

chewy.com

Linnea Thomas

Copywriting for Digital Messaging

Final Project – Fall 2019

Table of Contents

Core Values.....	Page 2
Core Messaging.....	Page 3
Brand Voice.....	Page 4
Brand Tone.....	Page 5
Characteristics.....	Page 6
Email Examples.....	Page 7
Instagram Posts.....	Page 9
Twitter Posts.....	Page 15
Facebook Ads.....	Page 20
Blog Post.....	Page 23
Brand Manifesto.....	Page 27

Chewy's Core Values

We're working to become the most trusted and convenient online destination for pet parents and our partners – vets and service providers – alike. Our success is measured by the happiness of the people and pets we serve, not simply by the amount of pet supplies we deliver. That's why we continue to think of outside-the-Chewy-box ways to delight, surprise, and thank our loyal pet lovers.

Our experts are here 24/7 to answer questions and help you find the perfect items for your pet. We also have a 100% Unconditional Satisfaction Guaranteed Policy on every order, just in case they're not crazy about that new food or toy. Shopping for your pet has never been easier.

Core Messaging

At Chewy, we care about providing you the resources you need to love on your pet like they deserve. We have everything you need for your pet at amazing prices, every day. Explore more than 1,000 favorite brands, including Blue Buffalo, Nutro, Natural Balance, and Tidy Cats – all from the comfort of home. Whether you choose to spoil your little one or keep them on a strict regimen, we have what you're looking for.

Brand Voice

Chewy's brand voice appeals to pet owners and the people that help them. The goal is to communicate how much care and attention goes into everything our company does. We're here to provide you with the resources you need.

Our brand voice can best be described as the best combination of advice, knowledgeability, lightheartedness, approachable, and fun. It shouldn't be intimidating to shop for your pet, even when your order contains more health-related products than toys.

Brand Tone

On our blog, Pet Central, we have a wide variety of content. Sometimes, this means our tone can differ slightly from an article about senior pet care to another about the gifts your dog wants for Christmas. Whether we're providing you with lighthearted content or a serious pet health guide, we strive to be approachable and palatable.

Content Style Guide:

Voice attributes: caring, expert, and approachable

Top SEO words: pet food, pet supplies, dog training, grooming, habitats, carriers, breed guide, flea & tick, pet care, pet accessories, pet toys

Boiler plate: Chewy strives to be the most trusted online destination for pet parents and partners everywhere. We work hard to provide you with an exceptional customer experience, including 24/7 customer service and access to over 1,600 brands.

Characteristics

1. Knowledgeable
2. Approachable
3. Fun
4. Reliable
5. Accessible
6. Compassionate
7. Trusted
8. Convenient
9. Delightful
10. Functional
11. Exciting
12. Relevant
13. Timely
14. Happy
15. Useful

Email Examples

Email 1: New Chewy.com Account

Subject Line: Welcome to the Chewy Family

Headline: We're Pawsitively Glad to Have You

Sub-header: Thanks for creating an account with Chewy



A little birdy told us that you're interested in all the deals and offers we have here at Chewy. Customer service is available 24/7 if you need assistance. Please feel free to reply to this email or call us at 1-800-672-4399.

You can also log in [here](#) at any time.

If you require any help or support when using our site, please email us at: service@chewy.com.

LOG IN NOW

Call us 24/7 at 1-800-672-4399 or reply to this email



CUSTOMER
SERVICE



FREE SHIPPING
ORDERS \$49+



SATISFACTION
GUARANTEED



HASSLE-FREE
RETURNS

Email 2: Holiday Advice

Subject Line: The Best Doggone Deals of the Season

Headline: Black Friday & Cyber Monday Deals



We get it. Spoiling your fur baby is an essential activity this holiday season. Don't worry! We've got you covered.

At Chewy, we do our best to get you the best deals on all the things that will make your pet jump for joy!

Check out our Black Friday shopping guides below:

CATS

Black Friday 2019: The Best Chewy Black Friday Sales For Cat Pare...

