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INTRODUCTION

It's no secret that people love dogs; they're man's best friend. As a dog owner, you are responsible for your pet's happiness and health, but what if you live in a city? In urban environments, sometimes it's hard to give your dog the outside exercise and socialization that they need around your busy schedule.

If you ever get the chance to go to a city dog park, you'll see while man's best friend is having fun romping and playing, owners are often left to stand around and watch. In addition, public dog parks do not have a maintenance staff that enforces safety rules or helps overlook the dogs. Because of this, owners often have to be on high alert while watching their pet play. After some time, owners can become stressed, restless, and bored.

Wouldn't it be great if there was a maintained, safe, urban dog park that also provided an environment for owners to relax and socialize alongside their pet? A place where dogs can run, exercise, and play in the fresh air while dog owners can relax, have a drink, and enjoy themselves as well?

This thesis involves the marketing and branding of an urban dog park + bar restaurant that both you and man's best friend can enjoy. Extensive research into the target market, contemporary dog parks, and similar competition will be utilized in developing this concept. The final results include an identity system and collateral, print and digital advertising, a social media marketing presence, and collateral pieces.

METHODOLOGY

Descriptive research was conducted to analyze qualitative data and further understand the dog park industry. These methods included published works on branding and design, as well as dog park development, operation, and safety features. Interviews with owners and founders of similar establishments, surveys with the target market, and observations of the competition also provided insight. These research results helped improve each business's market penetration, appeal to its customers, and increase overall success.

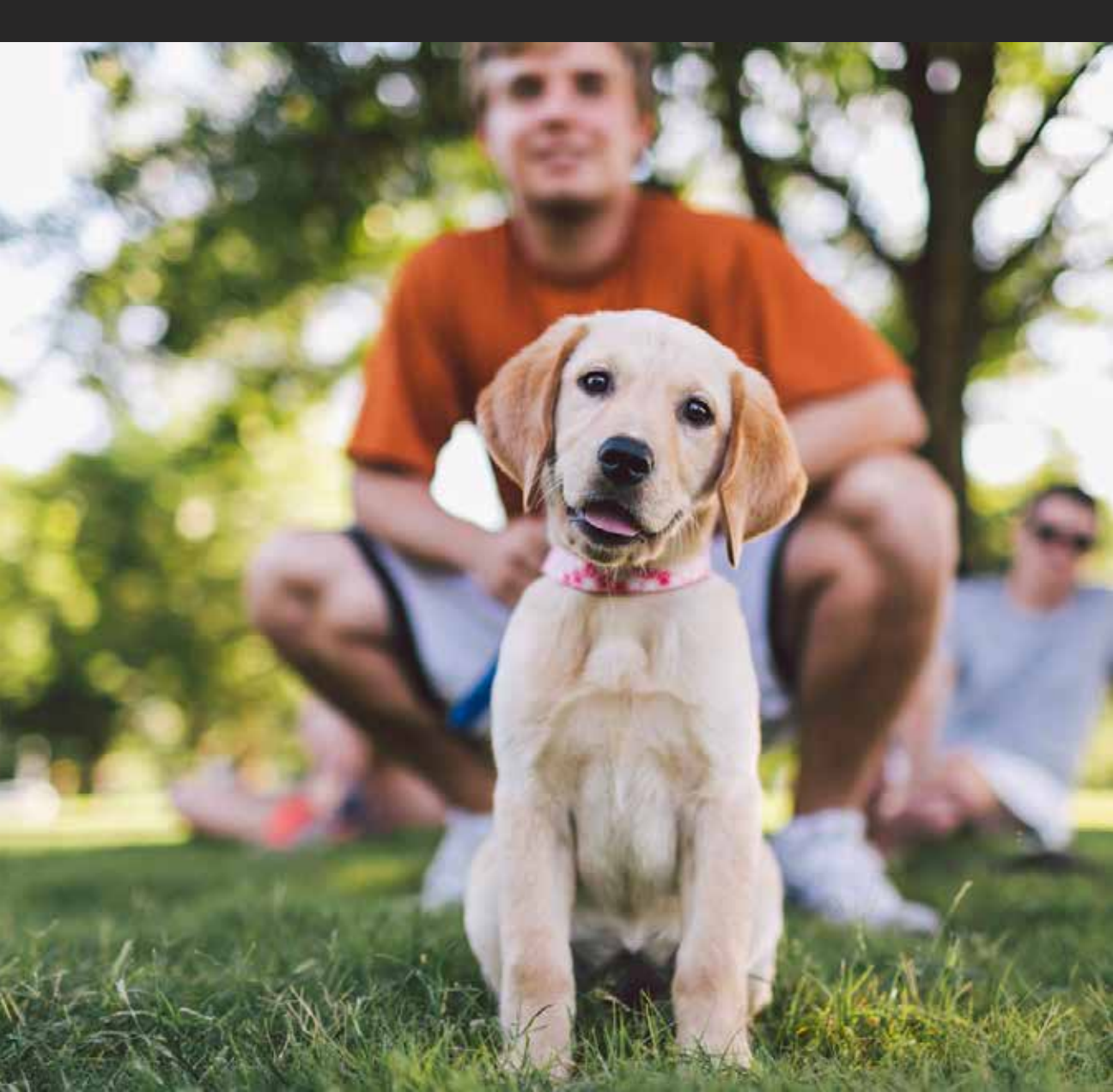
LITERATURE REVIEW

Cheryl S. Smith's book, *Visiting the Dog Park: Having Fun, Staying Safe: A Dogwise Training Manual*, gives dog owners the inside information on deciding if their dog is ready for a dog park outing, whether the design of the park makes for safe play, and teaches owners what to do in order to prepare for a great dog park experience. As an award-winning writer and dog expert, Smith is a founding member of the Association of Pet Dog Trainers and the International Association of Animal Behavior Consultants, and is a Certified Dog Behavior Consultant. This book served as a helpful source to market and maintain a dog park that promotes a safe environment for both owner and pet.

