a competitive advantage for a company if done correctly. Currently, the Bark box mobile app is rated a 3.1 out of 5 on the Apple store. Many reviews focus on the lack of simplicity and the difficulty with customer service. We believe that Barkbox would benefit from simplifying its mobile app in order to improve the overall customer experience. A smartphone App is an owned media source. By doing this, Barkbox will be able to cater to their ever-growing customer base, and will also lessen customer service interaction.

## CONTENT MARKETING MATRIX



**Inspire-** Dog Instagram Influencers and Community Forums will be the main channels used to inspire our audience.

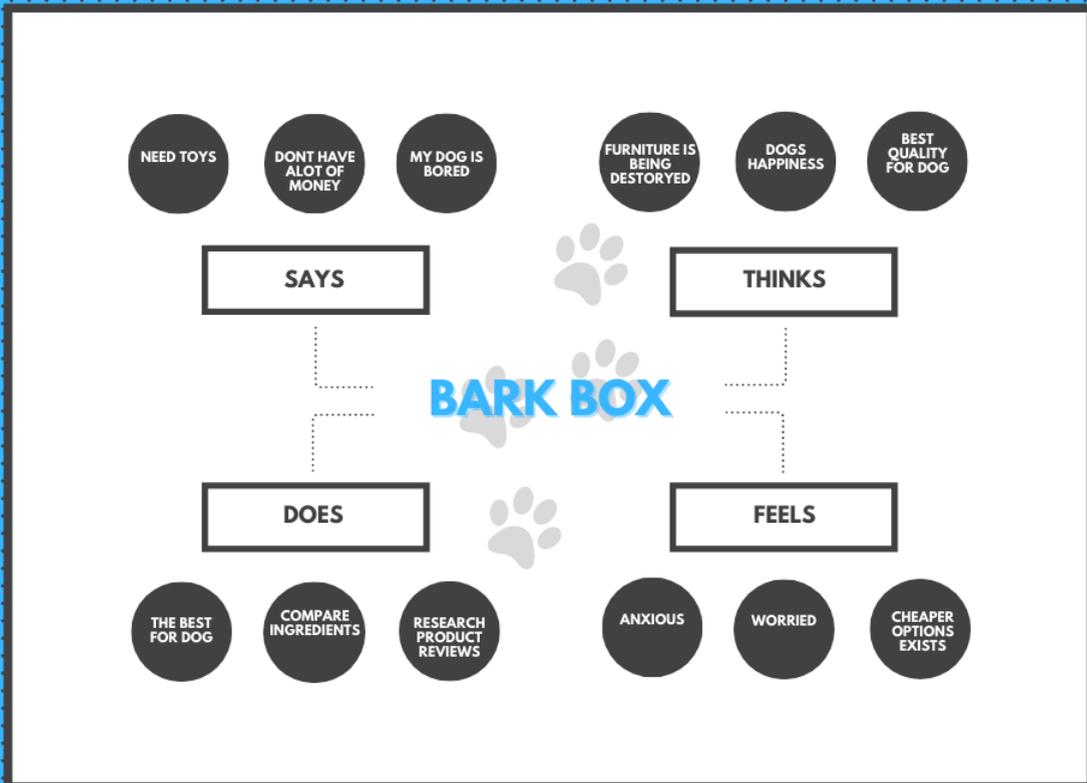
**Entertain-** Videos and pictures are a great way to strictly entertain the customer. Many times when someone looks through videos or pictures attention span and engagement time are very low, because of this it is in our best interest to limit informative information.

**Educate-** While our product is dog toys, we thought it was best to also inform trainers with dog tips due to our dog-oriented culture.

**Convince-** Information regarding the products that Bark Box offers serves as the most rational approach in influencing the customer's decision. Presenting product ratings and reviews allow a chance for the consumer to compare against competitors, and weigh their options. Featuring specific items also allows customers to see a quick glance into the overall quality of the products offered.

**Dual factor-** Five of the items on the list we consider to be dual-factor items as they serve much more than just one space, these include engagement, data, rating, customer reviews, and lastly the most important feature of our mobile app. Reviews and ratings can be grouped into the same category essentially they offer a way to take out the bias of our product and put it in the hands of consumers or individuals who want to test and review our products. Engagement allows the brand to have the personality it, especially on social media. While we can be funny with memes, we can also serve to educate people on our product. Data can be used to show definitive results on why our products beat the competition products. Lastly, our mobile app combines all 4 categories into one, it features many of these aspects combined where you can view data, create profiles, look at customer reviews, and streamline the entire process of buying BARKBox into one easy process.

