

PetSafe

Webisodes

PetSafe provides solutions that help people protect, teach and love their pets. The PetSafe brand, owned by Radio Systems Corp., is “committed to giving you more of the best moments with your pet.”

Challenge

As a part of a comprehensive brand repositioning program, PetSafe wanted to connect with customers on an emotional level and enable them to identify with the brand more strongly. Additionally, PetSafe wanted to expand its brand experience online through their Web site and also on social networking platforms. The key messaging of these efforts was conveyed through actual customer stories and reviews.

Solution

DoubleJay Creative set out to capture the essence of the PetSafe brand—an appreciation for the best moments in pet ownership—in a series of short videos designed for Web broadcast. Through multiple shoots in a variety of locations, DoubleJay Creative captured a series of customer testimonials that connected pet owners’ “best moments” and the PetSafe products that facilitated those moments. Moreover, DoubleJay Creative produced a profile video that shared the unique corporate culture derived from PetSafe’s undeniable love for animals. The profile and testimonials speak to viewers in an honest and engaging tone, synonymous with the desired Petsafe brand positioning.