Dr. Marilynn R. Glasser's book, *Dog Park Design, Development, and Operation*, is a professional guide that presents the best practices for individuals interested in creating a

community dog park. Dr. Glasser dedicated nearly 30 years of service to the public sector, and has taught undergraduate and graduate recreation, parks, and leisure service courses for over 25 years. From concept to completion, Dr. Glasser analyzes a step-by-step process for developing a dog park business plan to help create a great off-leash facility. This book also goes into detail about location considerations, community benefits, design options, maintenance concerns, amenities, suggested rules, and program opportunities that allowed Dog Park Design to become a reference book.

Susyn Stecchi's article, *So You Want to Build a Dog Park*, covers numerous benefits of dog parks, including adding value and quality of life to communities. Stecchi is the founder of DogParksUSA and talks about several details of building the perfect dog park, including design, facilities, fencing, drainage, pathways, pest



control, landscaping, parking, leashes and collars, rules and regulations, waivers and release of liability, recreational use immunity act, private dog park insurance, and local ordinances. This book provided methods and guidelines for creating an appropriate and regulation-specified dog park.

Alina Wheeler's book, *Designing Brand Identity*, analyzes five essential concepts to create a successful brand identity. As a renowned brand consultant who has written several books regarding brand strategy, Wheeler showed how strategy is used to create a successful logo in a branding process.

Richard Lederer's book, *A Treasury for Dog Lovers*, showcases wit and wisdom about man's best friend. Lederer is an American author, speaker, and teacher who has written over 30 books in his lifetime. Specializing in the English language, he is known for way with words.

Olga Gutierrez de la Roza's book, *An Eye for Color*, teaches readers how to develop their color theory and analyze the different meanings and relations behind color. This book goes into detail about how color evokes emotion and certain tones of voices, which are essential to know for branding and identity. As a master of color theory, Gutierrez de la Roza is currently the Design Leader for Global Retail Hair at Procter and Gamble, was formerly the Design Director of promotions for *Glamour* magazine and taught Masters-level courses in design at Pratt Institute.



INTERVIEWS AND SURVEYS

An interview was conducted with Kristen Heaney, owner of Yard Bar in Austin, Texas. Heaney founded a similar business model in 2015 and is knowledgeable on what marketing tactics would make this type of business successful. This interview provided insight into the dog park + bar restaurant business and how to avoid mishaps when dealing with people and animals in a restaurant and bar setting.

A survey was conducted to discover key information about the target market and gauge interest in a dog park + bar restaurant establishment. The survey gathered over 100 responses and included multiple choice questions and comment sections.

OBSERVATIONS

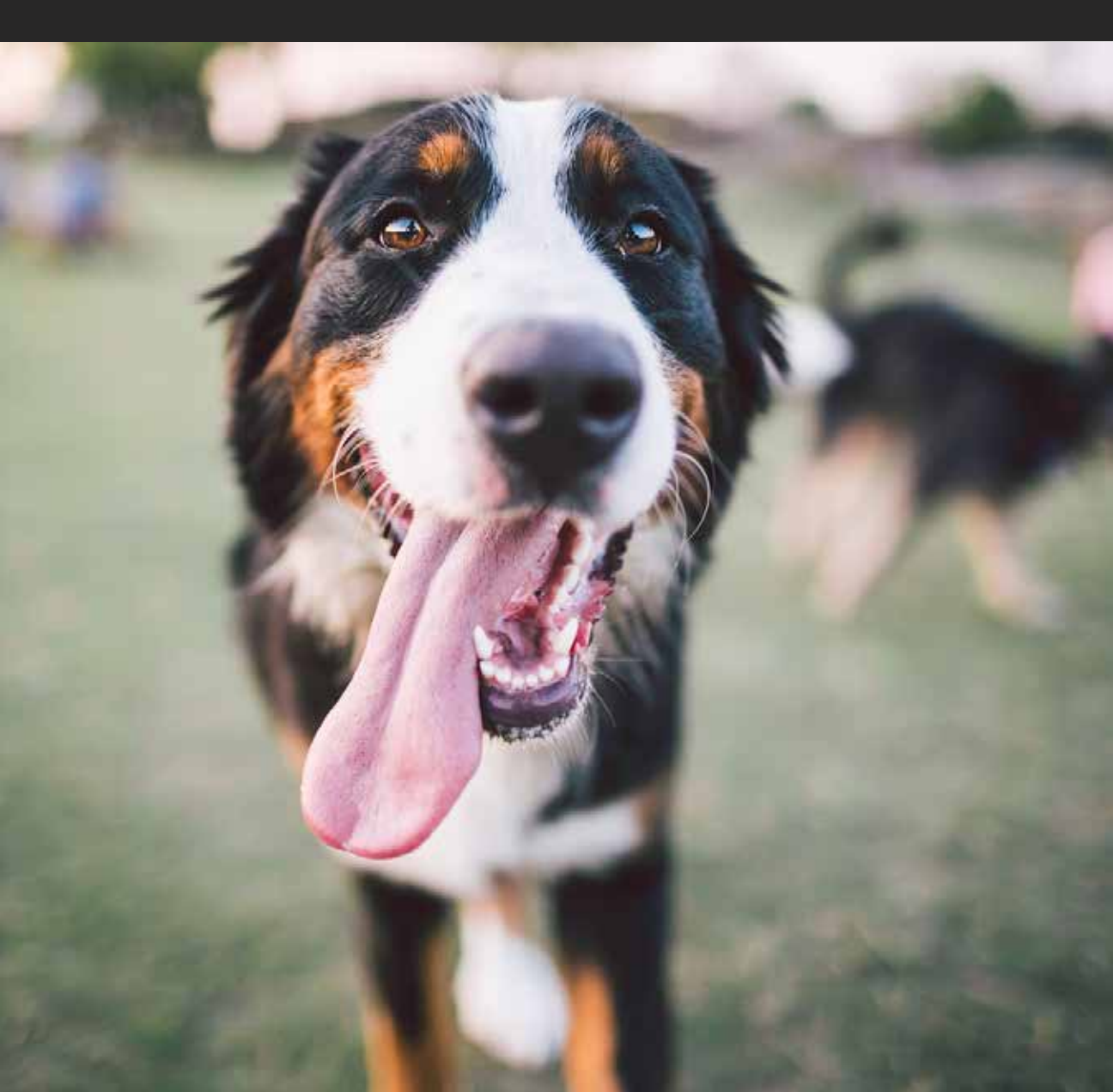
Observation was conducted at Yard Bar, a new dog park + bar located in Austin. Founded by Kristen Heaney in August of 2015, this establishment has successfully gained the attention of Austin locals. The information obtained through observation included the layout of the dog park, how park staff safely overlooked the dogs, and how customers balanced the dog park and social scene.

