

Creative Strategy Brief for Radio

Company: Pooper Scoopers

Brand: Pooper Scoopers Park Stations

1. Target

- **Persona:** Andrew Nesson
- **Demographics:** 28-year-old single male graphic designer
- **Geographics:** In a metropolitan city with dog parks
- **Psychographics**
 - **Activities:** Trying new restaurants, Tinder
 - **Interests:** video games, art, ladies, fitness
 - **Opinions:** If you step in dog poop it's your own fault.

2. Current Mindset: He doesn't feel like picking up his dog's poop is really that important. He constantly forgets to bring a waste bag with him when he takes out his dog.

3. Desired Mindset: We want Andrew to know that picking up after his dog is important. The target should feel obligated to pick up after his dog and want to avoid looking bad in front of other dog owners.

4. Challenges:

- Picking up your dog's poop is a hassle and a responsibility that most owners want to avoid.
- Cleaning up poop, even if it's from your own dog, is gross.
- Sometimes dog owners forget to bring a bag to pick up the waste.

5. Creative Strategy Statement: Picking up after your dog is the responsible thing to do.

6. Evidence:

- People will think you're a jerk if you don't clean up after your dog.
- Parks and many outdoor locations offer bags and disposal bins to clean up after your dog.
- Not cleaning up dog poop makes a mess in a public space.

7. Tone:

- Funny
- Snooty
- Sarcastic

8. Approach: Dialogue

BRAND: Pooper Scoopers Park Stations

RADIO: 60 seconds

“Just pick it up”

Dog Poop Radio Ad: 4 voices needed (2 male, 1 female, 1 voiceover)

SFX: ambient noise of park/dogs

DOG 1: “Did you see Chester playing fetch over there? What an amateur.”

DOG 2: “Yeah totally . . . he might as well be an *indoor cat*”

DOG 1: “Hey, what do you think of my new collar, pretty tough-looking huh?”

DOG 2: “I thought I noticed something different --oh *heyyy* look who’s coming”

DOG 1: “Hey Coco looking *gooooood* I see you’ve been to the groomers”

COCO: “Hello boys”

DOG 2: “Coco baby.. whattya say you and I go get a treat together sometime, my owner bought the good milk bones”

COCO: “Your owner? Ha, as if. I saw what he did back there.”

DOG 2: “Uhhh what are you talking about”

COCO: “He just left your...you know...business on the ground. As if you’re some kind of an animal”

DOG 2: (embarrassed) “oh uh I see, and that’s a.. problem?”

COCO: “It’s disgusting. There was literally a Pooper Scooper station right next to him. If you want to get a lady tell your owner not to be so lazy.”

VOICEOVER: There are dozens of newly installed Pooper Scooper stations *with* bags available at your local dog park. Don’t be lazy, just pick it up. It’s the responsible thing to do.

Rationale:

We chose a dialogue approach for the radio ad to keep it conversational and add humor. We thought it would be entertaining for the viewers to realize and therefore continue to listen to an ad that had dogs speaking to each other. It was easy to set the scene with the dialogue between the talents. The target of this PSA radio spot is dog owners who do not pick up their pet's poop.

The talents of the ad were designed to be dogs talking amongst each other. Having dogs as the talents is a unique approach to addressing listeners over the radio. We chose two male dogs to set the scene for the listener by mentioning dog situations such as playing fetch and wearing collars. The male dogs were interested in the female dog who enters the scene later on. The love interest was meant to reflect the way some owners use their pets to pick up dates. After listening to the ad, the owner will be inclined to pick up after their pet as they will realize not doing so will be deemed irresponsible and unliked by other owners.

The sound effects for this ad were included to create the image of a dog park. We added ambient noise, dogs barking and city sounds to set the scene. The announcer at the end reiterates the purpose of the ad which is to pick up after your pet.