DOGS

Chewy's Black Friday 2019 Deals: The 10 Best Deals For Dogs

Call us 24/7 at **1-800-672-4399** or reply to this email



CUSTOMER SERVICE



FREE SHIPPING
ORDERS \$49+

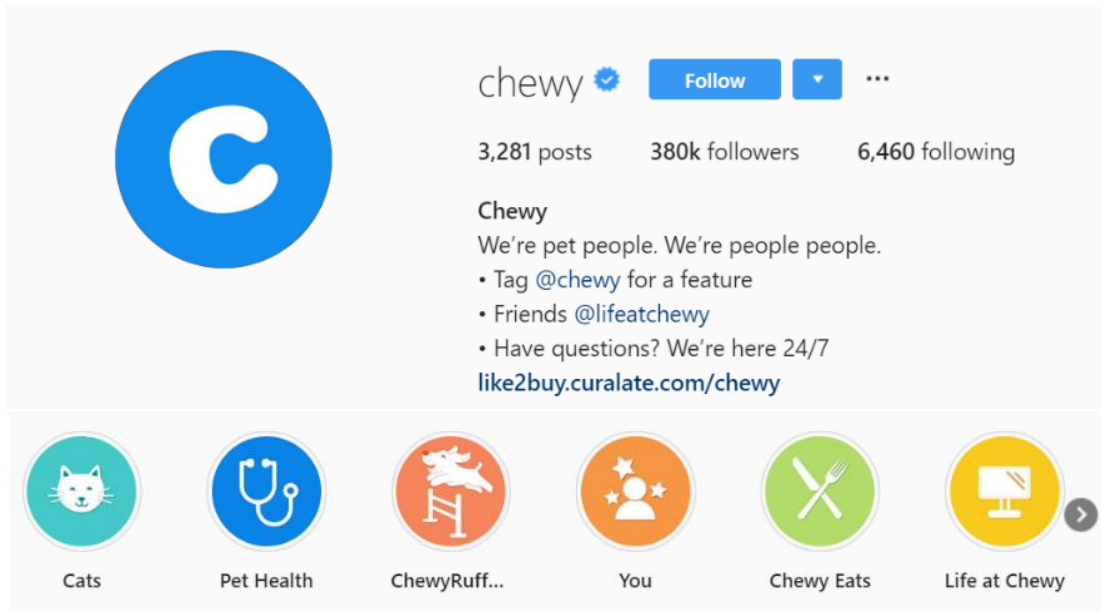


SATISFACTION
GUARANTEED






HASSLE-FREE
RETURNS

Instagram Posts



The header of the Chewy Instagram profile features a large blue circular logo with a white 'C' on the left. To the right, the name 'chewy' is displayed with a verified badge, followed by a 'Follow' button, a dropdown arrow, and a three-dot menu icon. Below this, statistics are shown: '3,281 posts', '380k followers', and '6,460 following'. The bio reads 'Chewy We're pet people. We're people people.' and includes three bullet points: '• Tag @chewy for a feature', '• Friends @lifeatchewy', and '• Have questions? We're here 24/7'. A link 'like2buy.curalate.com/chewy' is provided at the bottom of the bio. A horizontal row of six category icons is located below the bio: 'Cats' (teal circle with a white cat face), 'Pet Health' (blue circle with a white stethoscope), 'ChewyRuff...' (orange circle with a white dog silhouette), 'You' (orange circle with a white person silhouette and three stars), 'Chewy Eats' (green circle with a white fork and knife), and 'Life at Chewy' (yellow circle with a white monitor icon and a right-pointing arrow).

chewy  [Follow](#)  

3,281 posts 380k followers 6,460 following

Chewy
We're pet people. We're people people.

