



CASE STUDY:

DOGIPOT BRAND DEVELOPMENT

Providing innovative solutions for pet waste management since 1994, DOGIPOT has long been a leader in helping communities maintain clean, pet-friendly environments. As the brand looked to strengthen its market position and increase demand across both consumer and distributor audiences, DOGIPOT partnered with evok to develop a cohesive brand identity and integrated marketing strategy capable of reaching diverse B2B and B2C segments. Through modernized creative, digital transformation, and targeted media execution, evok helped reposition DOGIPOT as a more engaging, accessible, and competitive brand in a growing category.



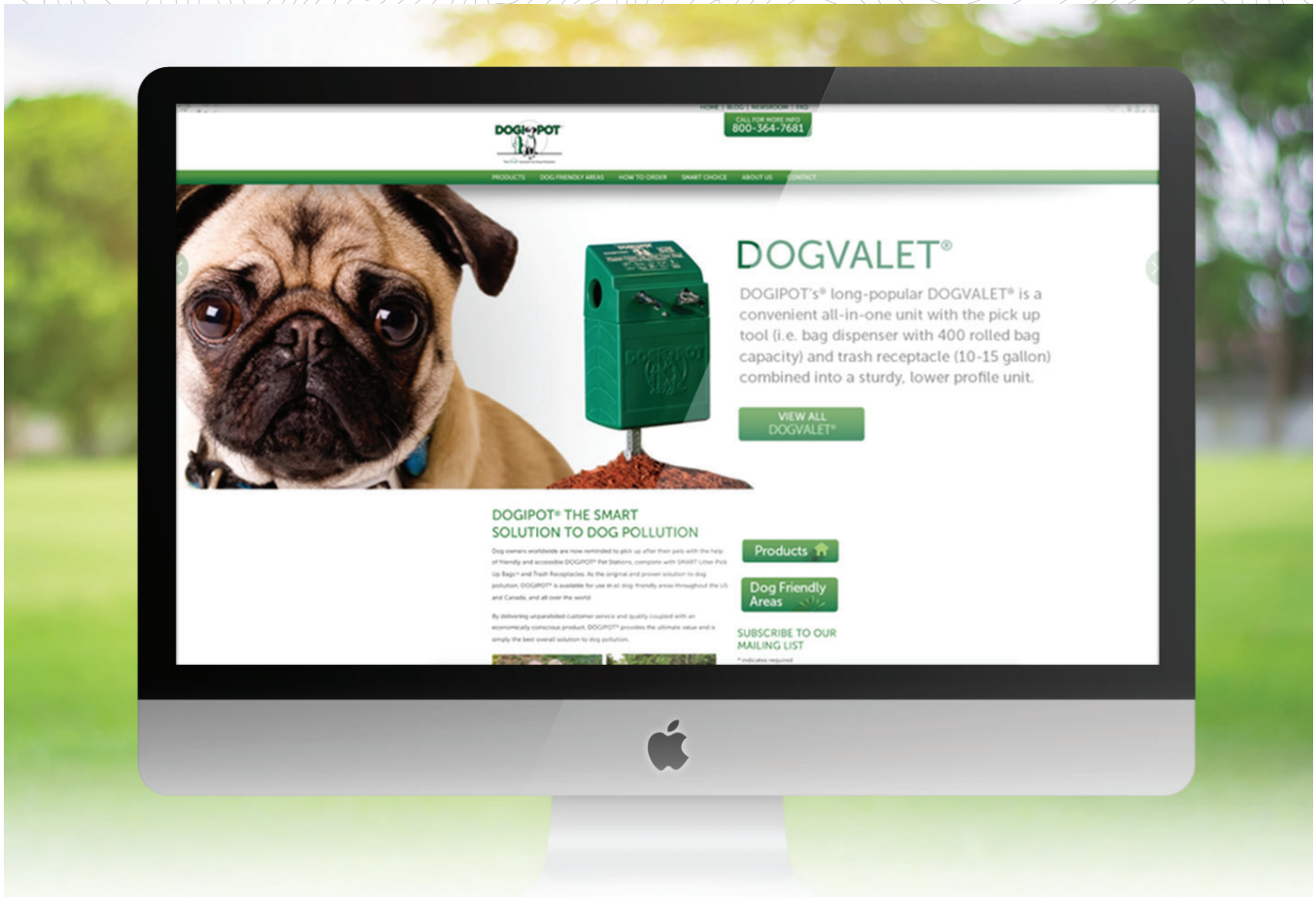
INDUSTRY
CONSUMER PACKAGED
GOODS



AUDIENCE
PROPERTY MANAGERS
PARKS & RECREATION
DEPARTMENTS
DOG OWNERS



CATEGORY/TACTICS
WEBSITE
DIGITAL
REPORTING
SOCIAL MEDIA
MEDIA BUYING
RETARGETING
EMAIL MARKETING
THOUGHT LEADERSHIP
BRAND DEVELOPMENT