Observation was conducted at Mutts Canine Cantina, a dog friendly uptown Dallas restaurant and dog park. Mutts Canine Cantina is similar to Yard Bar, but requires a “membership” for dogs to play in their park. The information

obtained through observation determined how effective or beneficial the membership was to their establishment, and if it would be wise to implement a similar pricing system.

Observation was conducted at Fort Woof, an off-leash dog park located in Fort Worth. This dog park was separated into two large fenced in areas: one for large dogs, and one for small dogs. The information obtained through observation provided a key “control” dog park model to show insight into what problems might occur without a maintenance staff.





RESEARCH RESULTS

Research results from the above resources led to valuable information regarding the history of dog parks, the design and development of such establishments, advertising and promotion methods commonly used in the industry, the specific target market for this business model, and considerations for creating branding and collateral.

BACKGROUND INFORMATION

While there are many different types of dog parks, the common conception of a dog park is a “fenced area of ground, to be used by off-leash dogs (and their owners) for exercise and play,” (Smith, 10). While combination dog parks + bar restaurants are currently gaining in popularity, there are only a few successful business models to base research on.

There are many benefits of a dog park for both pet and patron. The first benefit is exercise. An inherent part of being a dog owner is the responsibility of walking your pet—to give dogs the opportunity to exercise outside (Wheeler, 16). A dog park can therefore offer an alternative to regular dog walking. Smith writes that “with many dog owners living in small apartments and with many houses having very small yards, dogs need public spaces to stretch their legs and burn off their energy—especially dogs who are left alone at home for long periods of time,” (Smith, 11). At

a dog park, pets are far less likely to encounter cars, bicycles, and city hazards while within a safe, enclosed area (Wheeler, 16). Bringing your dog to a designated dog park also increases owner’s exercise. According to Smith, “People are more motivated to get out and get some exercise when they can take their dog with them. The dog park itself may or may not be good for [human] exercise, depending on its size and layout. But getting out and getting there is better than sitting at home,” (Smith, 12).

An additional benefit of dog parks is socialization. “While dogs love to spend time with their humans, most still benefit from regular interaction with their own kind. Dog parks offer the advantage of allowing dogs to be off leash, so they can react to each other more naturally, without the tension of a leash,” (Smith, 11). Aside from the dogs, socialization is present among owners as well. According to Smith, “Dogs bring people together. In many communities, people are

reluctant to speak with a stranger. Having dogs to talk about provides some common ground and helps to break the ice," thus facilitating human relationships and interaction (Smith, 11). Often, dog owners come to a dog park from many different localities within a municipality (Wheeler, 18). The attraction of a dog park draws dog owners of all ages and demographics, so therefore can reach a wide range of people within a community.

TARGET MARKET

Based on published works, interviews, and observations, the target audience for a dog park + bar restaurant are primarily adult men and women, ranging in age from the mid-twenties through mid-forties. The target market also includes dog owners who live in urban cities where adequate spaces for exercise and socialization with a pet are limited. According to Cheryl S. Smith, "with yards the size of postage stamps and neighborhood covenants outlawing solid fences, many dog owners don't have a safe place to play with their pups off-leash even on their own property," (Smith, 6).

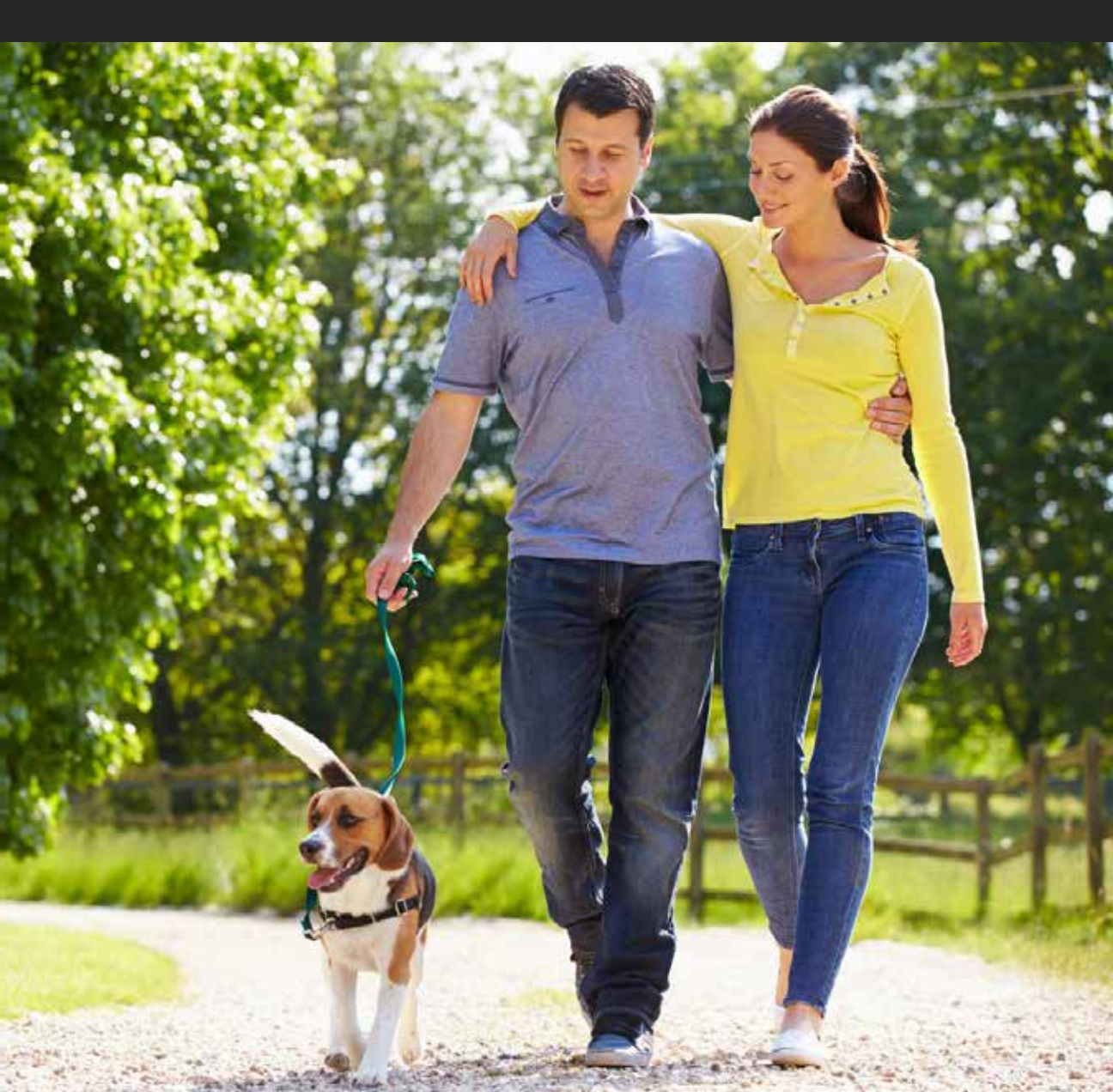
This target market is a growing and zealous population. In the United States, a passion for dogs has created a budding interest in dog parks and made their development popular. Statistics show that more households have pets than have children in the United States (Glasser, 2). Over

