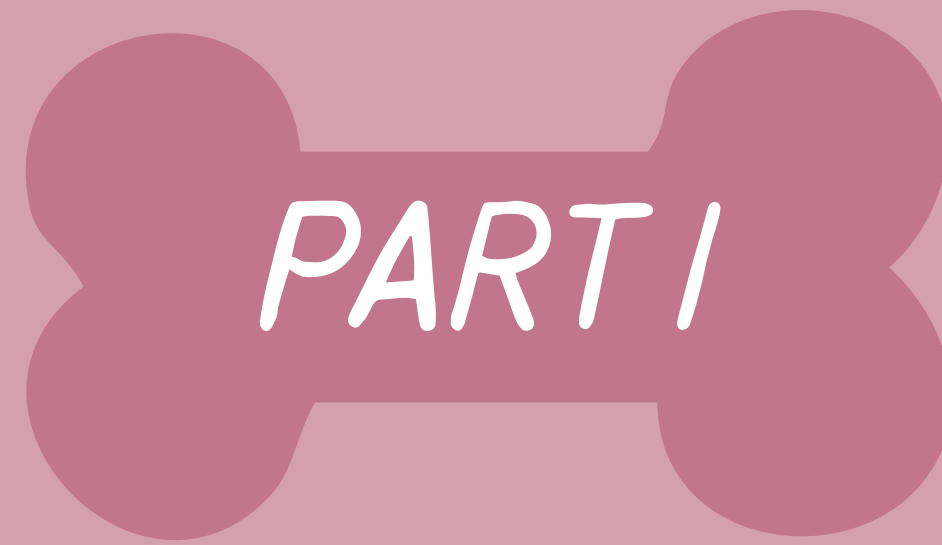


Created by Sally Campbell, Carly Wallace,  
Addison Flanigan and Emma Clouser



*LISTENING &  
MONITORING*



# LISTENING & MONITORING



## Purpose

Monitoring discourse around Lucy & Co. and its products across different social media platforms will help give better insight into how effective its current tactics are in relation to engagement. Understanding what is working well and what is not will help in the development of new social media tactics for the brand.

## Summary

Lucy & Co. was founded in 2014 with the philosophy that "Dogs deserve the world," as shared on their website. The brand has a large following on Instagram so ideally, engagement levels would be high to match this. However, the brand isn't seeing this. It is our hope to work with Lucy & Co. on platforms it's established a presence on, in addition to identifying how to introduce the brand on the newer platform, TikTok.

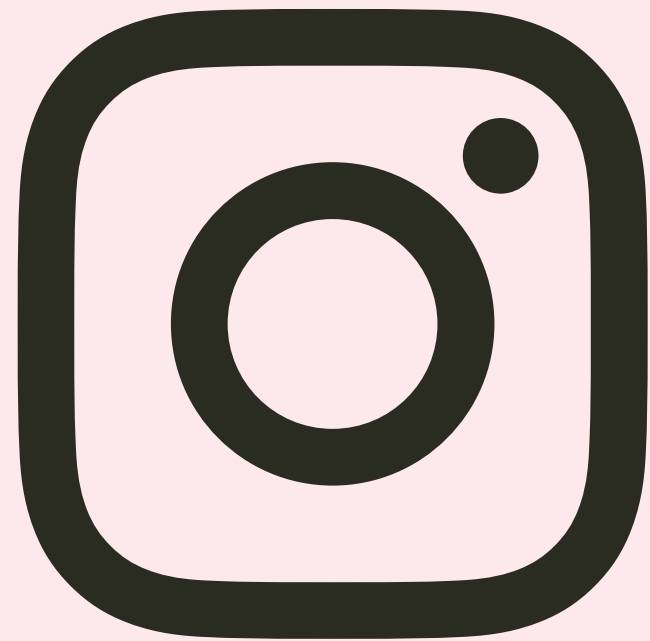
# METHODOLOGY

Instagram

TikTok

Facebook

Pinterest



# Methodology

For our analysis, we visited social media platforms like Instagram, TikTok, Facebook and Pinterest to search for content using relevant and popular keywords regarding pet apparel. Our research was gathered starting in mid-April and the statistics date back to six months prior. We hope, through the analysis of TikTok content and competition, we can create ideas to further account following (which would aid in account engagement e.g. likes, comments and shares, etc.) and integrate popular trends that are accessible to businesses. Lucy and Co.'s sister account, Friends of Lucy aims at expanding influencer interactions and showcasing high-quality dog products through client features that are relatable and on-brand for its target audience.



# KEYWORDS

Lucy and Co.

Dog Apparel

Dog Gear

Dog OOTD

Dog Mom

Dog Model

Dog Influencer

# Discourse Circulating Around Lucy & Co

Username and Source	Content/Comment Shared	Credibility	Date of Content	Engagement
Written by Susie S Johnson on Honest Brand reviews	Following an extensive analysis of the brand, this review concluded with a statement including, "This <u>Lucy &amp; Co.</u> review has determined that their products are worth the buy." <a href="https://www.honestbrandreviews.com/reviews/lucy-and-co-review/">https://www.honestbrandreviews.com/reviews/lucy-and-co-review/</a>	<b>Medium:</b> large following, however most reviews are in favor of brands. The Honest Brand Reviews blog is marketed as "We provide businesses with the tools they need to grow their brand and manage their online reputation."	September 21, 2021	undisclosed

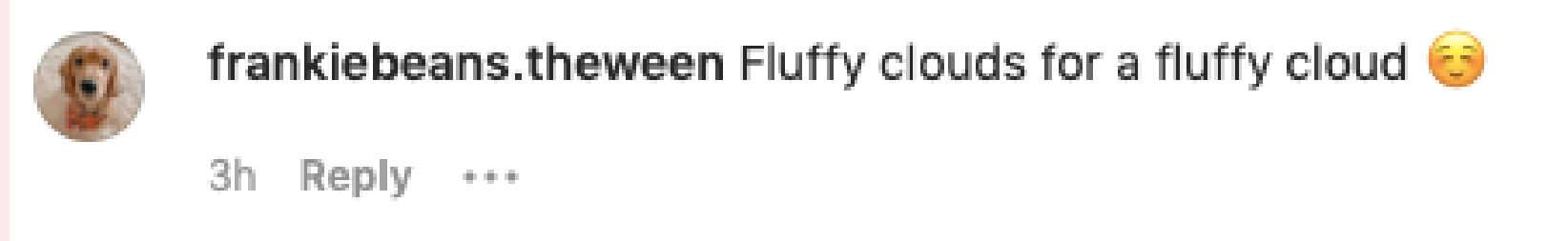




Fun Fact: Lucy & Co. created (and now sold) the account @DogsOfInstagram

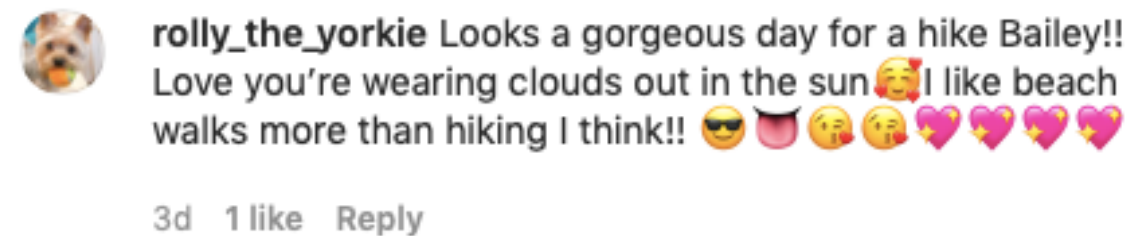
# INSTAGRAM

Followers: 543K



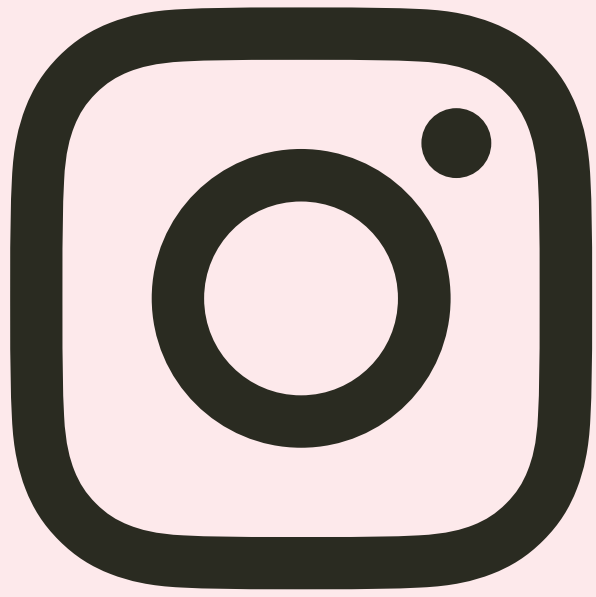
## CONVERSATION:

There is a ton of conversation around Lucy & Co. on instagram. Users post pictures of their dogs in Lucy & Co. gear showing off the product name and their happy dog!



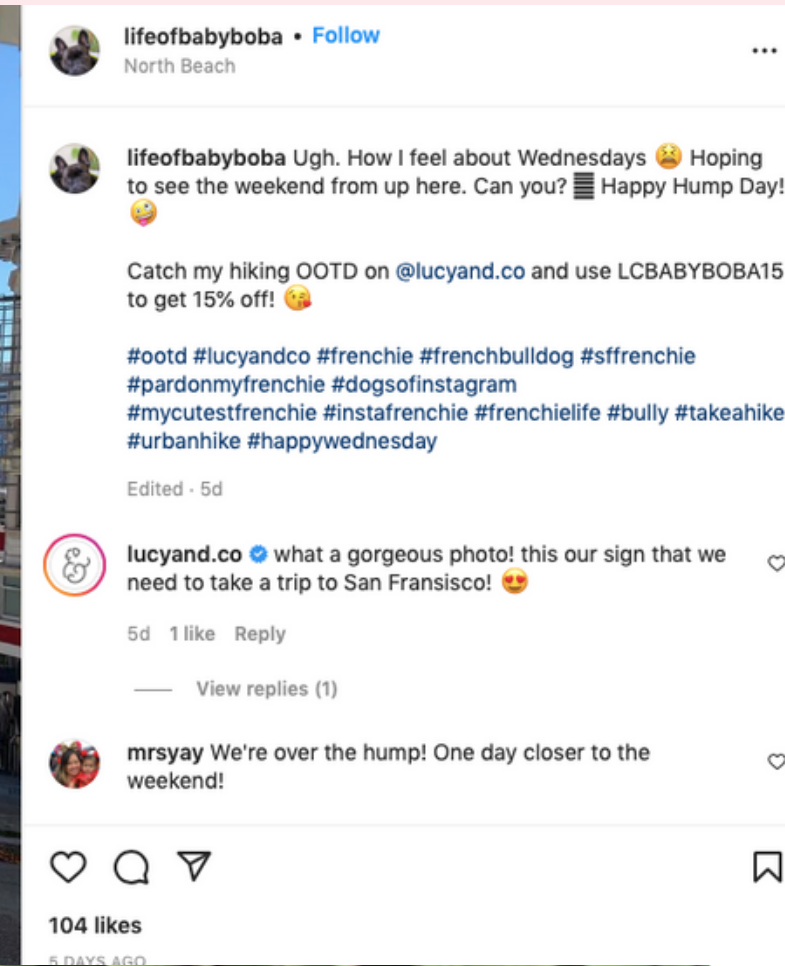
Instagram allows for PAWrents to post pictures of their cute pups on walks using Lucy & Co. patterned leashes and/or harnesses. The engagement is mostly with other dog accounts, such as the popular @rolly\_the\_yorkie and famous @mini.lunadoodle commenting on the cute moment and the adorable outfit

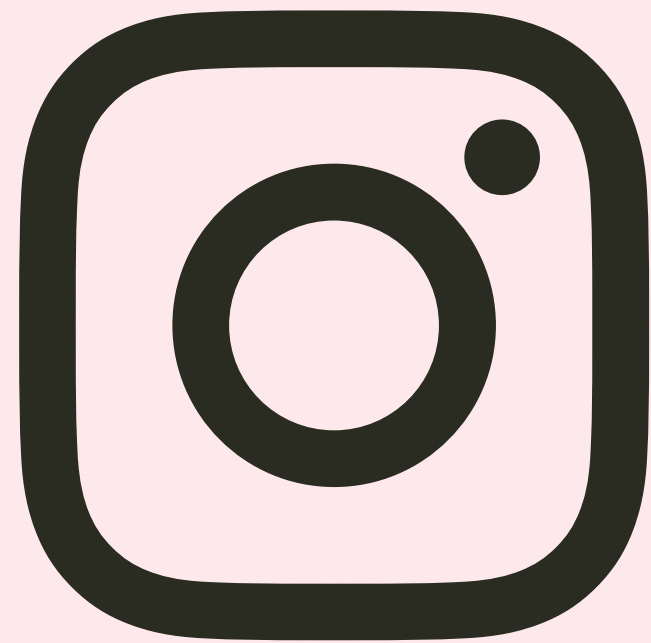




We found Lucy & Co. specific posts with dog accounts using hashtags associated with the brand, such as #lucyandco, #doginfluencer and #dogmodel. Many of the top posts tagging or hashtagging the brand also includes discount codes for followers to shop the Lucy & Co. website for a certain percent off with their first purchase.

Conversation: Taking dogs on walks showing off their dog leashes and harnesses from Lucy & Co.





