



Left: Jo Gault and Justin Cofield.

Below right: Lonely Pets Club's logo, before and after the BrandQuest makeover.

Over four weeks of workshops and discussions, BrandQuest developed a comprehensive marketing strategy for Lonely Pets Club which answered six fundamental questions:

- What they need to say
- How they should say it
- Who they need to say it to
- What makes them different
- How they do what they say
- When to say it for maximum effect.

"Once Lonely Pets Club had a clearly-defined and segmented target market (who to say it to), their points of differentiation (what makes you different), their positioning (what to say) and their brand essence (how to say it), we then provided them with a list of marketing and promotional recommendations (how you do what you say) and a guide to develop their communications calendar (when to say it for maximum effect)," says Samuel.

BrandQuest developed a logo and set of branding guidelines for Lonely Pets Club's website, staff uniforms and promotional materials.

"We created a series of recommendations focused on the five Ps: product, place, price, promotion and people," says Samuel.

These included:

- Using Lonely Pets Club's large customer database as a springboard for research and promotional opportunities
- Making sure franchisees adhered to Lonely Pets Club's brand guidelines, to ensure consistency of communication

the company's 'pet-first' philosophy, reliability and professionalism.

"Jo and Justin recognised the key to developing a strong brand was to get the right message delivered to the right target with ... maximum bang for their marketing buck," says Jonathan Samuel, director of BrandQuest.

"BrandQuest's major recommendation was to align all our efforts under an overall strategy so that everything we did was cumulative and consistently targeted and executed," adds Gault.

Lonely Pets Club's brand makeover

Last year, Melbourne-based pet sitting and dog walking business Lonely Pets Club won *Nett's* Marketing Makeover competition and received a \$10,000 branding revamp from marketing strategy firm BrandQuest.

Lonely Pets Club was looking to expand further after five years of rapid growth. Owners Jo Gault and Justin Cofield had established a franchising model and were looking to grow it throughout Melbourne and beyond. They wanted a brand identity that would communicate



Before



After

- Investigating additional distribution channels and product extensions
 - Finding ways to improve profit margins through value-based pricing
 - New creative concepts to engage with segments within their target market.
- "For the first time in our five-year history, we can measure our marketing and know what we are doing is right, why we are doing it and what our expectations should be," says Gault. "We are very confident that our future marketing will be more efficient and effective, as it will be on message for what our target audience wants and needs."

"Identifying our core brand essence - fanatical, loving care - has clarified in our own minds exactly what we are striving for and why. It simplifies decisions in all areas of running the business, from staff recruitment and the design of promotional material, to the way we relate to our customers. All our staff and franchisees are lined up behind the brand."