## EMPATHY MAP



The Empathy Map created for Bark Box’s target audience portrays what they say, think, feel, and do. Dog owners, especially puppies, may be worried about the current situation in their living room while they are attending school or work. The dog may be bored and chewing on the sofa instead of the rope the dog originally lost interest in. Our personas might say their budget is something to worry about, but also the happiness of their pet is a priority. For our primary target audience, we have Christina Adams. The middle-aged stay-at-home mother represents the ideal customer who would be subscribing to BARK Box. Raising her children for the past five years and being the best wife possible, Christina has a lot to do during the day. The children have been begging for a puppy so she finally caved in, but now has more responsibilities on her hand. Knowing that a monthly subscription of high-quality treats and toys will be delivered to her front door allows her worries to fade.

## PERSONA 1

### CHRISTINA ADAMS



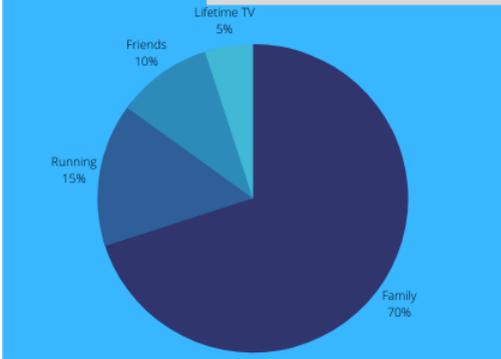
#### Demographics.

**Age:** 46  
**Status:** Married  
**Income:** 75-100k  
**Occupation:** Stay-home Mother  
**Education:** High-School Diploma

#### Goals/Needs.



#### Motivation.



Christina Adams is our main target audience. Christina is a 46-year-old mother who stays home during the day to take care of the kids, house and run errands. Her Husband works all day so he can come home to a clean house and hot meal. Christina's children have been begging for a dog so she finally caved in, the only issue is she now has another responsibility to tend. She enjoys going on long runs in the mornings but can't seem to tire the puppy out, and throughout the day the puppy usually trashes the kitchen and picks up anything left within line of sight.

## PERSONA 2

### JOHN MATTHEWS



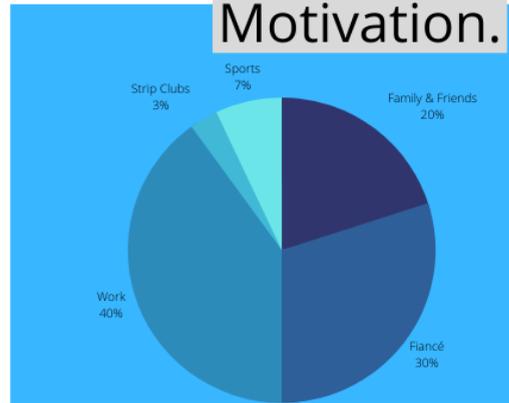
#### Demographics.

Age: 29  
 Status: Engaged  
 Income: 60k  
 Occupation: Digital Marketing  
 Education: College Degree

#### Goals/Needs.



#### Motivation.



John Matthews is another secondary target audience. John is a 29-year-old who works in the Digital Marketing field. He works stressful and busy days while his Fiancé is at home raising their new puppy. He cares about his career and newly started family. John demonstrates someone in our target audience who would benefit from receiving a monthly subscription to help soothe his new dad's dog worries.



## PERSONA 3

### STEVE MACKIN



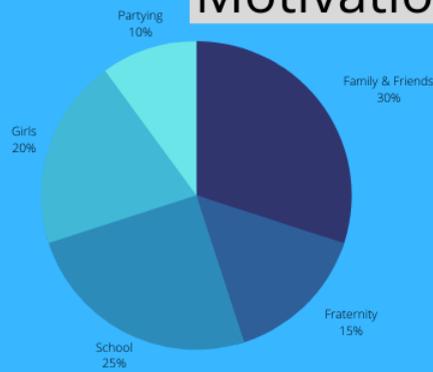
#### Demographics.

**Age:** 21  
**Status:** Single  
**Income:** 3-5k  
**Occupation:** Pizza Delivery  
**Education:** Junior in College

#### Goals/Needs.



#### Motivation.

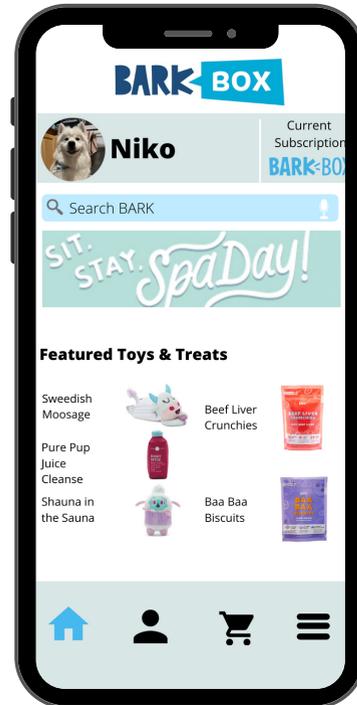


Steve Mackin is a secondary target audience. Steve is a 21-year-old college student who enjoys studying for class and going out with friends. Steve thought it would be a great idea to adopt a dog while being a full-time student. He struggles balancing class, work, and social life while taking care of his dog alone. Surviving on student loans and a part-time delivery gig, Steve struggles to financially support his puppy's untrained habits and tendencies.