# INSTAGRAM CONVERSATIONS

## Hashtags to watch:

- #lucyandco
  - 34.8k posts
- #doginfluencer
  - 1.5M posts
- #dogmodel
  - 9.2M posts
- #dogmom
  - 14.8M posts

Username and Source	Content/Comment Shared	Credibility	Date	Engagement
Post: @Lucyand.co Commenter: @shanti_and_luna	Instagram reel by Lucy & Co. "April Showers bring May Flowers!" Comment: "You're so stunning in your raincoat. 😊 wonder if they make one for bigger dogs."	<b>High.</b> The commenter seems to be partnering with the brand Little Maggie & Co. (a potential competitor to Lucy & Co.)	4/26/2022	The post received 1,376 likes and 144 comments. @lucyand.co responded to the comment by offering help with sizing.
Post: @lucyand.co Commenter: @calliethesausage	Photo of a dog in a reversible harness posted. Comment on the post stated, "I love this harness. We saw it at Pet Smart the other day!" The comment not only gave a testimony of the product but also listed a location to find it.	<b>High.</b> The commenter has established that they recognize the brand and have previous experience with the product.	4/21/2022	433 Likes on the post 64 Comments 1 like on @calliethesausage comment



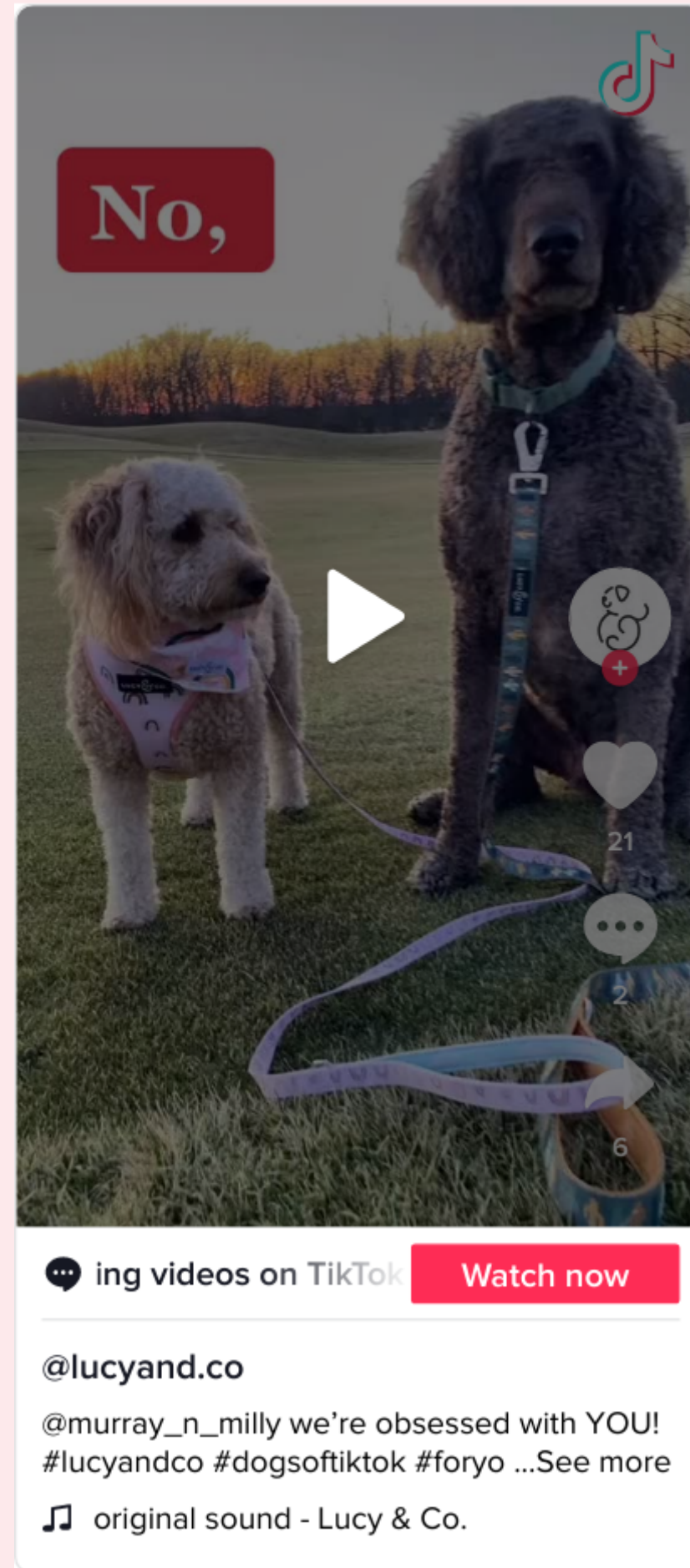


# TIKTOK

Followers: 1,199

## CONVERSATION:

The conversation that Lucy & Co. is creating on TikTok is all about the products being used on dogs. Dogs being the center of the brand, following that are cute dog videos and dog models showing off dog gear as well as upcoming sales and deals to further promote the brand!



Lucy & Co.'s liked content includes videos with hashtags such as #dogsoftiktok #puppiesoftiktok #puppy #dog. This interaction helps build Lucy & Co.'s brand and directs its "for you page" towards being dog focused as well as keeping the brand up to date with dog trends and its target audience. We aim to help up the engagement on this particular platform to creatively distinguish Lucy & Co. from other businesses.



# TIKTOK CONVERSATIONS

## Hashtags to watch:

- #lucyandco
  - 722.5k views
- #doginfluencer
  - views
- #dogmodel
  - views
- #dogmom
  - 5.7B views

Username and Source	Content/Comment Shared	Credibility	Date	Engagement
Video: @sunnybestlife Commenter: @butters.thepup	A video posted by @sunnybestlife uses the sound "Oh No" by Kreepa (referring to the poor weather) over a video of an LA dog wearing a Lucy & Co. raincoat Comment: "At least you look super cute in your rain coat!!"	<b>High.</b> The commenter is a TikTok dog content creator. The creator has 36.3k followers and has also posted Lucy & Co. content.	11-7-2020	The video received 1165 likes and 7 comments. The comment made by @sunnybestlife complementing the Lucy & Co. raincoat received 3 likes.
Video: @mini_doodle_murphy Commenter: @dogtrickheaven	@mini_doodle_murphy posted a video finding Lucy & Co. products in PetSmart and encouraged others to go check it out. Comment: "Hmm I don't support stores that sale animals"	<b>High.</b> The commenter is a TikTok creator who shares training tips for dog owners. The creator has 22.6k followers.	3-5-2022	The video only received 37 likes and the one comment by @dogtrickheaven



Username and Source	Content/Comment Shared	Credibility	Date	Engagement
<p>Video: @Lucyand.co Commenter: @thegabebollinger</p>	<p>@Lucyand.co TikTok video "When someone says they don't get why we sell dog stuff " Comment: "lololol Love y'all's stuff! would love to work with y'all and help get your stuff out to even more people!!"</p>	<p><b>High.</b> The commenter is a TikTok creator with 26.4k followers and 563.9k likes. Creates puppy content.</p>	<p>3-14-2022</p>	<p>@Lucyand.co video received 41 likes and 3 comments</p>
<p>Video: @Lucyand.co Commenter: @maui_babe.goldendoodle @paulthecutie1</p>	<p>@Lucyand.co TikTok video "Things in the Lucy &amp; Co. warehouse that just make sense" Comment: @maui_babe.goldendoodle "We love our smooth bags" @paulthecutie1 "We love those poop bags🐶 "</p>	<p><b>High.</b> Both users create dog content and have established that they have bought Lucy &amp; Co. products in the past, thus being loyal and returning consumers.</p>	<p>4-18-2022 4-16-2022</p>	<p>@Lucyand.co video received 50 likes and 4 comments</p>





# FACEBOOK:

Followers: 42.5k

Liked: 39.3k

# CONVERSATION:

The conversation that Lucy & Co. is creating on Facebook is very similar to the conversations happening on Instagram, seeing as you are able to upload on both platforms simultaneously with the same caption. Many followers will comment on Lucy & Co. posts with a photo of their dog or share satisfactory comments on Lucy & Co. products.



**Lucy & Co.**

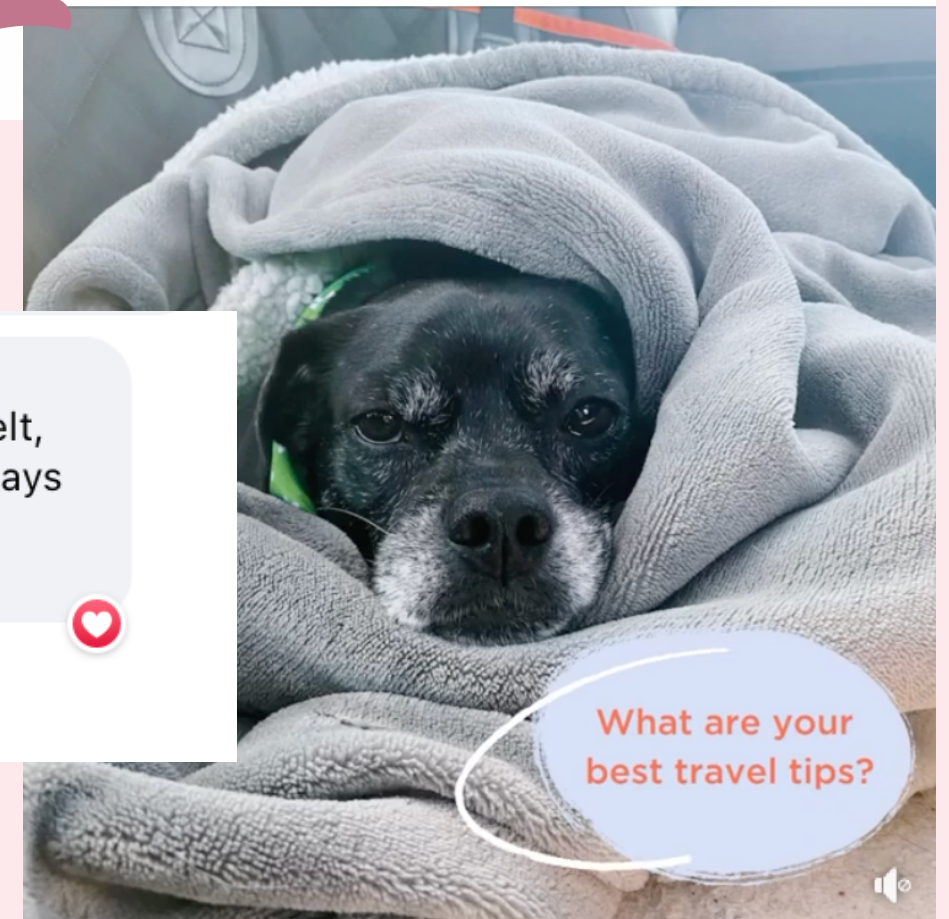
@lucyand.co · Pet Supplies



Lucy & Co.

February 23 · 🌐

Help your Lucy & Co. community and share your doggy travel tips below! 🐾🐾



What are your best travel tips?



**Diana Kitsune**

For pups: have a comfortable bed, wear a seat belt, pack lots of snacks, bring a blanket and toys, always bring extra water and food just in case. (pack an emergency kit)

Like Reply 9w

View 1 more comment

👍❤️ 13

2 Comments 1 Share

👍 Like

💬 Comment

➦ Share



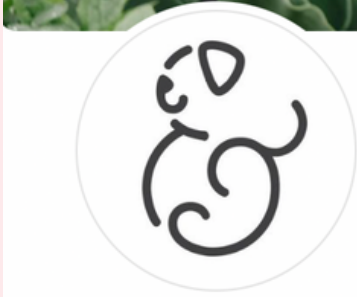


**Chantele Craig**  
 March 21 · 🌐

When the package that comes in the mail is for Bailey she requires a photo shoot. She loves her new doggy pretties from Lucy and Co. [Lucy & Co.](#)



Community ✓



**Lucy & Co.**  
 @lucyand.co · Pet Supplies



**Rockey Tabitha Jones** ▸ **Lucy & Co.**  
 March 20 · 🌐

Our girl Lola loves her Lucy & Co. in the clouds halter! Thanks so much for making cute comfy products for our fur babies!



**Indigo IndieGirl** ▸ **Lucy & Co.**  
 April 26 at 9:03 PM · 🌐

So obsessed wif this print!!

# CONVERSATION:

Lucy & Co.'s Facebook has an open community page. This page allows customers and members of the Lucy & Co. community to share their favorite products and photos of their dogs which encourages audience interaction and brand awareness. Some posts also include discount codes for viewers to shop the Lucy & Co. website for a certain percentage off.





# FACEBOOK CONVERSATIONS

Username and Source	Content/Comment Shared	Credibility	Date	Engagement
User: Rockey Tabitha Jones	Post on Lucy & Co. community Facebook page by Rockey Tabitha Jones. The post included photos of a dog wearing a Lucy & Co. harness and was captioned, "Our girl Lola loves her Lucy & Co. in the clouds halter! Thanks so much for making cute comfy products for our fur babies!"	<b>High.</b> This user has established that they are a Lucy & Co. customer and made a personal connection to the brand. Also provided photo evidence.	3-20-2022	The post received 2 likes and 1 comment by Lucy & Co.
User: Latasha Hendrix	Post on Lucy & Co.'s Facebook page showing a picture of a customer playing with her dog in the park with the hashtag #dogmommonday. Latasha commented: "We get the zoomies often!! Monday was photoshoot day and our little model did perfect. Peep his Lucy & Co. attire!"	<b>High.</b> This user shows that she has a dog, resonates with the brand, and understands dog terms like "zoomies".	3-14-2022	The post received 3 likes and 1 comment by Lucy & Co.