75 million dogs are owned in the United States, which is the highest dog population in the world (Lederer). These dog owners don't take their responsibility lightly, as nine out of ten pet owners say they consider their pet a member of the family (American Humane Association). As a result, pet owners an average of \$43 billion on their pets annually, making the pet market the second fastest growing retail industry (behind consumer electronics) in the United States (Wolfe).

With consideration to this larger target market, the tone of voice should be approachable, friendly, and inviting. Both Yard Bar and Mutts Canine Cantina have both a welcoming and safe atmosphere that invites their target market in to fully enjoy their outdoor areas and amenities. At both of these establishments, employees are proactive and knowledgeable on dog behavior. While a general dog owner may not know all the warning signs of a potential aggressive dog encounter, employees of dog parks + bar restaurants "have an understanding of canine body language to that [they] can spot trouble early and head it off before it gets any worse," (Smith, 14).

MARKETING AND PROMOTION

Branding of an approachable dog park that includes a bar and restaurant is essential. Through branding, customers are able to understand the tone and feel of an establishment,



and the general purpose that the business will convey. According to Wheeler, "A strong brand stands out in a densely crowded marketplace. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product," (Wheeler). The actual identity of the brand is "tangible" and "appeals to the senses" (Wheeler). This means that a consumer can

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virtually see the essence of a company at first impression. Because this impression carries such importance, a well thought out and strategic brand is essential to any company.

Since this business model is a relatively new idea, dog parks + bar restaurants must employ advertising campaigns across a variety of mediums in order to increase awareness and traffic. Digital advertising campaigns, as well as posters, print ads, and web banners should be created to spread buzz and knowledge of this new business. These advertisements should hit the

target market within their daily lives, so they are frequently placed throughout the city so they can reach pedestrians on their way to work, as they're walking downtown, etc.

From these advertisements, traffic is driven to the establishment's website, so a solid web presence must be utilized to create a base for the business. In addition, most dog park + bar restaurants use social media as an additional way to market their brand, a resource utilized by both Yard Bar and Mutts Canine Cantina. Both Facebook and Instagram were highlighted as primary social media platforms for these businesses. According to Wheeler, "The more the word gets out [on social media] about the community's new dog park, the greater the likelihood of its appropriate usage of community enjoyment by both dog owners and spectators, and, as a result, of additional positive publicity," (Glasser, 118).

Dog parks + bar restaurants are frequently involved in the community by organizing events, partnerships, and sponsorships throughout the community. According to Wheeler, " 'If dog-oriented program opportunities are offered, they will come,' meaning that people will gladly, almost eagerly, register for those programs, and they'll show up looking forward to a fun experience with their pets," (Wheeler, 120). Through observations, typical programs included obedience training, puppy socials, dog camp, agility training, fitness programs, pet photography, and social events

including costume events, parades, talent contests, pet portraits, dog birthday paw-ties, and clever theme nights. A designed calendar of these events will help keep the target market organized and informed of upcoming events.

Signage is an important advertising component of a dog park, especially in areas where dog parks are still considered a new concept. According to Wheeler, "the park should have at least two signs," (Wheeler, 52). These signs must be large and professionally made, and should be featured on the side of the building in order to attract pedestrians and passersby. Wheeler also states that these signs "should have a welcoming feel as to attractiveness, color, and font style," and should be located near the dog park entrance (Wheeler, 53).



DESIGN CONSIDERATIONS

Numerous factors of design were utilized when creating branding for dog parks + bar restaurants,

including color, typography, and sustainability.

The most successful dog parks + bar restaurants frequently use a combination of typography and friendly dog imagery in order to promote their business. The font choices typically are sans serif and easily legible, while logo imagery is simplified and iconic.

Studying color theory, most logos utilized the colors yellow, orange, light grey, and dark grey. Through research, yellow was found to be a "color of sunshine," associated with joy and happiness, while orange represents energy and enthusiasm (Gutiérrez De La Roza). In addition, collateral sold and distributed at these establishments also utilized bright nature colors including bright blues and greens. According to Gutiérrez De La Roza, the colors blue and green represent trust, loyalty, and a strong emotional correspondence with safety (Gutiérrez De La Roza).

When designing the layout of the dog park + bar restaurant, other research methods were utilized including observations and research literature. According to Smith, "The typical dog park is a fenced rectangle of open ground. Unfortunately, this is not the best design to help assure good use of the park," (Smith, 24). Layout designs to consider include escape-proof fencing, double entry gates, adequate size, irregular shaped enclosures, contoured topography, trees and shrubs, and widely spaced benches and tables (Smith, 27). Each of these factors helps

to improve safety, facilitate play, and provide an open and friendly environment.