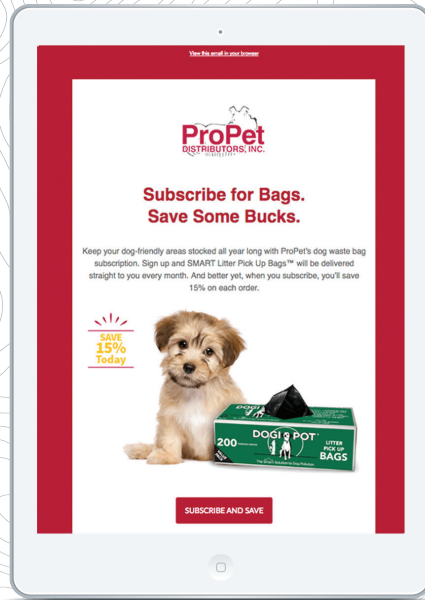
Website



IDEAS.

Providing convenient, affordable and efficient solutions for pet waste management, DOGIPOT® has helped keep pet-friendly areas, communities and public spaces clean and safe for all to enjoy since 1994.

DOGIPOT® is among the leaders in pet waste management solutions. The brand and their authorized distributor of products, ProPet Distributors, were in need of solidifying their position among competitors while effectively reaching their vital audiences to increase product demand.



Landing Page



Targeting the B2C and B2B market, DOGIPOT® needed to create brand awareness in order to drive demand for products and increase sales. Focusing on a modern look and cohesive brand standards, our team developed an engaging brand identity for DOGIPOT® capable of reaching and connecting with their diverse demographics.

As part of the brand update, our interactive team created a modern, responsive new design for DOGIPOT®'s website and ProPet Distributors' ecommerce website with a focus on ease of access to information and product details. Our team also developed a complete content strategy inclusive of two DOGIPOT® blogs, one ProPet blog and ProPet email marketing each month with product features and offers to further engage current and potential customers and distributors.

At the launch of our engagement, DOGIPOT® did not have a brand presence across any social platform. Our team developed and managed a branded profile that accurately represented the company while offering a better and easier way for customers and distributors to communicate with DOGIPOT®.

To carry the DOGIPOT® message to their key B2B audiences, we negotiated, placed and managed integrated media buys across the most relevant channels during an eight-month campaign. To further target and segment their B2B customers, we placed print ads in trade publications, reaching decision makers in both the U.S. and Canada. Along with full color ads running in various sizes, we placed banner ads focused on the trade publications on the DOGIPOT® website to sponsor a monthly or weekly newsletter as added value. An omni-channel campaign required rigorous attention to detail to ensure consistent brand voice and visual cohesiveness.



RESULTS.

Evok's brand development efforts proved to be highly successful in humanizing a brand focused on dog pollution solutions. Since working with DOGIPOT®, the brand's Facebook profile has seen 65,342 total new fans, 3,149,811 impressions and 1,741,945 unique users.

Over the 8-month media buying campaign, we achieved 8,340,304 impressions, resulting in 8,202 clicks to the website. We also gained an additional 1,084,450 impressions and 1,133 clicks on our retargeting campaign. Lastly, with our print ads and added-value tactic, we had an additional reach of over 14 million impressions.

KEY TAKEAWAYS

- A cohesive brand refresh and modern visual identity helped DOGIPOT strengthen its position within a competitive category and better connect with both B2B and B2C audiences.
- Developing responsive websites and a consistent content strategy improved user experience while increasing accessibility to product information and driving engagement.
- Establishing a social media presence from the ground up created new opportunities for communication, brand awareness, and audience growth.
- An integrated media strategy targeting trade publications and digital channels effectively reached key decision-makers and expanded distribution opportunities.
- Evok's full-funnel approach delivered measurable impact, generating millions of impressions, significant audience growth, and increased demand across multiple channels.