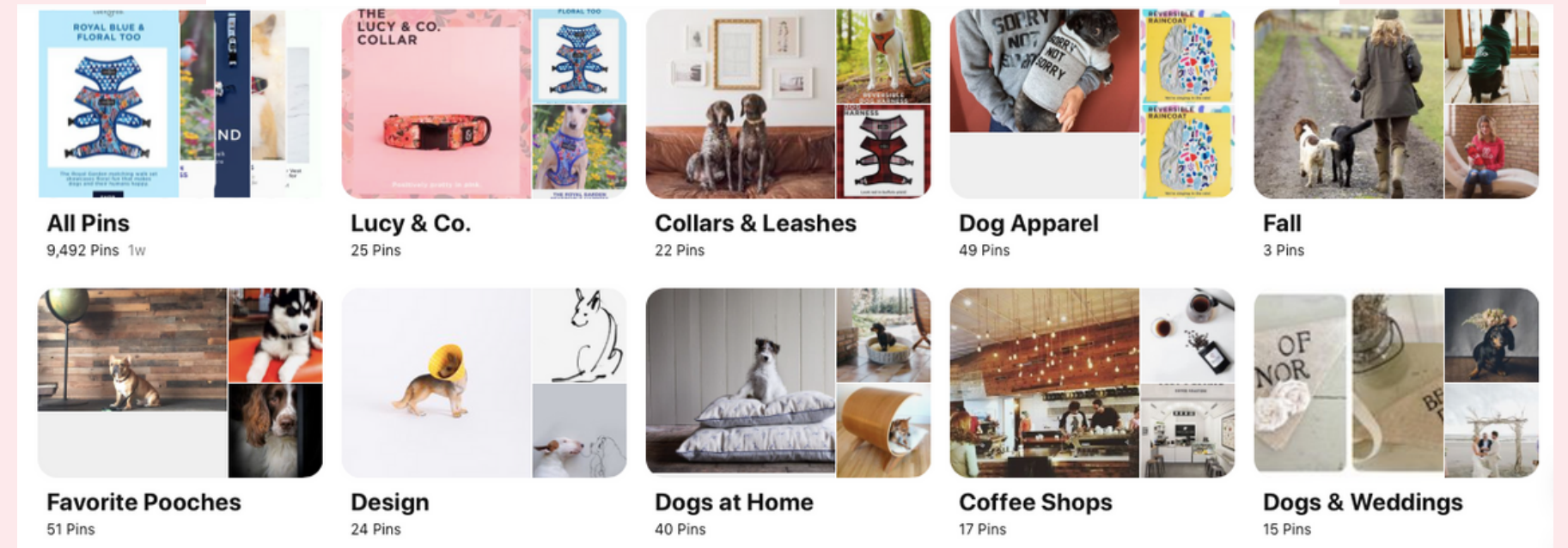
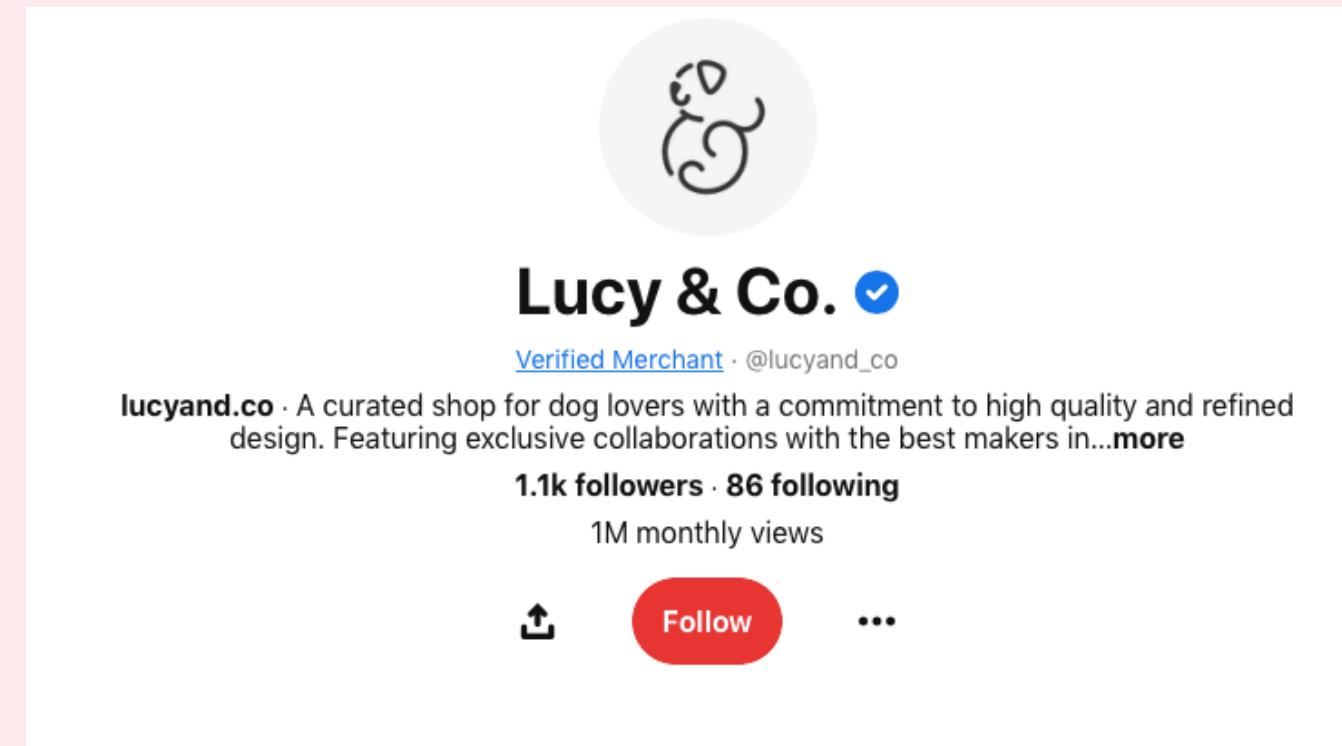


# PINTEREST

Followers: 1.1K

## CONVERSATION:

Lucy & Co.'s presence on Pinterest is mainly devoted to displaying its dog products for sale. Its saved content involves dog apparel, collars and leashes, favorite pooches, dog designs, aesthetic lifestyle living, and family.



Lucy & Co.'s saved content on Pinterest helps give the brand ideas on future patterns and new dog merchandise ideas for further product expansion. This also keeps the company in the loop with what its target audience likes for dogs as well as finds aesthetics to better match their lifestyle.

# RESULTS & FINDINGS

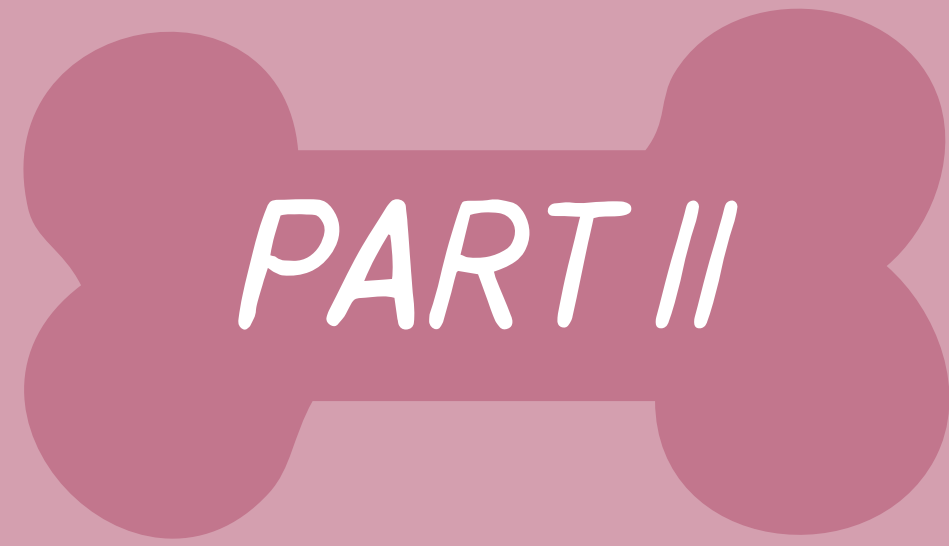
Lucy & Co. receives a fair amount of online engagement and conversation. Most of the conversations happening on social media are in the comment sections of the official Lucy & Co. Instagram page, and the comment sections affiliate influencers adoring the same products.

Followers will comment on their excitement for a new product or express how adorable the dogs featured on the social media accounts are.

Some conversations that we found were threads of customers explaining that the sizing chart was not accurate. It is our recommendation that Lucy & Co. respond to these comments to offer support and solutions in order to keep the positive feedback flowing.

#lucyandco is used on both Instagram and TikTok to share, almost exclusively, Lucy & Co.-related content. Most of the posts shared under this hashtag display the company's products modeled on dogs.





*COMPETITIVE  
ANALYSIS*

# COMPETITIVE ANALYSIS



## Summary

Knowing Lucy & Co. has a higher following on social media platforms than its competitors, engagement would ideally also be higher. However, engagement for Lucy & Co.'s competitors is higher, specifically on Instagram.

## Purpose

Identifying tactics used by competitors can give Lucy & Co. a better understanding of methods that increase engagement that the brand is not currently utilizing. Assessing competitors' platforms also allows us to see what sets Lucy & Co. apart in terms of both its strengths and weaknesses.


# MAJOR COMPETITORS

- Wild One
- Sassy Woof
- Ruffwear
- Canada Pooch

# WILD ONE

Get a free tennis ball + free shipping with orders over \$60

Wild One



**Color Comes Alive!**

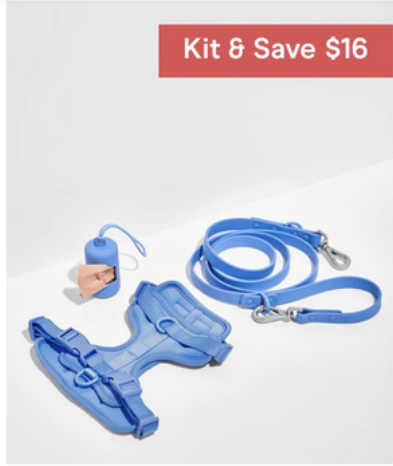
It's time for a style refresh. Find your signature color with our Carriers, Toys, Walk essentials and more, and secure a seasonal fit for you and your pup!

**GET SHOPPING**

CHAT NOW

Wild One

Kit & Save \$16




**Harness Walk Kit**

11 Colors Available

Save - \$114 \$98

Sale: 9% Off



**Treat Pouch**

3 Colors Available

Save - \$44 \$40

## Retail Partners:

- Target
- BarkBox
- Nordstrom
- Petco
- Bloomingdale's

## Products:

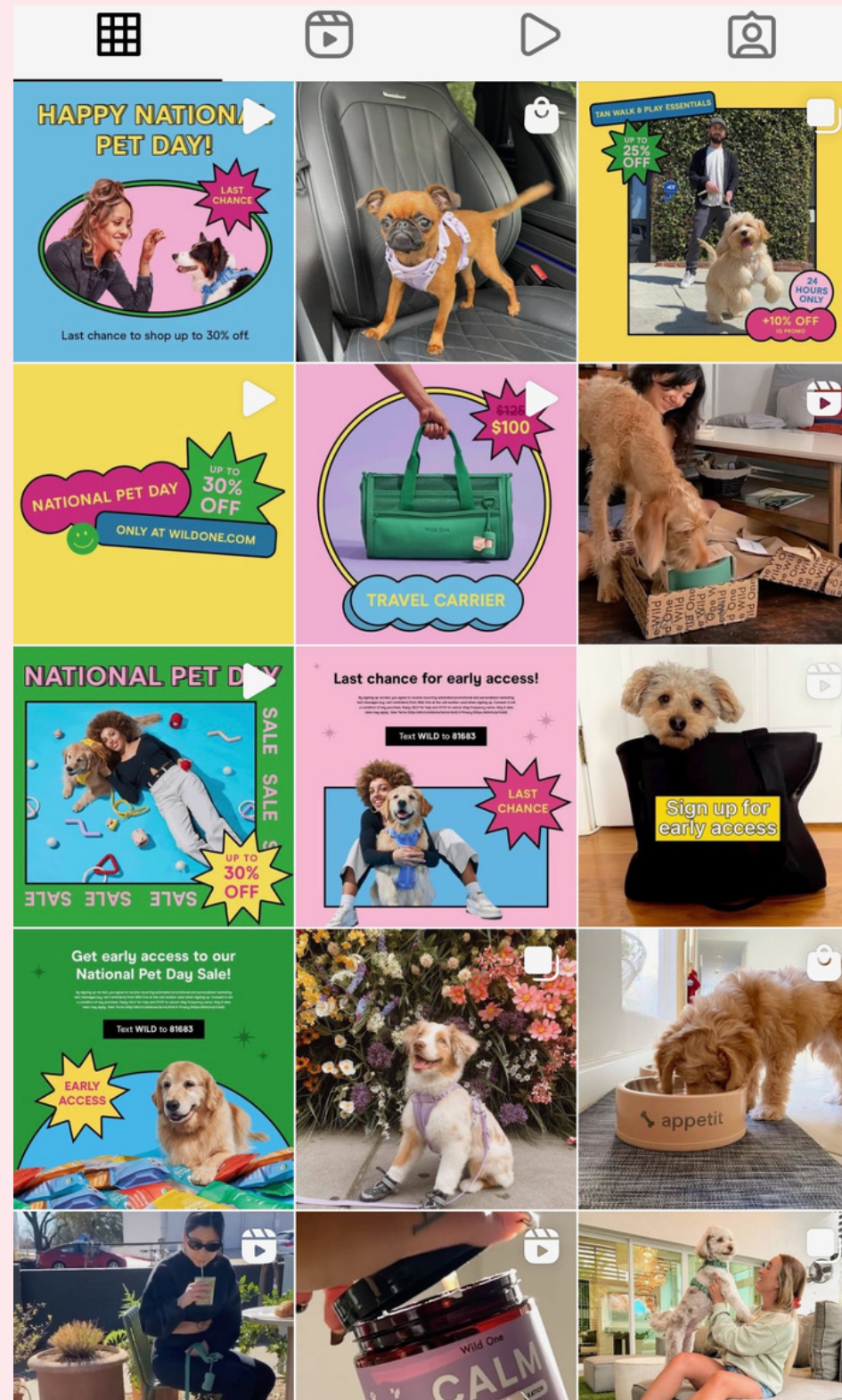
- walk kits
- harnesses
- leashes
- collars
- treat pouches
- dog tags
- dog bandanas
- dog bowls
- dog beds
- dog bowls
- dog toys
- dog treats
- grooming wipes
- supplements for dogs
- wellness kits
- shampoo
- poop bags/carriers