- Tag @chewy for a feature
- Friends @lifeatchewy
- Have questions? We're here 24/7

like2buy.curalate.com/chewy

Cats Pet Health ChewyRuff... You Chewy Eats Life at Chewy



The image shows a screenshot of an Instagram post. On the left is a photograph of a small white hamster wearing a dark blue, textured knit sweater. On the right is the post's interface, which includes the Chewy profile name and verified badge, a 'Follow' button, and a three-dot menu. The post text reads: 'Sweater weather is officially here! How do you keep your little one warm?' followed by the hashtags '#cozy #sweaterweather'. Below the text are icons for likes and comments, with '141,149 likes' displayed. At the bottom, there is a text input field for comments and a three-dot menu icon.

chewy  [Follow](#) 

chewy 

Sweater weather is officially here! How do you keep your little one warm?

#cozy #sweaterweather

 
141,149 likes

Add a comment... 



chewy • Follow

chewy

Treat yo' self (and your pet) at Chewy.com! We've got everything you need to indulge in a pampering session you'll both love.

#selfcare #puppylove



141,149 likes

Add a comment...



chewy • Follow

chewy

Puppy kisses are better without dog breath. Chewy's here to help with plenty of options to combat stinkiness!

#kisses #dentalcare #puppers



141,149 likes

Add a comment...



chewy • Follow

chewy

Want to treat your dog?
Check out the many
[@kong_toys](#) Chewy has to
keep them entertained.

#kongtoys #treats

141,149 likes

Add a comment...



chewy • Follow

chewy

Talk about #squadgoals -
tag your doggy playdate
buddy!

#puppyplaydate

141,149 likes

Add a comment...



chewy • Follow

chewy

👁️🍌 No matter your dog's grooming needs, Chewy has the solution.

#dogsofinstagram #sassy

141,149 likes

Add a comment...



chewy • Follow

chewy

Get ready for snow days with your pup with Chewy! How do you spend lazy days with your dog?

#cuddles #lazydays

141,149 likes

JULY 18, 2017

Add a comment...



 chewy • Follow ...

 chewy

Elsa who? There's a new ice queen in town!

#Frozen2 #dogsofinstagram

 
141,149 likes

Add a comment... ...



 chewy • Follow ...

 chewy

Blep. Tag a friend that would boop this snoot!

#catsofinstagram #cute

 
141,149 likes

Add a comment... ...




chewy • Follow

chewy
Enter for a chance to win a Chewy swag bag! All you have to do is:
1) Follow our page
2) Like this post
3) Tag a friend
...it's as easy as 1, 2, 3!
#swag #chewy

141,149 likes

Add a comment...

Twitter Posts


 **Chewy** 
@Chewy Follow 




'Tis the season to treat your pet. Check out our DIY dog truffles.




1:00 PM - 25 Nov 2019

57 Retweets 62 Likes

  57  62 





 **Chewy** 
@Chewy Follow 

Keep your tree and your cat safe this holiday season.



Holiday Safety Tips: How To Cat-Proof Your Christmas Tree
Cats and Christmas trees can be a dangerous duo. Follow these expert tips to keep your cat and your Christmas tree safe.
petcentral.chewy.com

57 Retweets 62 Likes

  57  62 



Follow

Don't miss out on our best deals of the season 🎄
<http://ms.spr.ly/6011Tp073>



57 Retweets 62 Likes

🗨️ ↻ 57 ❤️ 62 ✉️



Follow

Keep your pup cozy and stylish this winter. bit.ly/2RjXLdd



57 Retweets 62 Likes

🗨️ ↻ 57 ❤️ 62 ✉️



Follow

If you're cold, chances are your outdoor pet is, too. Check out our tips on keeping your buddy warm this winter ❄️ <http://bit.ly/3862Xay>



1:00 PM - 25 Nov 2019

57 Retweets 62 Likes



Follow

Worried your pet will nibble on something that's not a treat this holiday season? We've got a guide to help you keep a look out 🐾



Are Poinsettias Poisonous to Dogs and Cats? A Pet Parent's Guide t...