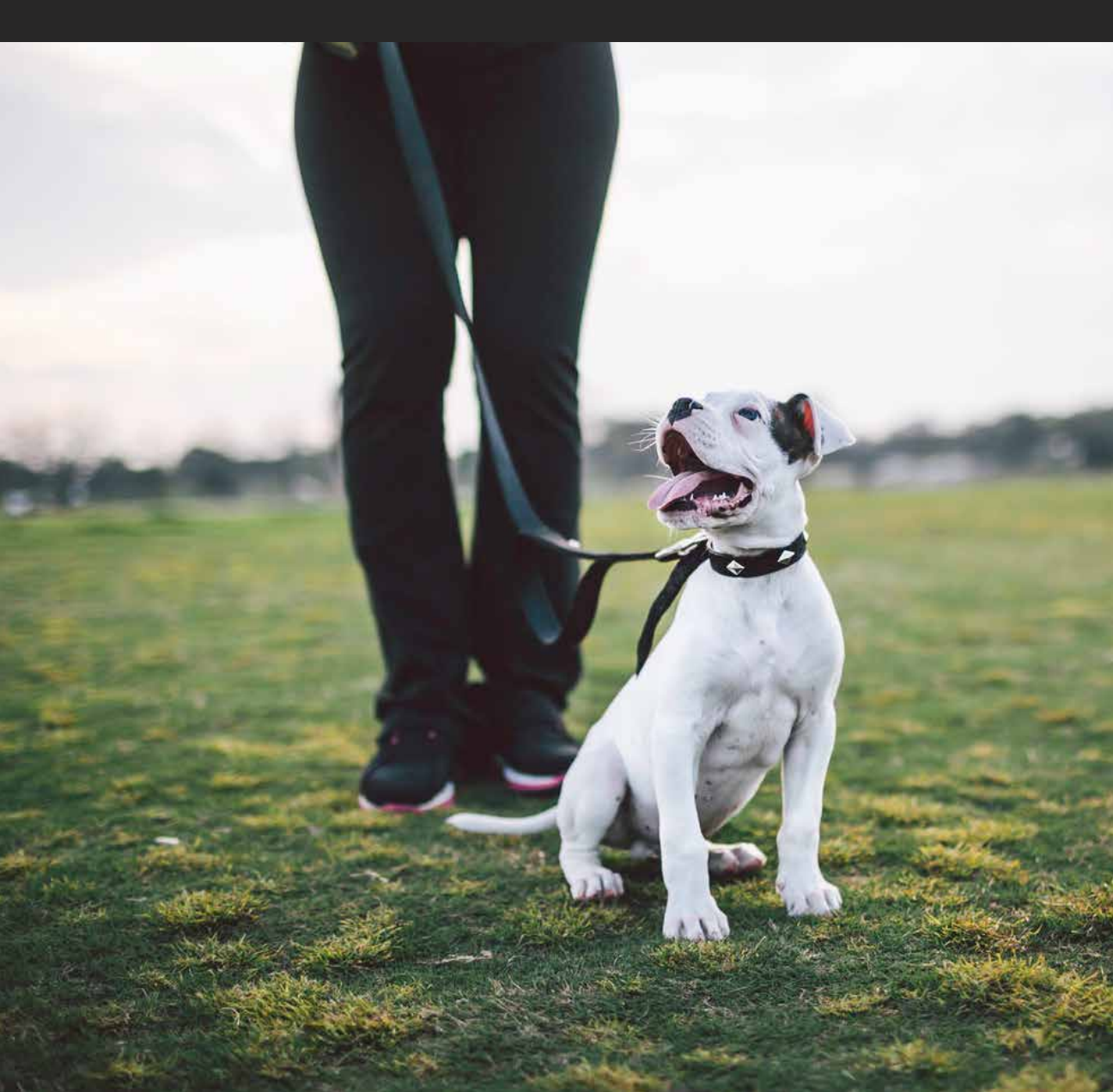
As observed at Yard Bar, the layout of the dog park included a wide variety of picnic tables, chairs, and benches for patrons to sit upon. At both Yard Bar and Mutts Canine Cantina, there were two separate park areas designed to accommodate different sizes of dogs: one "Small Dog" area and one "Large Dog" area. Large Dogs were not allowed into the Small Dog area for safety reasons, but owners had the opportunity to bring their Small Dog into the Large Dog area if they acknowledged certain risks associated with having their small dog interact with larger dogs.

An advantage that Mutts Canine Cantina had over Yard Bar was the layout incorporation of the bar restaurant with the park itself. At Mutts, customers could sit on the bar patio and have a clear visual sightline of the park, so they

could watch other dogs play while they were eating. At Yard Bar, the patio area was located on the opposite side of the building, completely separate from the park area. This arrangement

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BOTH PATIO AND PARK.**

made the restaurant area almost seem secluded, and deterred patrons from purchasing food. As a general strategic business strategy, the layout of the dog park should be cohesive and have a clear flow between both patio and park.



ACTIONS TAKEN

Based on extensive research, the data confirmed that there is a growing market for combination dog parks + bar restaurants in urban areas. The summation of the research collected aided in the marketing, branding, and promotion of this business. Through the actions taken, this business will provide a unique opportunity for a community's many dog owners to recreate in a safe, enjoyable outdoor environment with their friends—both canine and human.

NAME & LOCATION

All businesses must start with a name. According to Wheeler, "a name coupled with a new logo can help rally support, provide recognition for the proposed facility, and can certainly assist with publicity and marketing," (Wheeler, 23). With this in mind, the name "**BARK**" was developed for the dog park + bar restaurant. "**BARK**" is a combination of the two main components of my business: dogs and beer. The word "**BARK**" combines both aspects into one dual word: bar + **BARK** = **BARK**. This name conveys the playful and lively nature of the business, without coming off too strongly one way or another.

Selecting a location to feature the park should also be a strategic maneuver. Often one of the earliest concerns in creating this type of business, the location must meet certain criterion that includes size, topography, and weather patterns (Wheeler, 26).



As a general rule, the general size of the site must be large enough to feature an adequate small dog area and large dog area in addition to the bar restaurant. According to Wheeler, "an acre is considered the standard minimum," (Wheeler, 26).