# WILD ONE

## Social Media Accounts:

- Instagram @Wildone
  - 150k Followers
- TikTok @Wildonepets
  - 1100 TikTok Followers
- Facebook Wild One
  - 12,000 Followers



**Wild One**

@wildonepets · Pet Supplies

[View shop](#)



# WILD ONE

## STRENGTHS

- Uses blog for customer engagement + creates a community
- Use of Instagram reels/videos
- Partnerships with animal rescues across the US
- Discount for referring friends
- Daily posts to keep content circulating its audiences feed
- Products linked in Instagram posts
- Clear color aesthetic on website and socials
- Affordable Target exclusive
- Engaging photos highlighting product on socials and website
- Instagram story content


## WEAKNESSES

- Higher price point makes the brand less obtainable
- Aesthetic could be misleading; could be mistaken as a non-dog brand
- Minimal response to engagement on posts (i.e. no responding to or liking of comments)

# WILD ONE

# SIMILARITIES & DIFFERENCES

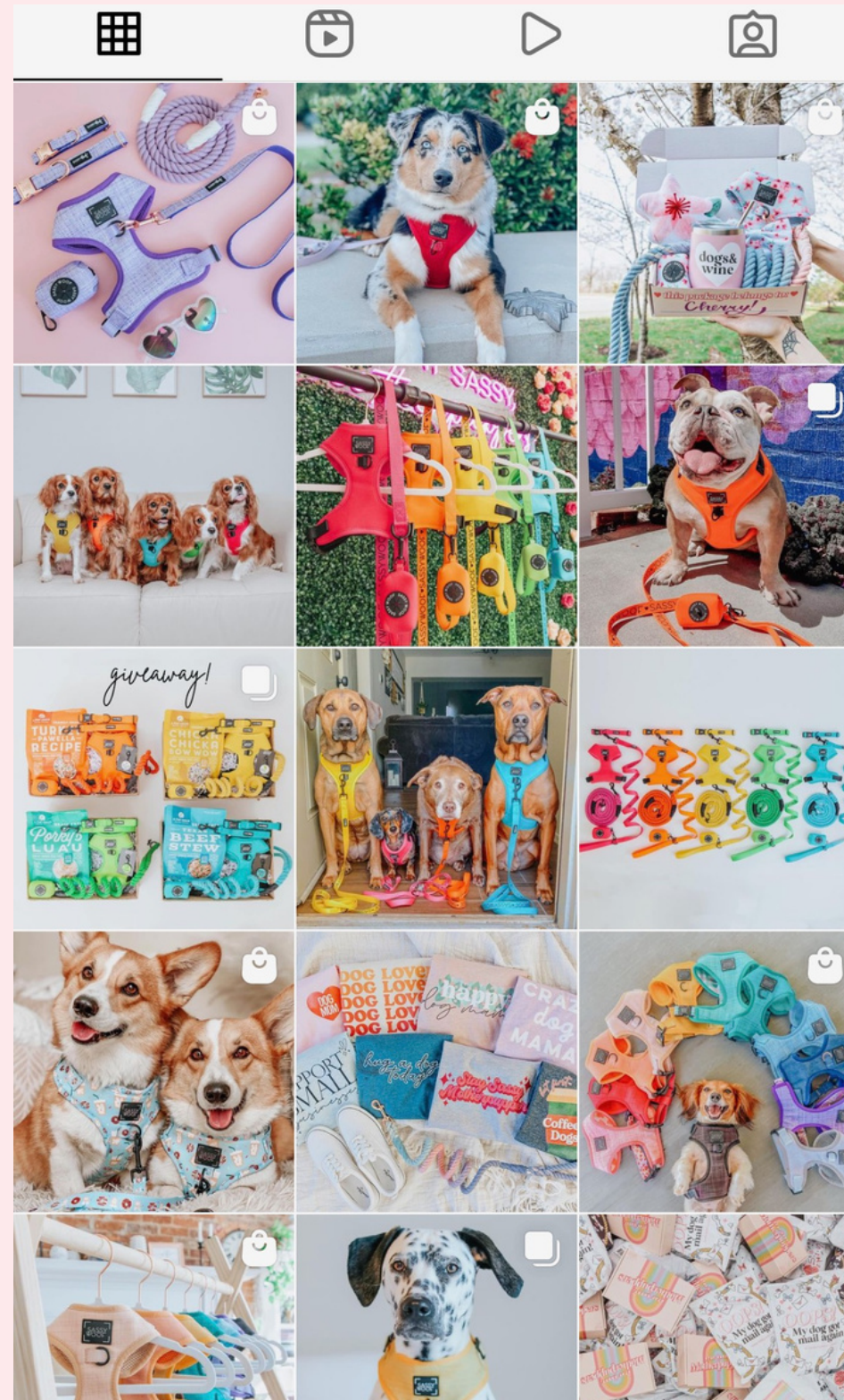
## Social Media

	<b>Similarities</b>	<b>Differences</b>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• Showcasing products</li><li>• Dog and dog mom content</li></ul>	<ul style="list-style-type: none"><li>• Wild One does more giveaways/fun promotions</li><li>• Wild One has more partnerships</li><li>• Lucy &amp; Co. has more client engagement and followers</li></ul>
<b>TikTok</b>	<ul style="list-style-type: none"><li>• Similar followings (in the 1K range)</li></ul>	<ul style="list-style-type: none"><li>• More frequent posts on Lucy &amp; Co.</li><li>• Higher engagement levels for Wild One</li></ul>
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Frequent posting</li><li>• Non-responsive to questions commented on posts</li></ul>	<ul style="list-style-type: none"><li>• Wild One links products</li><li>• Higher following for Lucy &amp; Co.</li></ul>

# SASSY WOOF

## Products:

- Harness's
- Fabric and Rope Leashes
- Hands-Free Leashes
- Collars and Tags
- Waste Bag Holders
- Bandanas
- Bowties
- Dog Hoodies
- Toys
- Themed Boxes
- Human Apparel
- Candles
- Wine Tumblers
- Tote Bags
- Cold Cups



## Retail Partners:

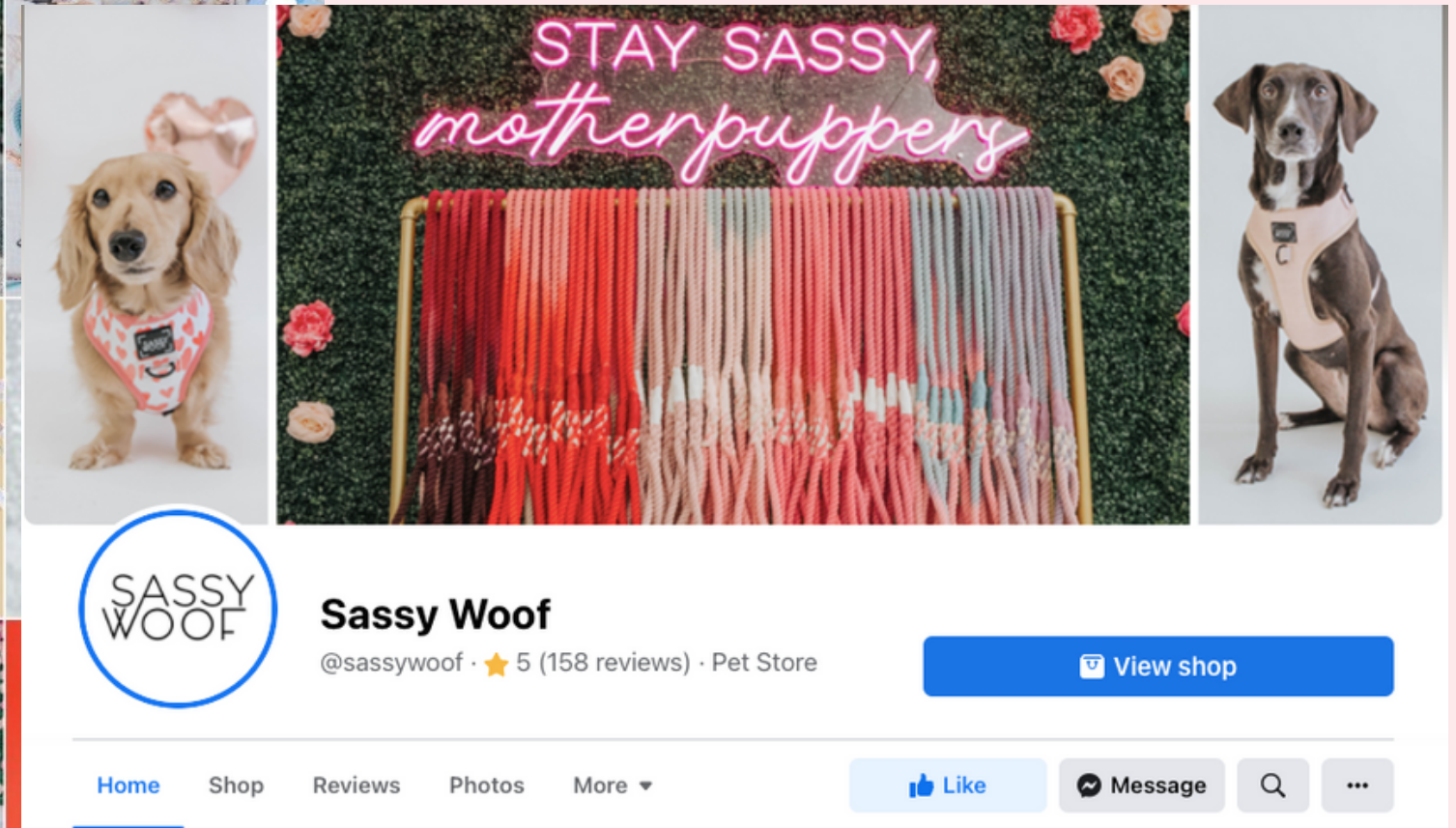
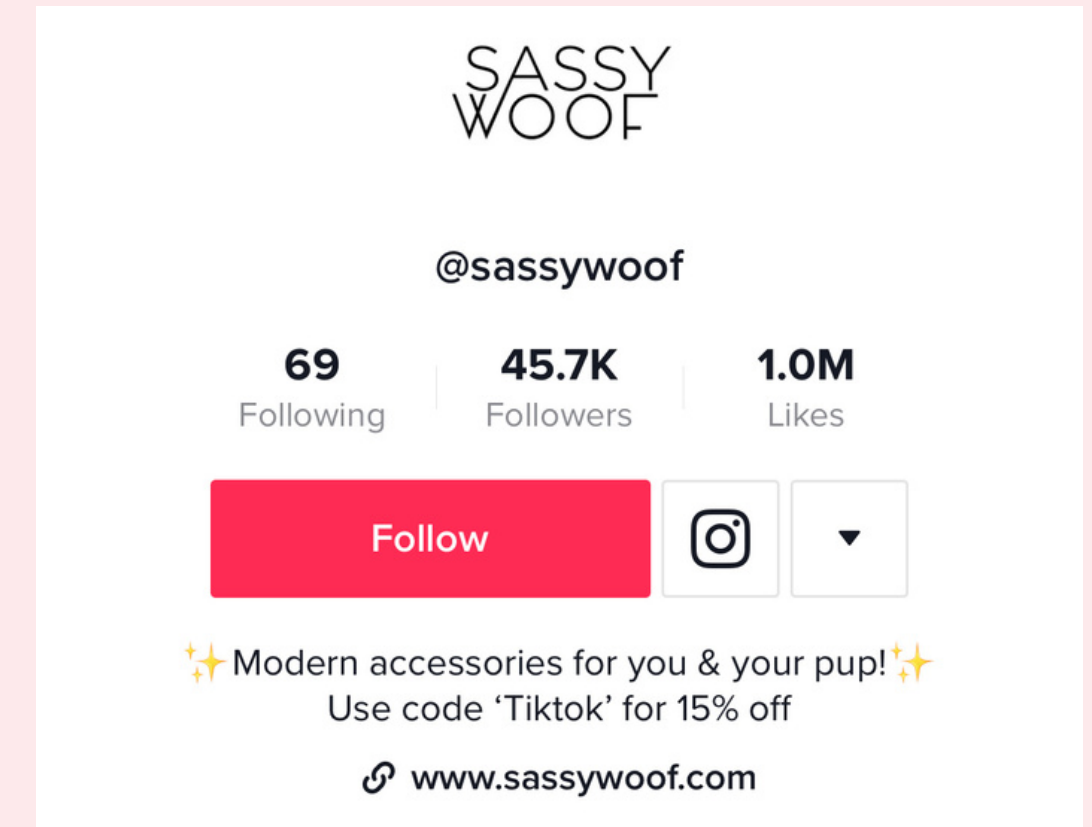
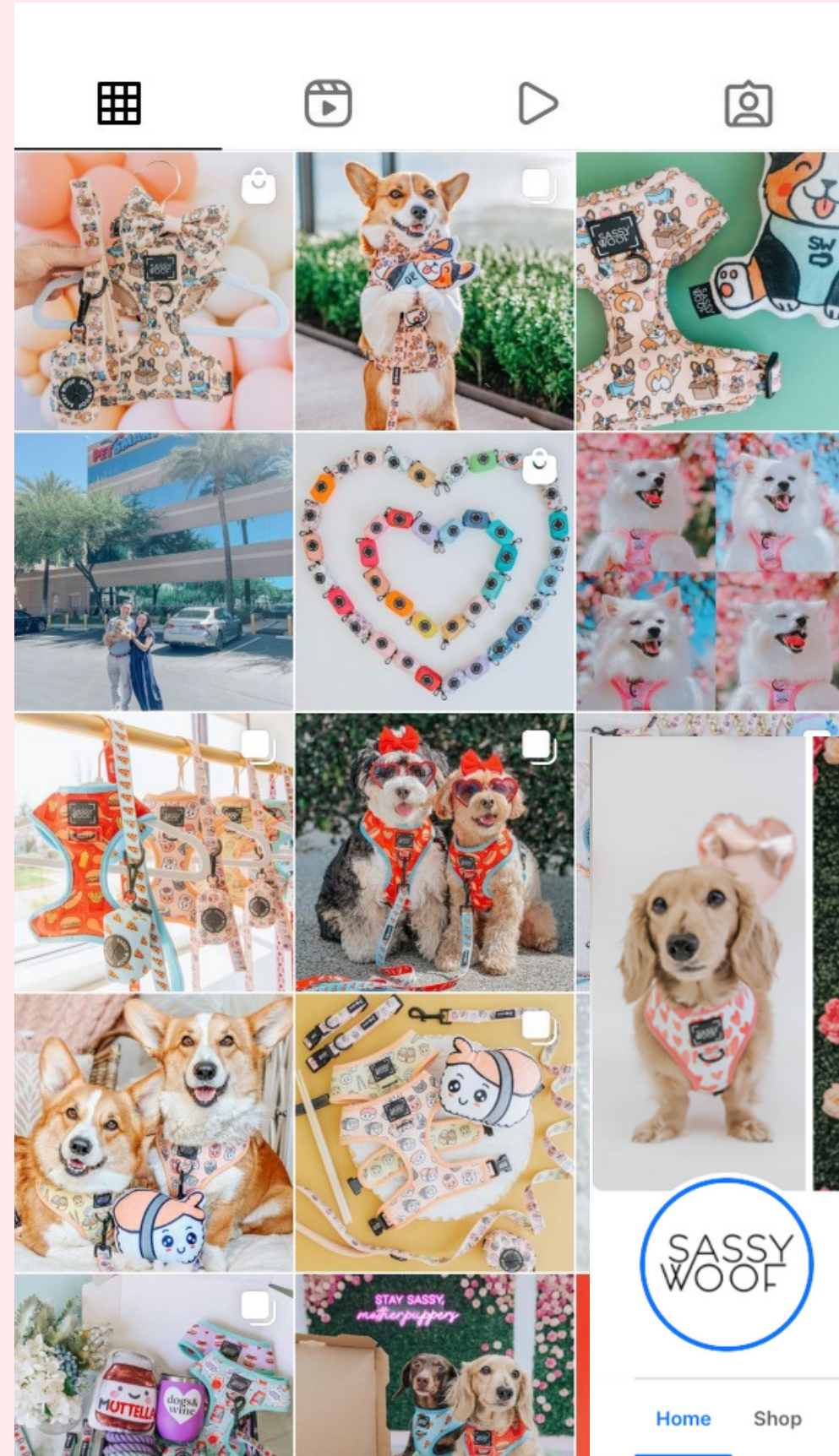
- Chewy.com
- PetSmart
- Amazon
- Nordstrom Rack
- Verishop