As the holidays approach, pet parents wonder, "are poinsettias poisonous to dogs and cats?" Learn about the hazards of holiday plants.

petcentral.chewy.com

57 Retweets 62 Likes





Follow

It's beginning to look a lot like Christmas! 🎅 Make sure your pet is dressed for the occasion. <http://bit.ly/2Yiy6Ty>



57 Retweets 62 Likes

🗨️ ↻ 57 ❤️ 62 ✉️



Follow

Planning to bring your pet for a picture with Santa? Here's what you need to know. <http://bit.ly/2Pe4KSg>



57 Retweets 62 Likes

🗨️ ↻ 57 ❤️ 62 ✉️

 Chewy 
@Chewy

[Follow](#) 

We love a feel good story, especially at this time of year.
Get ready to reach for the tissues 🥲



Pet Parenting / Pet Stories

From Illness To The Puppy Bowl 2019, Pistachio The 'Miracle ...

Pistachio the Maltese was born with a liver disorder, but that didn't stop two women from saving him and giving him his best life—including a st...

57 Retweets 62 Likes

  57  62 

 Chewy 
@Chewy

[Follow](#) 

Tag a pet parent that needs to know they're the MVP of their pet's
life 🍷 🐾



3,869 FOOTBALL FIELDS
The amount of floor space cleaned
after pet uh-ohs in 2019

GAME ON


57 Retweets 62 Likes

  57  62 

Facebook Ads

Chewy Sponsored · 🌐

All my dog wants for Christmas is _____. Which of these outfits could you see your pup in? 🎅



Striped Christmas Tree Dog & Cat Sweater [Shop Now](#)

Bones Dog & Cat Sweater [Shop Now](#)

"Dear Santa, Define Good" Dog & Cat T-Shirt [Shop Now](#)

"Dear Santa, Define Good" Dog & Cat T-Shirt [Shop Now](#)

See more at [CHEWY.COM](#)

Like Comment Share Like Comment Share Like Comment Share

Chewy Sponsored · 🌐

Can you tell the difference between human food and dog food? The answer might surprise you 🤔



[HTTPS://PETCENTRAL.CHEWY.COM/QUIZ-HUMA...](https://petcentral.chewy.com/quiz-huma...)

Take the Test: Human Food or Dog Food?

Think you know your dog food? Test your wits with ou...

Like Comment Share

C Chewy
Sponsored · 🌐



Having a ruff time coming back to work after a long, holiday weekend? Don't worry, these little bundles of joy are here to lift your spirits 🐾💎



[HTTPS://WWW.YOUTUBE.CO...](https://www.youtube.com...)

Funniest Dog Videos of 2019

WATCH MORE

👍 Like 💬 Comment ➦ Share

<p>C Chewy Sponsored · 🌐</p> <p>We're not kitten around with these holiday deals. Pamper your cat this season with our selection of festive toys 🎄🐾</p>			<p>C Chewy Sponsored · 🌐</p> <p>We're not kitten around with these holiday deals. Pamper your season with our selection of festive toys 🎄🐾</p>			<p>C Chewy Sponsored · 🌐</p> <p>We're not kitten around with these holiday deals. Pamper your cat this season with our selection of festive toys 🎄🐾</p>		
Companion Gear Holiday Gingerbread House Cat... Shop Now	KONG Holiday Refillables Purrsonality Naughty Cat To Shop Now	OurPets Santa Mouse and Reindeer Cat Toy Shop Now	use and Shop Now	See more at CHEWY.COM				
👍 Like 💬 Comment ➦ Share	👍 Like 💬 Comment ➦ Share	👍 Like 💬 Comment ➦ Share	👍 Like 💬 Comment ➦ Share	👍 Like 💬 Comment ➦ Share	👍 Like 💬 Comment ➦ Share			



Chewy

Sponsored · 🌐

If you've ever felt like your cat might be a genius... you're not alone. 😊



[HTTPS://PETCENTRAL.CHEWY.COM/CAT-INTELLIGENCE-QUIZ...](https://petcentral.chewy.com/cat-intelligence-quiz...)

Cat Intelligence Quiz

[Learn More](#)

This quiz can help you assess your cat's intelligence.