As for the landscaping and topography, the land does not necessarily have to be level, but it must maintain clear sightlines throughout the park area. This ensures that owners will not easily

lose track of their dog, and can always keep a watchful eye as their dog plays. In addition, the business should be located in an area that has steady and consistent weather suitable for the outdoors. This will ensure that the business does not have a designated "slow" season during the winter months, or threat of heat stroke during the summer months.

Through this information, the location of San Francisco was chosen for **BARK**. According to Forbes, San Francisco ranks in the Top 10 Best Cities for Dog Lovers (Forbes). The metropolitan markets on this list were ranked

based on availability of renter inventory, number of dog parks, number of dog-friendly business establishments, cost of pet care, dog-centric events, and walkability score (Forbes). According to the US Climate Data, San Francisco has an annual high temperature of 63.8°F, an annual low temperature of 50.8°F, and an average yearly temperature of 57.3°F (US Climate Data). In addition, San Francisco has an average of 68 days of rainfall per year, which factors to only 18%. These sunny days, along with San Francisco's dog-loving community will ensure that **BARK** is set up to be a viable business.



BRAND IDENTITY

A combination mark was created for **BARK** as part of the brand identity. Inspired by the dual main components of the business, the logo combines the head of a dog with the negative space in the center as the outline of a beer bottle. In this way, the first impression is of a dog, while the second impression references the bar aspect of the business. This subtle blend references the fun and playful nature of the park, without emphasizing the alcoholic imagery.

The logo was then combined with the name and extended into a logo family of three generalized dog breeds. In this way, the **BARK** brand encompasses not just one breed of dogs, and will also promote customers to buy multiple collateral pieces to “collect” the whole logo family.

Another important aspect of brand identity is

color scheme. Based on research of color theory, **BARK**'s chosen colors combine the cheerful and lighthearted nature of bright blue and bright green with the complementary cool color of dark grey. This combination of vibrant colors and witty imagery assists in establishing an approachable and playful tone of voice.

The font choice for **BARK** had to be legible from both near and far distances, as well as appropriately sturdy for outdoor signage. Through research, the Roboto font family was chosen to due its clean lines, condensed nature, and san serif style. As a secondary font, TypeWrong Smudged was chosen, to show character and resemble the same typography typically used on dog tags. TypeWrong Smudged's monotype serifs and texture complement Roboto's clean lines to show personality within the brand identity.



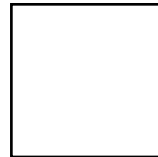
BARK



BARK



BARK



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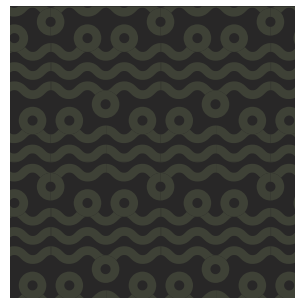
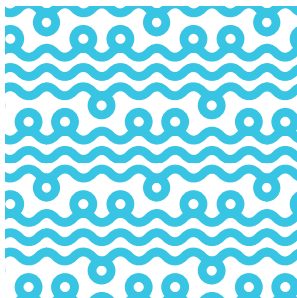
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ROBOTO CONDENSED

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TYPEWRONG SMUDGED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz





COLLATERAL

Extending the **BARK** brand, collateral was developed including a corporate identity system and membership key cards. The identity system includes a letterhead and envelope, used by the corporate office to secure sponsorships and business transactions; business cards with multiple colors options; and a folder to place important registration documents in. Customers can also receive a key card if they purchase specific monthly or yearly membership plans, which I will explain in more detail further on.

PARK OVERVIEW & SIGNAGE

The importance of clear signage on the outside of the **BARK** building is especially important for establishing the new business within the community. There will be three large, metal signs featured on the sides of the building that face the streets. In accordance to Glasser, these signs will be "clear, understandable, and easy to read," so therefore will only feature the logo's typography on the





BARK exterior. This will help brand the building and attract the attention of pedestrian foot traffic and people driving past.

Outdoor menus will be featured to the left of the main bar area, and will list breakfast, starters, lunch, dinner, doggy, and drink options. These will be split up into four columns so that people waiting in line to order will have a clear visual of what is on the menu. For the customer base that will enjoy taking their dog to the park in the morning before work, there are multiple options including breakfast tacos and "**BARK** bagels" available to purchase. As for the customers who would rather take their dog to the park in the afternoons or after work, the rest of the menu apply to them. **BARK** does not leave the food options to just humans, there is an entire section dedicated to dog treats, including "pupcakes" and "pupsicles"

for your pet. In addition to these outdoor menus, tangible menus will also be available for people who wish to read from a smaller personal menu while waiting in line.

Utilizing a point-of-sale concept, smaller signage was developed for the park's picnic tables. These table signs help advertise different ways to engage further with the **BARK** brand on social media and potentially save some money. For example, on Mondays there is a "MUTTstache Monday" social media campaign, where if patrons take a funny picture of their dog with a mustache, and then tag [@BARKMuttstacheMonday](#) in the picture on social media, they receive half off a pint of beer. This promotes members to visit the park during the week after work, while also increasing a social media presence using free advertising.



BREAKFAST

SERVED 9:00AM-11:00AM

Breakfast Tacos \$ 3.00

CHOOSE 3: egg, potato, bacon, chorizo, ham, cheese

BARK Bagel \$ 2.50

plain, blueberry, chocolate chip, cinnamon raisin,
poppy, cinnamon crunch, whole wheat, asiago

ADD CREAM CHEESE \$ 0.50

Fresh Fruit Cup \$ 3.00

assortment of seasonal fruit

STARTERS

Queso + Salsa \$ 6.00

served with homemade chips

Nachos \$ 7.00

jack cheese, refried beans, pico de gallo, jalapeños

ADD CHICKEN OR BEEF \$ 2.00

Quesadillas \$ 8.00-\$10.00

veggie \$ 8.00

chicken \$ 9.00

steak \$ 10.00

LUNCH

SERVED 11:00AM-4:00PM

BBLT Sandwich \$ 7.00

smoked bacon, lettuce, tomato, creamy mayo, wheat toast

ADD AVOCADO \$ 1.00

Bird Dog \$ 6.50

fried chicken, spicy mayo, coleslaw, focaccia

Street Tacos \$ 6.00

chicken, onions, cilantro, cabbage, tortilla chips, salsa

DINNER

SERVED 11:00AM-4:00PM

Bow Wow Burger \$ 7.50

juicy grilled beef patty with cheddar cheese, red onion,
lettuce, tomato, and BARK'n sauce