# SASSY WOOF

## Social Media Accounts:

- Instagram @sassywoof
  - 243k Followers
- TikTok @sassywoof
  - 47.5k TikTok Followers
- Facebook Sassy Woof
  - 8,328 Profile Likes



# SASSY WOOF

## STRENGTHS

- Clear brand aesthetic communicated across socials and website
- TikTok provides code "tiktok" for 15% off
- Utilization of Instagram's feature of linking products in posts
- Good promotion of "Free U.S. shipping, always"
- High engagement across socials
- Dedicated TikTok creator
- High view count on TikTok platform
- Almost daily Instagram posts
- Responsive to comments on Instagram

## WEAKNESSES


- Mostly still images on Instagram
- Not as many followings
- Overwhelming amount of product choices



# SASSY WOOF

# SIMILARITIES & DIFFERENCES

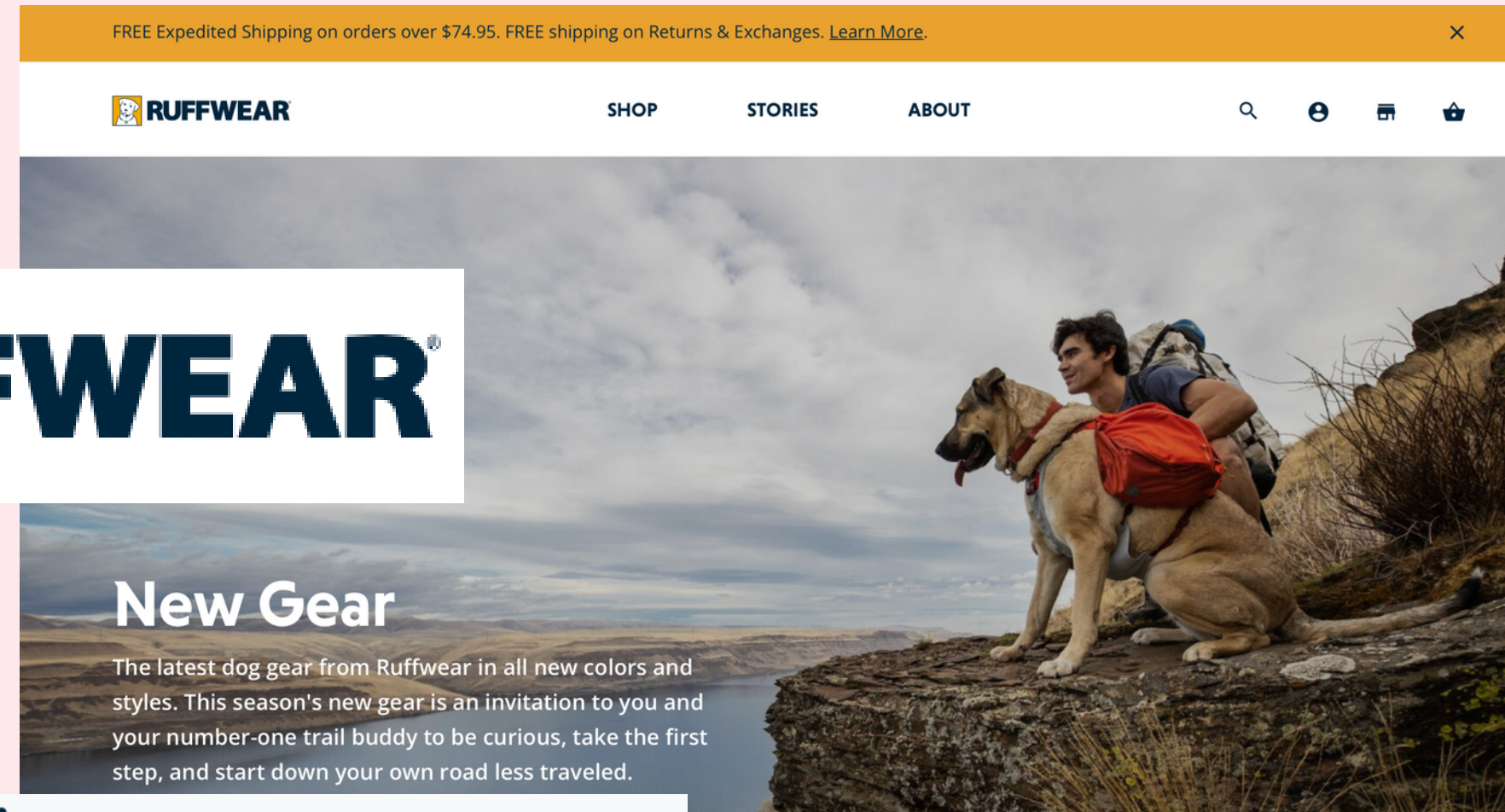
## Social Media

	<b>Similarities</b>	<b>Differences</b>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• Good use of "highlights" feature to save stories</li><li>• Similar products featured</li><li>• Mostly still images</li><li>• Daily posts</li></ul>	<ul style="list-style-type: none"><li>• Higher following for Lucy &amp; Co.</li><li>• Sassy Woof links products in posts</li><li>• More post variety on Sassy Woof</li><li>• Much higher engagement on Sassy Woof</li></ul>
<b>TikTok</b>	<ul style="list-style-type: none"><li>• Showcases products</li><li>• Behind the scenes/ packaging videos</li></ul>	<ul style="list-style-type: none"><li>• Lots of content created by the same creator/employee</li><li>• Posts a fair amount of content</li><li>• Uses humor to connect to audience</li><li>• Significantly larger follower count</li></ul>
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Similar aesthetics (dogs featured in items with similar prints)</li><li>• Shop linked in profile</li></ul>	<ul style="list-style-type: none"><li>• Sassy Woof uses the "tap to view products" feature</li><li>• Higher following for Lucy &amp; Co.</li><li>• Higher engagement for Sassy Woof</li><li>• Lucy &amp; Co. labeled as "pet supplies, Sassy Woof is labeled as "pet store"</li></ul>

# RUFFWEAR

## Products:

- Harnesses
- Leashes
- Collars
- Dog Boots
- Dog and Human Apparel
- Dog Life Jackets
- Dog Packs
- Dog Toys
- Dog Bowls
- Dog Accessories (dog treat bags, car seat cover, etc.)
- Dog Beds and Blankets



## Explore Categories



New Gear



Harnesses

## Retail Partners:

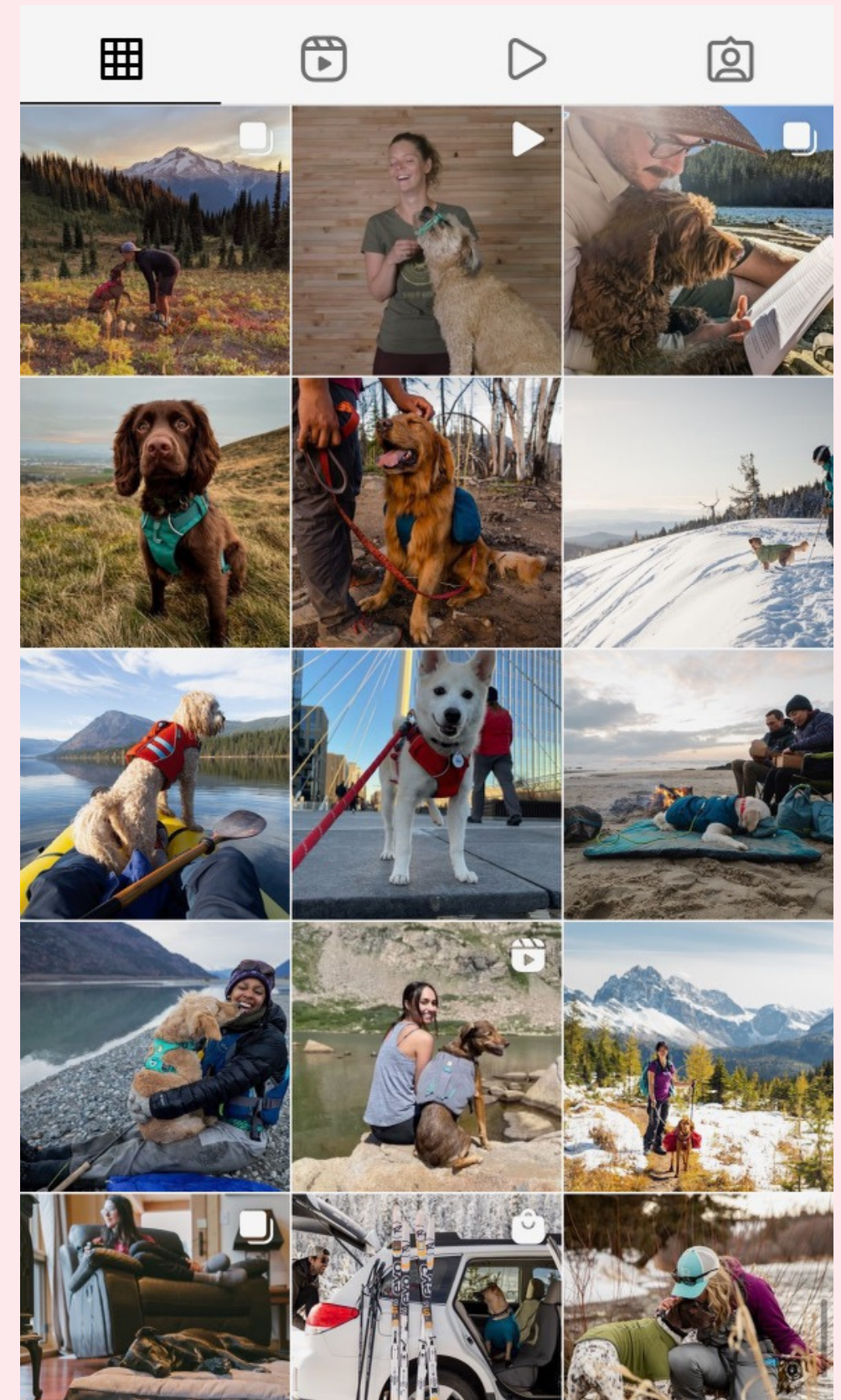
- REI
- Petco
- PetSmart
- Wilco
- Most local pet shops