## DIGITAL STRATEGY

The main objective for our campaign is to increase the traffic for our renovated mobile app. We will be launching a storyboard campaign on the ease of use of the new and improved app. This storyboard will appear on Instagram and Facebook with a direct link to download the application.



We want to continue to use BarkBox's social media as leverage, the goal is to use Instagram and Facebook to attract more traffic to our new app. These two sources have large followings and interaction rate and would be the best medium to introduce our new mobile app. Success on Instagram can be calculated by the amount of likes or views that the mobile app storyboard receives and success on Facebook will be calculated by shared posts, likes, or comments on the video.

## PLATFORMS

In addition to running an ad from our instagram account, we are going to pay JiffPom and Doug the Pug to post our storyboard on their Instagram accounts. Due to the fact that they have such large followings 10.5 instagram followers and 3.9 instagram followers, we are hoping that we can tap into the dog market and persuade some of that audience to give our mobile app a try. The great thing about dog influencer pages, is that most of these people have dogs of their own, or have high interest in owning a dog later in life, this is why both pages make sense. Success of the initial ad campaign will be measured using instagram analytics and download total in the one month that this ad is run.



Our new app will allow the user to actively shop and search for inventory while including all existing features currently on the platform. App users will be able to access their account information to change personal settings and subscriptions. Our app analytics will allow us to view active users and engagement while comparing the additional revenue of our shopping page. Measuring the retention rate will allow us to see if customers are continuing to use the new app to shop/edit their account or returning to the traditional website.



## STORY BOARD

### BARK=BOX

NAME(S) OF THE PRODUCERS: AJ Peapos, Kevin McGinley, Robert Wallace, Phillip Martinez, Mark Siegle



**NARRATOR:** This is JiffPom, with over 10.3 million instagram followers, and multiple music video appearances he is the most popular dog on planet earth



**NARRATOR:** This is Doug the Pug, he has quite the following as well. Doug loves to be a trend setter, always keeping up with the latest fashion and clothing



**NARRATOR:** Doug and JiffPom are both hardworking dogs, so when they need food or toys they order directly from the new BarkBox App



**NARRATOR:** The new and improved BarkBox mobile app comes packed with new features to make handling your subscription so easy your dog could do it!



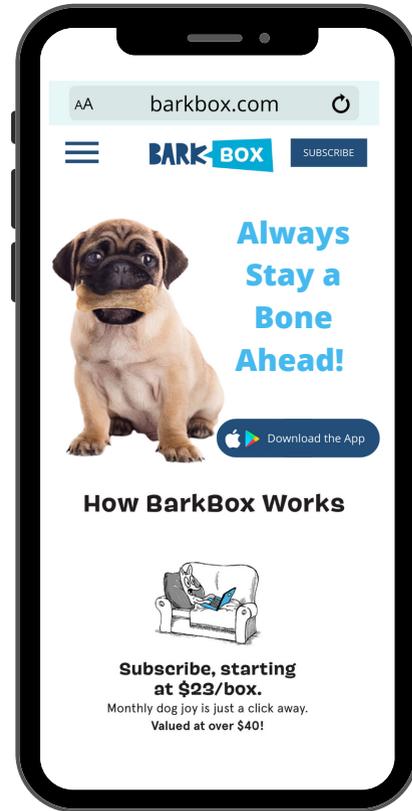
**NARRATOR:** So what are you waiting for? With or hassle free shipping, your dog will always receive his goodies on time



**NARRATOR:** Order now and Doug the Pug could show up at your house with your monthly BarkBox Delivery

## KPI AND SMART OBJECTIVE

The current mobile app has 3.1 stars with 259 ratings on Apple's app store. The app is currently rated a 4.9 on the Google PlayStore. However, only 16 people have reviewed the app. Our goal is to increase ratings to a 4.2 out of 5 with at least 600 reviews on Apple's app store. In terms of the Google PlayStore we would like to reach 300 reviews. The overall goal is to reach these numbers within six months of launching the new and improved BarkBox mobile app



Our content is essentially designed to reach and inform a large market that have an interest in dogs, dog toys, and dog treats on our new and improved mobile app. The ad will be posted on JiffPom and Doug the Pug's social media accounts to reach a total of over 14 million followers in order to persuade audiences with a common interest in dogs to pursue our mobile app. The call to action would be a link, that leads directly to the landing page as seen above, below the video.