Bacon Lover Burger \$ 8.00

beef patty with smoked bacon and cheddar cheese

Green Burger \$ 7.50

black bean patty with american cheese, mushrooms, red
onion, lettuce, tomato, and BARK'n sauce

DESSERT

SERVED 11:00AM-4:00PM

Milkshakes \$4.50

chocolate, mexican vanilla, strawberry, mocha

BARK Brownies \$2.50

rich chocolate chip brownie with swirls of caramel

Sugar Donuts \$4.00

homemade fried dough rolled in cinnamon sugar

DOGGY FOOD

BARK Dog \$3.00

bite size 100% beef hot dog

BARK Burger Sliders \$4.00

3 mini-burgers; chicken, beef, salmon, pork

Pupcakes \$2.50

white chocolate, peanut butter, red velvet, funfetti

Pupsicles \$2.50

retriever raspberry, bulldog blueberry, german shepherd grape, chihuahua cherry, pug plum

DRINKS

SERVED 11:00AM-CLOSE

BEER CRAFT DRAFTS + CANS \$5.00/\$6.00

Bud Light

Blue Moon

Lone Star

Real Ale Fireman's 4

Shiner Bock

Pabst Blue Ribbon

Shiner Blonde

Avery White Rascal

Shiner Wild Hare

Shiner Ruby Redbird

SKA IPA

Lucky Bucket

Modelo Especial

Newcastle Brown Ale

Dos Equis XX

Reds Apple Ale

COCKTAILS

Bloodhound \$5.00

GIN, VERMOUTH, STRAWBERRIES

Pomeranian \$6.00

WHITE RUM, POMEGRANATE, TRIPLE SEC, LEMON

Salty Dog \$5.00

GIN, RUBY RED GRAPEFRUIT

Bulldog Smash \$7.00

LEMON, PEACH, MINT LEAVES, BOURBON, COINTREAU

Regal Beagle \$6.50

VODKA, LIME, HONEY, GRAPEFRUIT, WHITE WINE

Great Dane \$6.00

GIN, CHERRY BRANDY, VERMOUTH, KIRSCH



ADVERTISING

Based on information obtained through published works and interviews, **BARK** uses digital, outdoor advertisements as the primary method to market its business. These advertisements will be featured in high-traffic areas downtown, such as on marquees, bus stops, and billboards. Played in a loop and shown in sequence, the digital

advertisements will feature charismatic dog photography and witty headlines in order to catch the attention of passersby. The advertisements first start off with a standard smiling dog's face, with the words "COME. SIT. STAY," played in a sequence. These are standard dog commands that the target market would be associated with. As the fourth word appears, the dog's expression



changes to fit the new command, which is either "PLAY," "EAT," or "DRINK." This new command is the anticlimax to the first three, and therefore catches the audience by surprise. A call to action would be featured at the bottom, including **BARK**'s logo and website address.

Secondary advertisements will include guerilla marketing and banner ads. While urban

city dwellers are walking their dogs on the sidewalks, guerilla marketing tactics will attract their attention from the street itself. In this way, **BARK** reaches potential customers where they least expect it. And when browsing online, banner ads will be featured on pet-related websites in the San Francisco area in order to spread the word and attract more customers.

















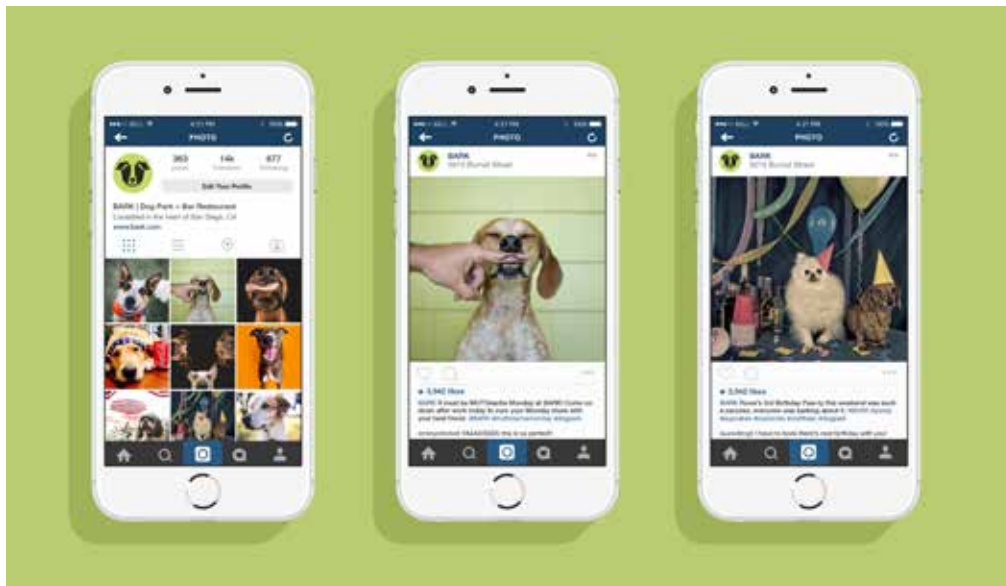




WEB DESIGN & SOCIAL MEDIA

From the digital advertisements, traffic will be driven to **BARK**'s website and social media pages. Consumers will visit the website in order to learn more about the business. Keeping with the **BARK** brand, the website will feature bright, charismatic imagery in order to emulate a playful and carefree atmosphere. The website will be a one page, fully responsive design, which keeps with current

digital trends. Scrolling down, visitors can learn more about the park's prices, which include a daily, monthly, or yearly option. Becoming a monthly or yearly member would provide check-in and registration convenience, as well as a most cost-effective price for frequent usage. Further down the page, visitors can also view the restaurant's menu, as well as an upcoming event calendar for programs at the park.