# RUFFWEAR

## Social Media Accounts:

- Instagram @ruffwear
  - 393k Followers
- TikTok @ruffweardogs
  - 462 TikTok Followers
  - (account does not have any public posts)
- Facebook Ruffwear
  - 130k Followers





# RUFFWEAR

## STRENGTHS


- Clear target audience
  - Outdoor and Adventure
- Clear aesthetic across all social platforms and website
- Emphasis on function
- Strong brand values and good expression of them
- A strong presence on Facebook
  - large following and good engagement
- Instagram accounts specific to different locations (@ruffwearkorea, @ruffwearargentina, etc.)
- Lots of engagement with target audience

## WEAKNESSES

- Products offered are not considered trendy or "cute"
- Does not utilize Instagram "shop" tags as much as it could
- Not equally engaged on all platforms (no Twitter activity)
- No existing content on TikTok

# RUFFWEAR SIMILARITIES & DIFFERENCES

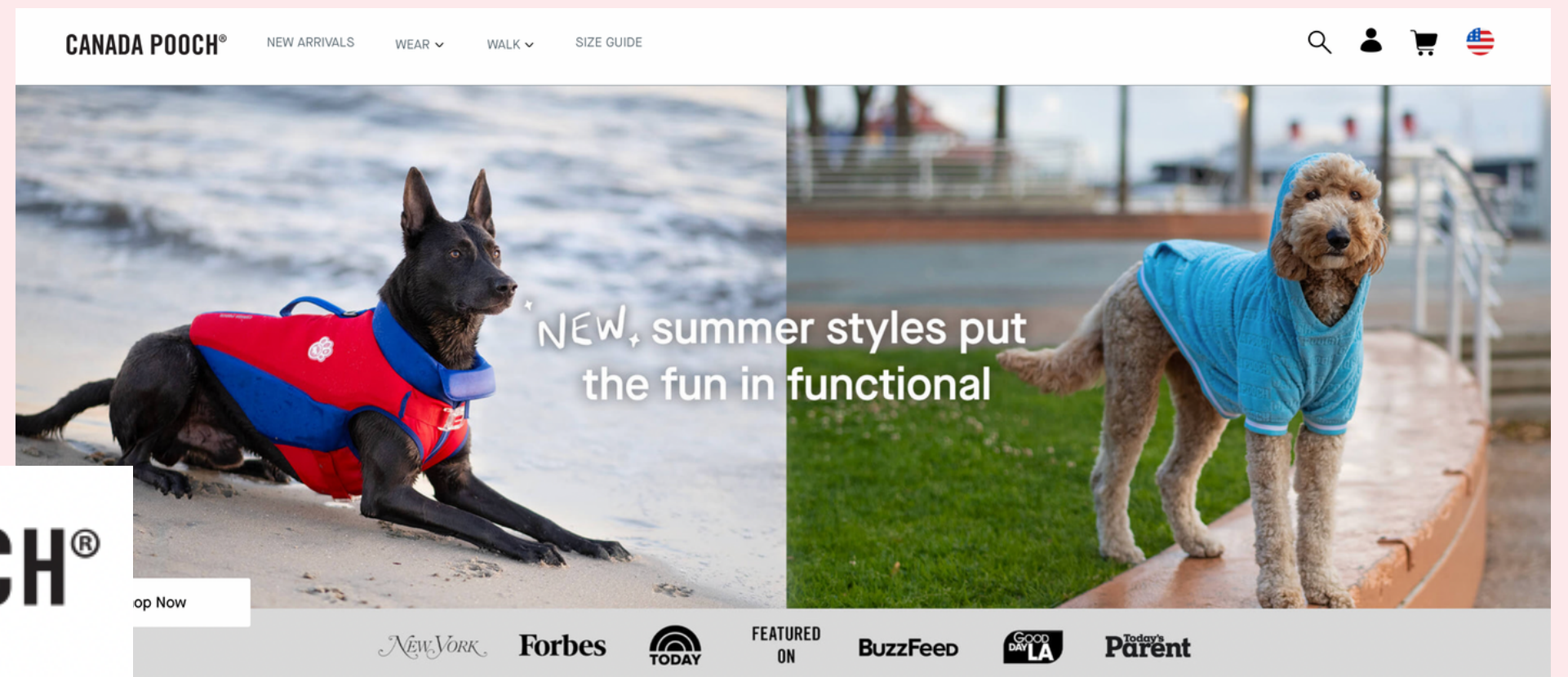
## Social Media

	<b>Similarities</b>	<b>Differences</b>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• Aesthetic pictures that are customized to the dog/owner</li></ul>	<ul style="list-style-type: none"><li>• Lucy &amp; Co. has a higher following</li><li>• Higher engagement for Ruffwear</li><li>• Ruffwear occasionally links products</li><li>• Different aesthetics</li></ul>
<b>TikTok</b>	No content to analyze	<ul style="list-style-type: none"><li>• Ruffwear has not posted on its profile and will miss out on engagement and reaching new potential consumers on this platform.</li></ul>
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Frequent posting</li><li>• Shop linked in profile</li></ul>	<ul style="list-style-type: none"><li>• More content variety for Ruffwear</li><li>• Ruffwear engaging with comments</li><li>• Higher following for Ruffwear</li></ul>

# CANADA POOCH

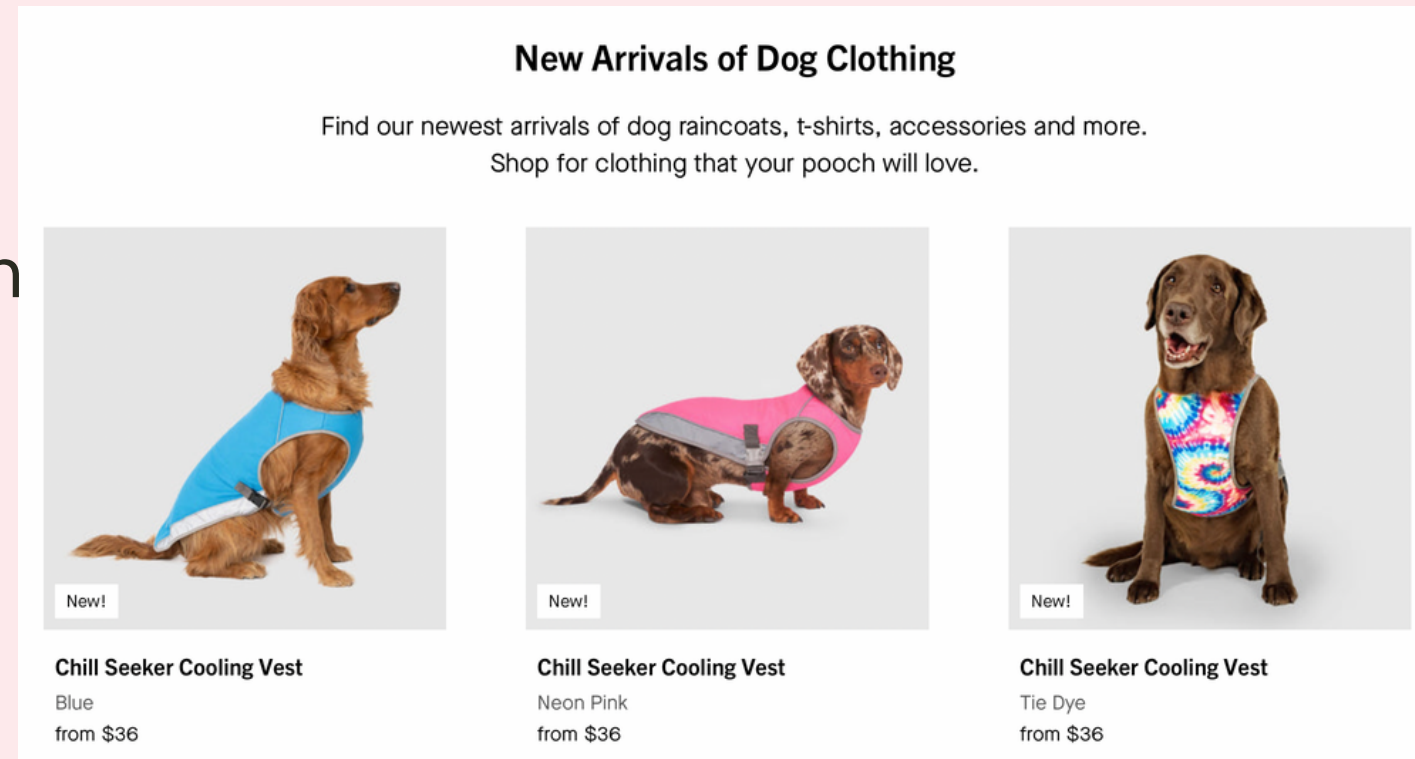
## Products:

- Dog Parkas and Jackets
- Dog Vests
- Dog Snow Suits
- Dog Rainwear and Slush Suits
- Dog Sweaters and Hoodies
- Dog Boots and Socks



## Retail Partners:

- Canada Pooch Website
- Chewy
- Petco
- Francesca's
- Nordstrom
- Amazon
- Bloomingdales
- Dog & Co