Like

Comment

Share

Blog Post

What Your Dog's Nose Reveals About Their Health



SHARE: [f](#) [t](#) [G+](#) [in](#) [p](#) [e](#)

What's the wet-nose myth?

[A popular myth](#) perpetuated among dog owners is that dog noses must be cold and wet to be healthy. However, this myth can be traced back to the deadly virus canine distemper, which was once common among dogs before the development of vaccinations. A common symptom associated with canine distemper is the thickening of a dog's nose, resulting in a dry or cracked nose. It is likely that people therefore considered a wet, cold nose to be an indicator that a dog was free of the disease.

Why do dogs have wet noses?

Dog noses can be wet for a few reasons. Dog noses, not dissimilar to our own, secrete mucus. While this doesn't typically result in humans having wet noses, it does result in wet dog noses. The interior of a dog's nose has glands to produce mucus and keep nasal passages damp. This layer of mucus can assist your dog's sense of smell.

Dogs are also known to lick their noses. Oftentimes, this is to keep their noses clean. As many dog owners can attest, dogs are known for sticking their snouts just about anywhere. The quickest, easiest way for them to clean up is usually to lick off any debris. A side effect of licking this dirt off the nose is that some of those scent particles end up in the dog's mouth, which strengthens their sense of smell.

Having a wet nose makes smelling easier. Because dogs rely on their sense of smell more than humans do, keeping their nose wet is usually important to them.

Can a dog's nose be too wet?

Yes! Even though many people think that a wet dog nose is a sign of excellent health, if your dog's nose is too wet it can be a red flag. While some clear discharge from the nose is normal, overproduction of mucus or a change in the color or viscosity of the mucus could indicate that your dog may have a respiratory infection or foreign objects lodged in the nasal passage. If you notice these sorts of changes, please bring your dog to the vet for immediate care.

What does a dry nose mean?

[A common misconception](#) is that when a dog has a warm or dry nose, it means they are sick or unhealthy. This is not always the case. It is possible for dogs to have naturally dryer noses. So, trusting the wetness of a dog's nose is not a reliable way to monitor if your dog is sick.

Healthy dogs can have dry noses and sometimes it is situational. For example, if your dog is just waking up from a nap, recently participated in some form of exercise, or is an older dog that has been exposed to the elements over the course of their life, their nose may be dry. This is not a reason to panic!

However, if for some reason you notice a dry nose along with other abnormalities, such as loss of appetite, we recommend taking them for a visit to the vet. Other signs to look out for include redness, cracking, and the development of sores. In these cases, be sure to consult with your vet.

How can I care for my dog's nose in the winter?



Have you ever noticed your nose can get a little dry in the winter? This can happen to your dog, too. When the weather turns icy cold, you might notice that your dog's nose can turn a slightly lighter color. This is typically referred to as a "weathered nose." In addition to lightening in color, their nose could also appear dry or even cracked.

If this happens, we recommend applying a small amount of salve to your dog's nose. We like to use coconut oil or Vaseline.

For more information on how to keep your dog's nose, paws, and coat healthy during wintertime, [check out this article](#).

Are there other health concerns indicated by my dog's nose?



A common change many dog owners notice in their older dogs with naturally dark noses is the gradual lightening or discoloration of their dog's nose. There are many reasons your dog's nose could be changing in color. It's important that you bring your dog to the vet as early on in this change as possible.

For more information on what discoloration of a dog's nose could mean, [check out this Q&A](#).

Brand Manifesto

At Chewy, we're a passionate pack.

We're the kind of weird that understands the drive to get matching pajamas with your pet. We support it.

We think it's important to provide pet parents and partners with all the tools they need to ensure their pet lives a happy, healthy life.

As animal lovers, we know that your pet is an extension of yourself. You love them with all your heart and want to make sure you're doing right by them.

Our goal is to be your destination for everything cuddly, bouncy, cute, furry, and chewy. We're not just a place to get dog food – we care about animals, your animals. That's why we strive to be the one-stop shop for all your pet's needs.

We're the place that pet lovers love to shop. We're the company run by pet people for pet owners.