PROMOTIONAL PRODUCTS

Creating promotional products that would be available for sale at **BARK** is a way for customers to take a bit of **BARK** home with them. Therefore, a gift shop will be developed that will sell both human and dog collateral, including t-shirts, cloth bags, koozies, engraved pint glasses, dog bones, tennis balls, and frisbees. Each promotional product will reflect the brand identity of **BARK**, and will be a way for the business to advertise outside the establishment with their customer base.





UNIFORMS

Casual uniforms will set apart the employees of **BARK** from the consumers, and make them easily accessible throughout the park and behind the counter. Their bright tennis-ball green shirts are bright and recognizable, while branding lets the customers know that they are an employee and not patrons.





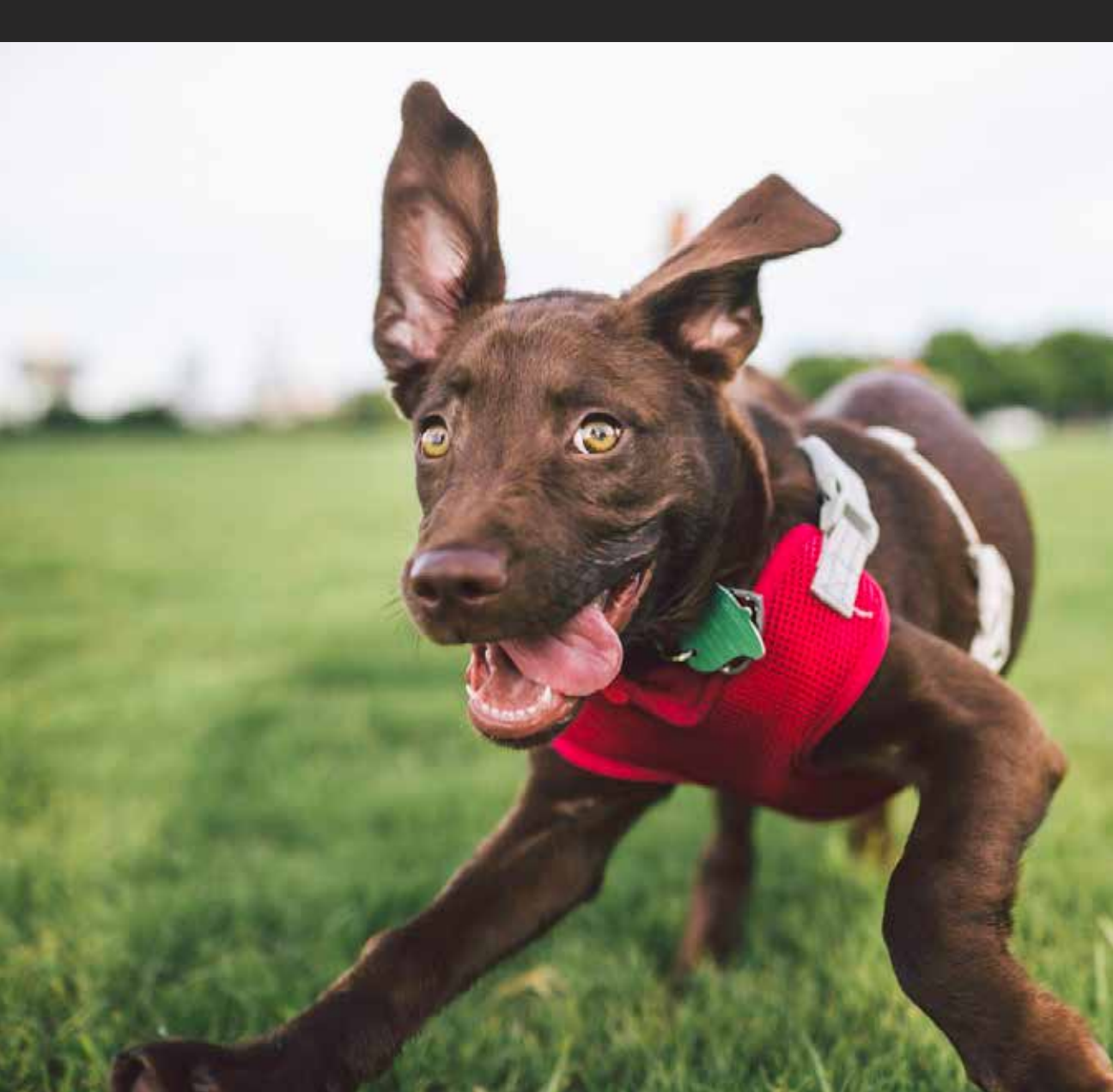
CONCLUSION

While developing the marketing and branding for **BARK**, I learned a substantial amount of information about this new growing market. The time spent researching showed me the power and change that one business can bring to a community. Marketing a brand isn't just about producing a profitable business; it's about creating a product that benefits and enhances the community that interacts with the business. Successful marketing and advertising portrays the business in the best light, and sets the stage for the establishment to take off and impact its customers.

Through this project, I have become more conscious of the time and effort it takes to completely market a brand from the ground up. From the beginning seeds of an idea, to the final unveiled product takes months of research, dedication, and passion for what is accomplished. At the end of this thesis, I know without a doubt that advertising and graphic design is a career where I am meant to be.

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APPENDIX

The following questions were asked during a survey conducted via Survey Monkey with the target market for **BARK**.

1. Do you own a dog, or plan to own a dog in the near future?

- » Yes
- » No

2. How often do you/would you visit a dog park?

- » Twice a week or more
- » Once a week
- » Once a month
- » Other (please specify)

3. Would you be more inclined to attend if the dog park included a bar and owner-friendly environment?

- » Yes
- » No

4. Do you/would you typically attend more often on the weekends, or during the week?

- » Weekends
- » Weekdays

5. What time of the day do you/would you most often visit the dog park?
- » Morning
 - » Afternoon
 - » Evening
6. Do you/would you typically attend one specific dog park, or multiple parks?
- » Loyal to one
 - » Play the field
7. Have you ever had a bad experience at a dog park? If so, what?
- » Yes
 - » No
8. If a dog park offered food for owners located inside of a fenced-in area (in addition to the bar), would you be more inclined to visit?
- » Yes
 - » No
9. How much would you be willing to pay as an entry fee in order to bring your dog into this new park?
- » <\$5
 - » \$5
 - » >\$5