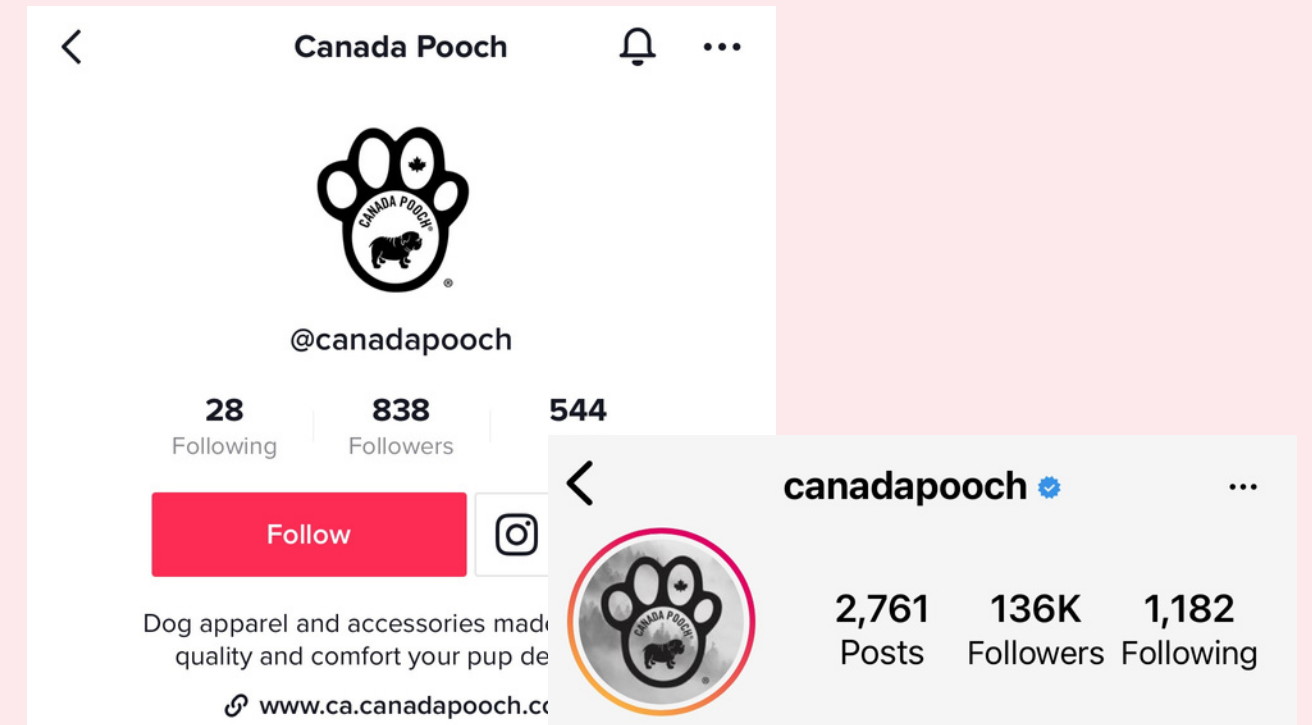
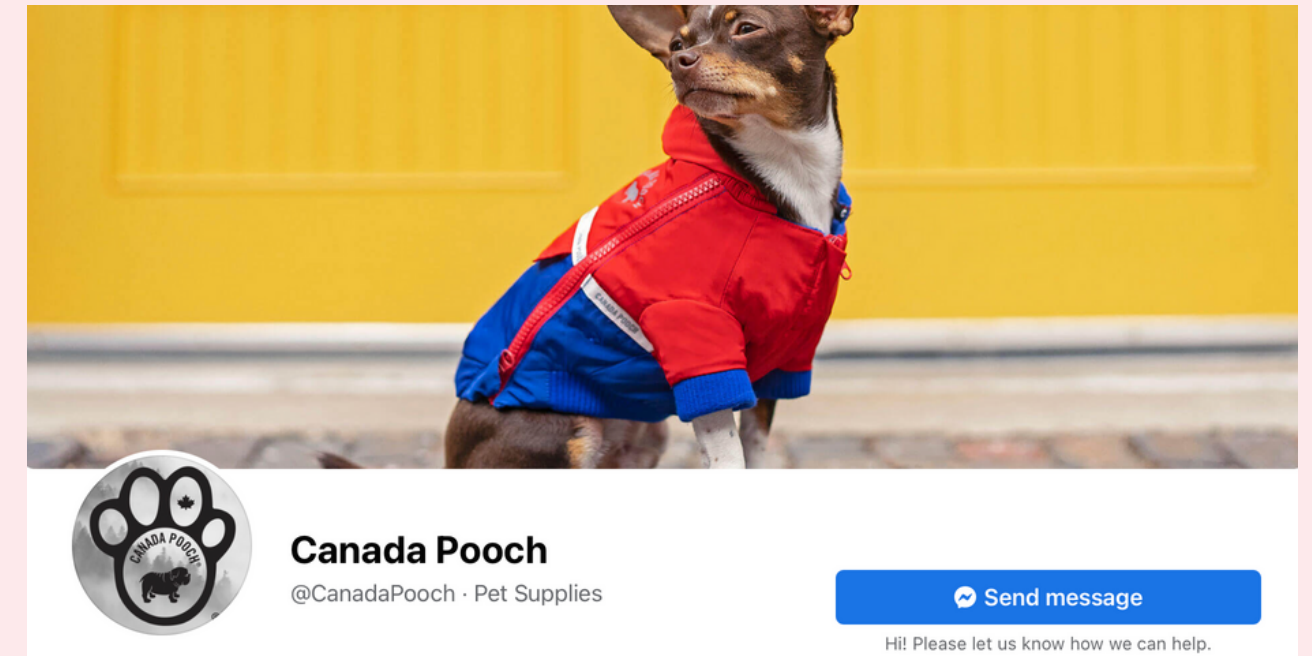
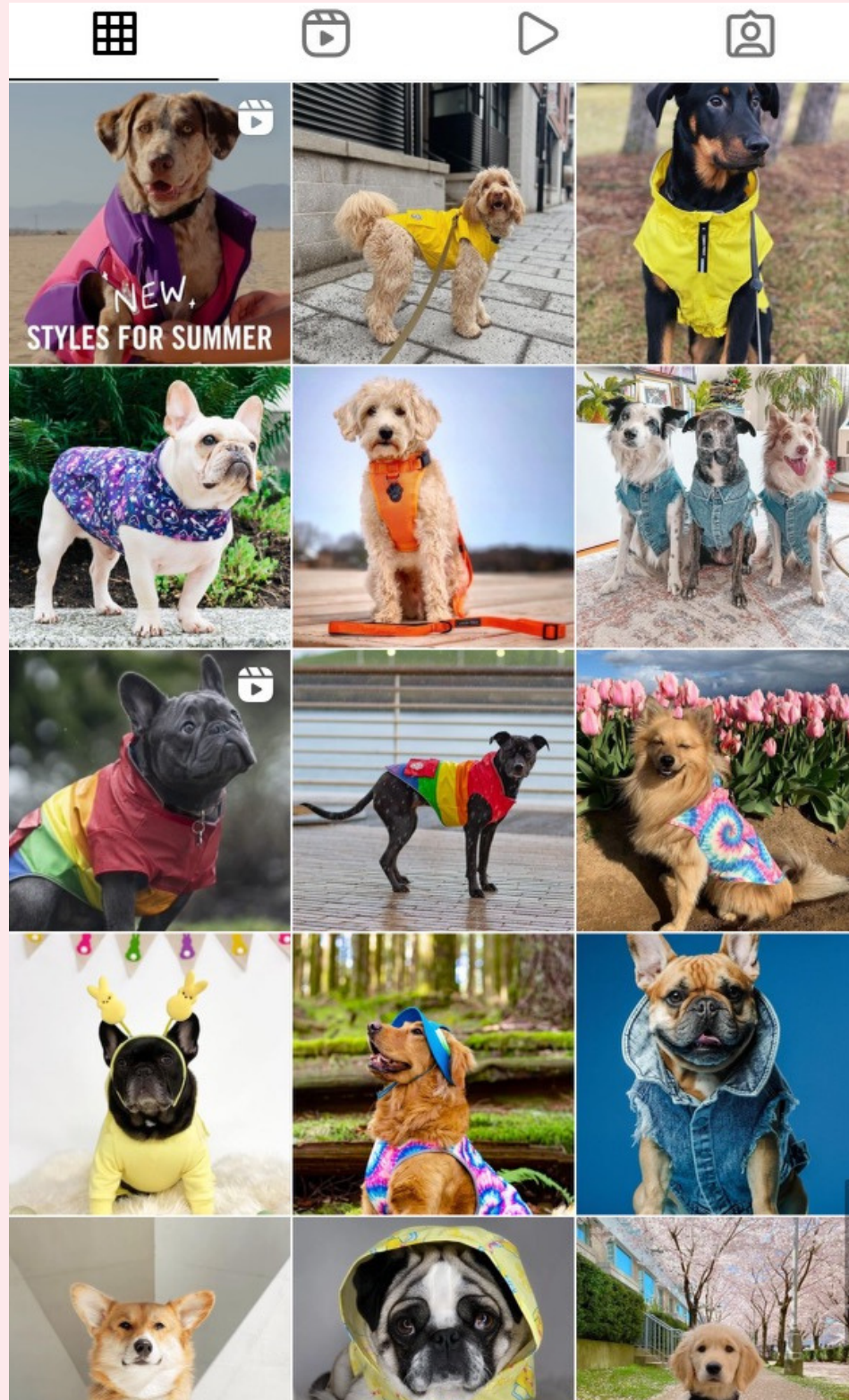




# CANADA POOCH

## Social Media Accounts:

- Instagram @canadapooch
  - 136k Followers
- TikTok @canadapooch
  - 828 TikTok Followers
- Facebook Canada Pooch
  - 54k Followers



# CANADA POOCH

## STRENGTHS

- Clear target audience
  - Adventurous, Outdoor Explorers
- An international brand with roots in many countries
- Functional and aesthetic
  - The brand offers high-quality outdoor gear for dogs and offers aesthetic patterns
- Lots of content on Instagram stories
- Very responsive to Instagram comments

## WEAKNESSES


- Not utilizing Instagram feature to link products in posts
- Lack of variety in content/mostly still images
- Infrequent posting on Facebook account

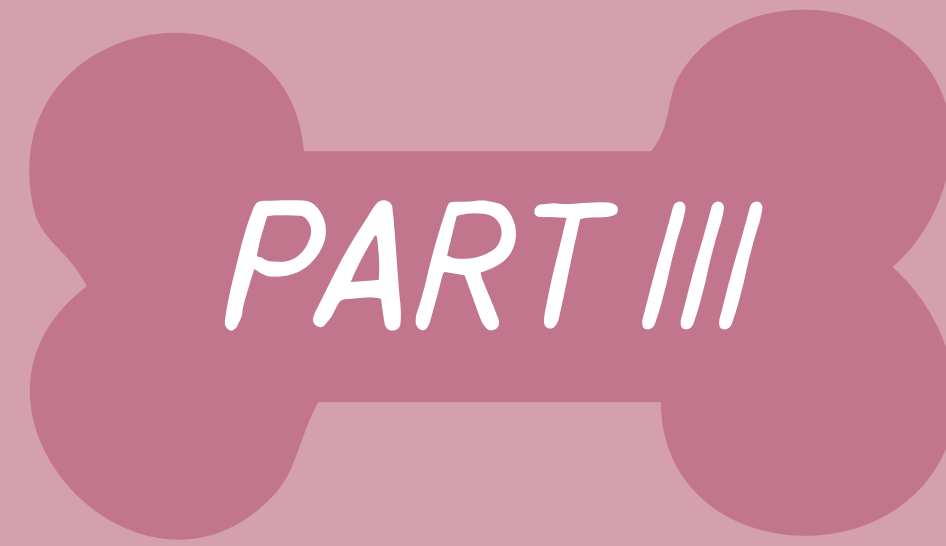


# CANADA POOCH

## SIMILARITIES & DIFFERENCES

### Social Media

	<b>Similarities</b>	<b>Differences</b>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• Modeling merch on dogs</li><li>• Similar engagement levels</li></ul>	<ul style="list-style-type: none"><li>• Canada Pooch posts less frequently</li><li>• Lucy and Co. has more following</li><li>• Canada Pooch has story reels of new merch</li></ul>
<b>TikTok</b>	<ul style="list-style-type: none"><li>• Similar video styles</li><li>• Short bio's stating some insight into the brand</li></ul>	<ul style="list-style-type: none"><li>• Minimal posting from Canada Pooch</li><li>• Higher number of views on Canada Pooch videos</li></ul>
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Similar engagement levels</li><li>• Lack of engagement with comments and shares</li></ul>	<ul style="list-style-type: none"><li>• Shop linked in Lucy &amp; Co. profile</li><li>• Infrequent posts on Canada Pooch</li><li>• Long brand description in Canada Pooch profile</li></ul>



*INFLUENCER  
IDENTIFICATION*



# INFLUENCER IDENTIFICATION



## Purpose

Understanding influencers as an asset to Lucy & Co. can lead to reaching more of the brand's target audience. Understanding who it is that can do this for Lucy & Co. is key to making it an effective outreach strategy.

## Summary

Lucy & Co.'s target audience is primarily females in the 25–34 age range who identify under the "dog mom" label. When thinking about this demographic, Lucy & Co. pictures a trendy dog mom, hanging out with their dog at a brewery, with strangers approaching them to swoon over their dog. Currently, Lucy & Co. has a lot of dogs representing the brand on social media but lacks human faces associated with its name. In order to clearly communicate to a target audience, it would be beneficial for Lucy & Co. to have influencers actively engaging in discourse and visually reviewing/selling the products to those who seemingly fit the targeted demographic.

# *METHODOLOGY*

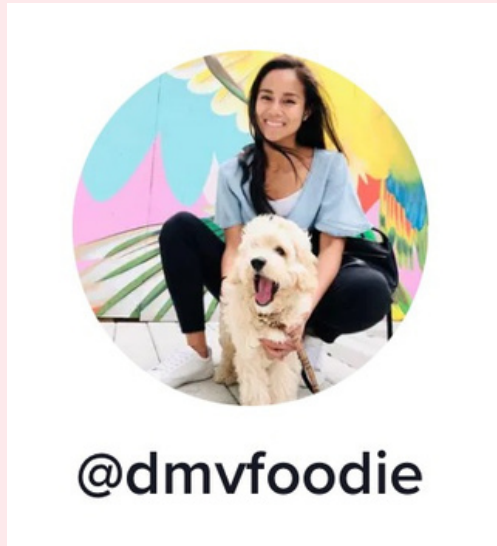
Using different social media platforms and keywords relevant to the Lucy & Co. brand, along with its products helped us in finding potential influencers. Because Lucy & Co. is looking to get its name more traction on TikTok, we looked carefully at individuals who could be beneficial influencers on the platform. We also looked at Instagram, as it is a well-established platform that we can assume Lucy & Co.'s targeted audience has a large presence on. Within the target audience, we wanted to make sure the influencers we chose were representative of different backgrounds, identities, and interests. A few of the key terms we used in our search were "dog mom," "brewery dog," "travel dog," "dog clothes," and "four-legged friends".



# RESULTS

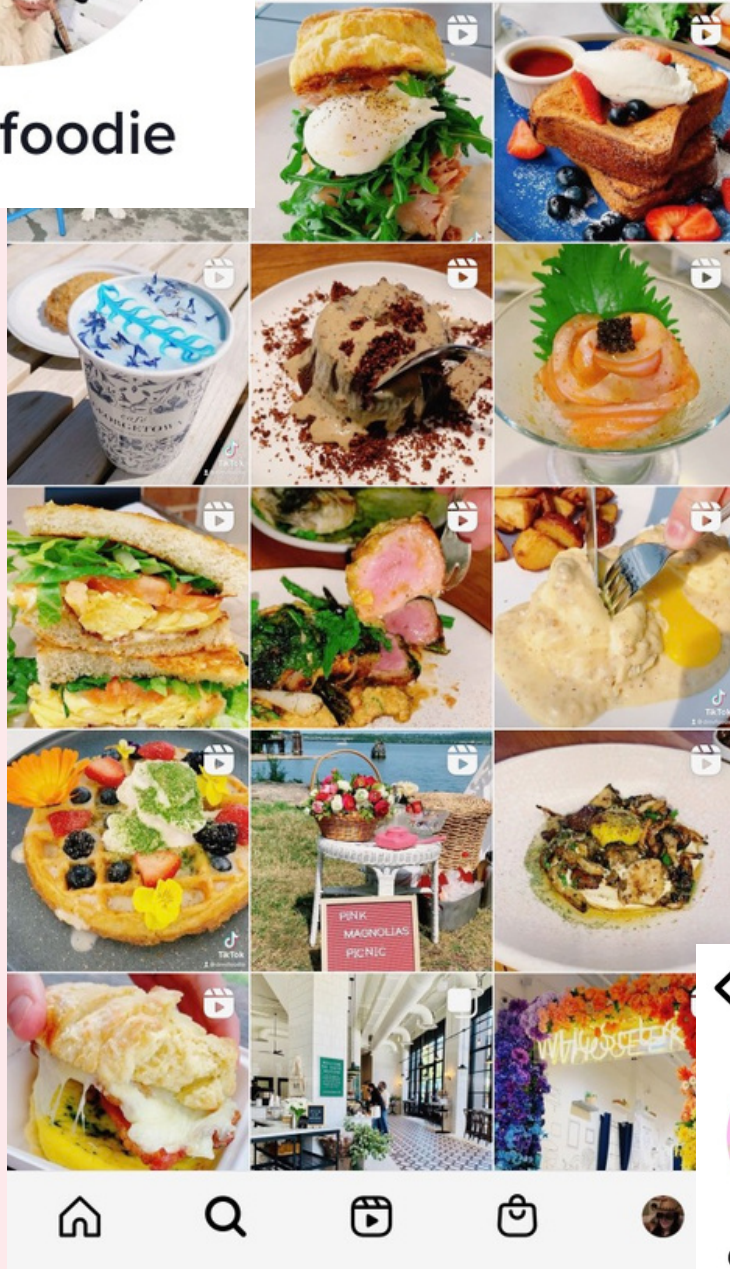
Influencer Name/Handle	Platform	Statistics of their engagement (followers, likes, comments, etc)	Reasoning for choosing them (Who are they? Who is their audience?)	Actionable Recommendation (reach out, monitor, pitch, etc)
@dmvfoodie -- @dmvfoodie	TikTok -- Instagram	77.9K followers 1.1M likes -- 27.2k followers	<ul style="list-style-type: none"> <li>• Posts content of food places and dog-friendly spots, fitting the image Lucy &amp; Co looks for in target demographic</li> </ul>	<ul style="list-style-type: none"> <li>• Pitch a video series covering dog-friendly locations in each city the creator visits</li> <li>• Include clips of creator's dog wearing Lucy &amp; Co.</li> </ul>
@amberfillerup	Instagram -- TikTok	1.3M followers -- 179.9K followers 9.9M likes	<ul style="list-style-type: none"> <li>• Lifestyle posts following Lucy &amp; Co.'s aesthetic.</li> <li>• Dog mom/Family oriented</li> <li>• Cute aesthetic</li> </ul>	<ul style="list-style-type: none"> <li>• Post of her dog in Lucy &amp; Co. gear, playing with the kids.</li> <li>• On TikTok, pitch a video doing an unboxing of Lucy &amp; Co. merch and show her dog wearing the outfit sent</li> </ul>





@dmvfoodie

dmvfoodie Follow



dmvfoodie

@dmvfoodie

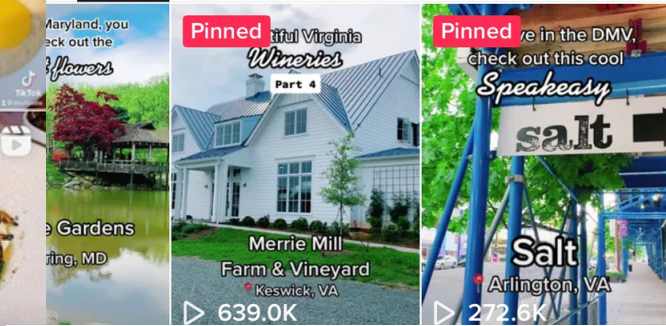
219 Following 77.9K Followers 1.1M Likes

Follow

Follow for food & dog-friendly spots.  
DC/MD/VA + beyond  
IG: @dmvfoodie

[https://www.visitwilliamsburg.com/?utm\\_sou...](https://www.visitwilliamsburg.com/?utm_sou...)

Supporting: No Kid Hungry



dmvfoodie

116 Posts 27.2K Followers 148 Following

dmvfoodie on TikTok (75K+)  
Supporting local businesses one TikTok video at a time. 🍷 📍 DC, Maryland, Virginia + beyond ✈️

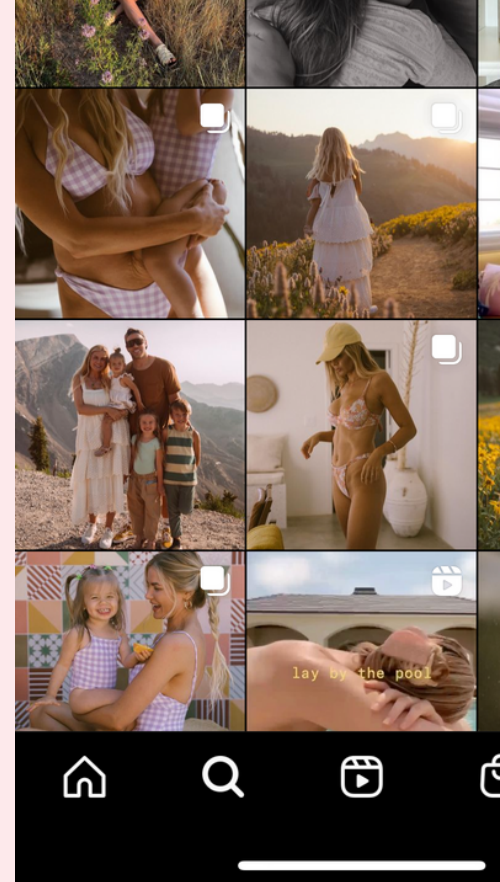
Follow Message

1:12

amberfillerup

4,525 Posts 1.3M Followers 814 Following

AMBER FILLERUP CLARK  
hair tutorials and all  
Founder: @daehair @b  
[www.daehair.com](http://www.daehair.com)

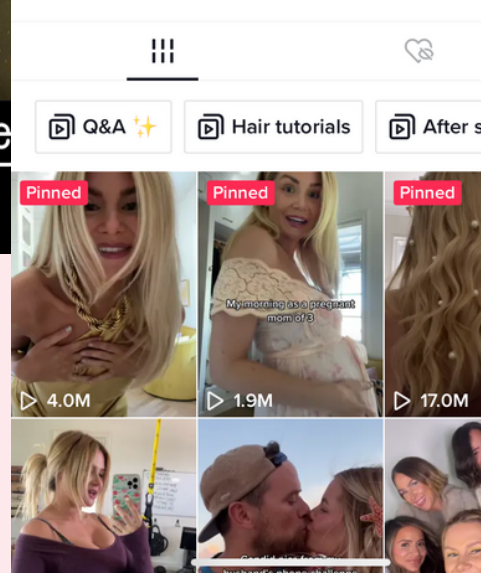


Amberfillerup

180 Following 179.9K Followers 9.9M Likes

Follow

Opposite of a niche account.. lil bit of everyth  
founder of @daehair  
[www.daehair.com](http://www.daehair.com)



1:15

@amberfillerup · 2-4

Today's look 🍷 and my little nightgown cutie 🍷 she insists on wearin... See more

🎵 ng Strip 2002 - @Yung Le

4038

13

17



# RESULTS CONT.

<b>Influencer Name/Handle</b>	<b>Platform(s)</b>	<b>Statistics of their engagement (followers, likes, comments, etc)</b>	<b>Reasoning for choosing them (Who are they? Who is their audience?)</b>	<b>Actionable Recommendation (reach out, monitor, pitch, etc)</b>
@wataugahumane @wataugahumane society	TikTok -- Instagram	232.0k followers 6.1M likes -- 9.54k followers	<ul style="list-style-type: none"> <li>• Large audience and high engagement</li> <li>• Highlights shelter dogs for adoption</li> <li>• Lucy &amp; Co. has donated to the humane society in the past</li> </ul>	<ul style="list-style-type: none"> <li>• Offer donations to the humane society</li> <li>• Pitch a dog fashion show on TikTok (wearing Lucy &amp; Co.) to help get the humane society dogs adopted</li> </ul>
@rachelfusaro	TikTok -- Instagram	136.2k Followers 1.5M likes -- 60.1k followers	<ul style="list-style-type: none"> <li>• Creator makes videos highlighting her dog's favorite products</li> <li>• Creator helps new dog parents learn tips and tricks for a happy and healthy pup</li> </ul>	<ul style="list-style-type: none"> <li>• Pitch a video series covering walk training featuring Lucy &amp; Co. products</li> <li>• Pitch a video idea covering the benefits of a reversible harness for new dog parents</li> </ul>







# RESULTS CONT.

Influencer Name/Handle	Platform(s)	Statistics of their engagement (followers, likes, comments, etc)	Reasoning for choosing them (Who are they? Who is their audience?)	Actionable Recommendation (reach out, monitor, pitch, etc)
@jongraz	TikTok -- Instagram	4.5M followers 74.6M likes	<ul style="list-style-type: none"> <li>• High following</li> <li>• High levels of engagement</li> <li>• Pug named Noodle is a large piece of his platform; Viral for 'bones day' and 'no bones day'</li> <li>• Noodles Instagram account: @showmenoodz (265K followers)</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out and offer some free Lucy &amp; Co. products in exchange for content of Noodle wearing/utilizing the product</li> </ul>
@tamara.fitness	Instagram	100K followers	<ul style="list-style-type: none"> <li>• Fitness influencer with large following, but recently started fostering dogs</li> <li>• Posts lots of dog content to an already existing audience</li> <li>• Doesn't have much dog merch because she fosters</li> <li>• A partnership with her would show Lucy &amp; Co. supporting the honorable act of fostering</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out and ask if she plans to continue fostering dogs             <ul style="list-style-type: none"> <li>◦ If her answer is yes, offer Lucy &amp; Co. products in exchange for posts of products</li> <li>◦ highlight that she can continue using the products for different dogs and further their mantra that "all dogs are deserving".</li> </ul> </li> </ul>



**jongraz** 382 Posts 50.9K Followers 930 Following

Jonathan Graziano he/him  
small 🐶 big 🌍  
snack provider/GA to @showmenoodz  
contact & merch & book preorder  
linktr.ee/jongraz/

Follow Message

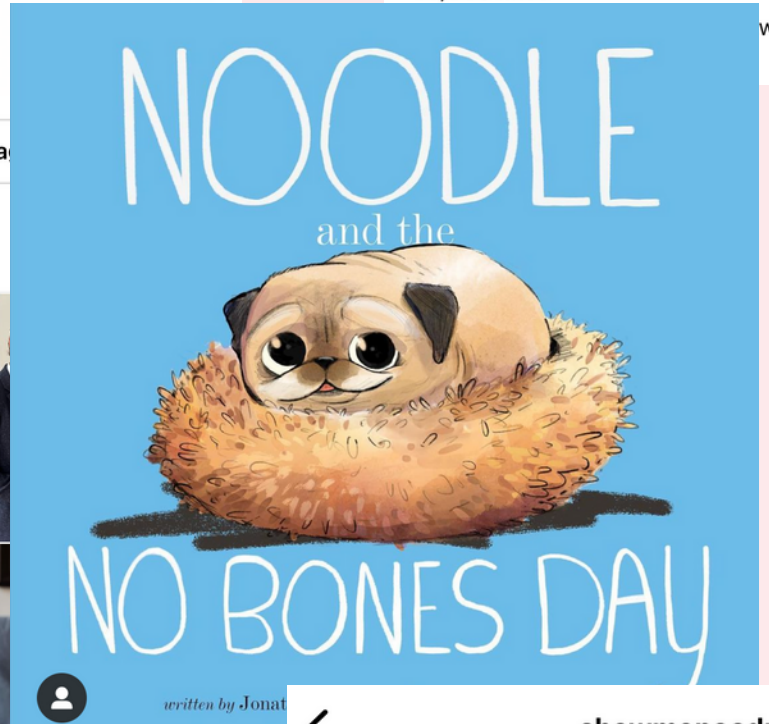
Entertainment SUBSCRIBE

**EXCLUSIVE**

### It's a 'Bones Day' for Noodle! TikTok's viral pug gets his own picture book

Get the exclusive first look at Jonathan Graziano's debut, *Noodle and the No Bones Day*, available in June.

13,335 likes



**showmenoodz** 1,093 Posts 265K Followers 278 Following

**Noodle**  
Visual Arts  
🐶 13.5 years young  
📍 NYC w/ @jongraz  
🐾 adopt old dogs 🐾  
🌟📖 BOOK PREORDER 📖🌟  
linktr.ee/jongraz/

tamara.fitness 334 Posts 100K Followers 278 Following

TAMARA ANTHONY  
Fitness Trainer  
HEALTH IS HOT  
• nasm-cpt // ofc coach  
• @youcanbeam athlete | tamara10  
📌 WORKOUT GUIDES OUT NOW 📌  
youtu.be/QrpuHxIWdDc

Followed by olivia.poling, sophiakelly and 16 others

View shop

Following Message

foster mom home youtube

tamara.fitness

Liked by caterina.cecchin and 8,516 others  
tamara.fitness not sure if I've told you, but I have 2 puppies living with me rn





# Conclusion

Lucy & Co. has a large ambassador program, consisting of over 2,000 accounts. Most of these accounts create primarily dog content/are dog accounts.

It is our recommendation that Lucy & Co. partners with social media accounts that can reach past the dog content creators and aim for lifestyle promoters in addition. The company should partner with accounts that explore dog-friendly restaurants, cities, etc., with strategic Lucy & Co. product placement.

The ambassadors that Lucy & Co. is currently partnered with are part of the same online community. Many of the accounts interact with one another which closes the opportunity to expand to new audiences. It is important to find influencers that own dogs and produce dog content as well as non-dog-related content. This will allow a broader audience to view Lucy & Co. products and increase brand awareness.