

Sample Social Media Campaign: Pet Nutrition Awareness & Education



This two-part social media campaign was designed to guide the audience from awareness to action by first highlighting potential concerns in pet nutrition and then reinforcing trust through solution-based, brand-aligned messaging. The campaign uses curiosity-driven hooks, emotional connection, and educational content to increase engagement and encourage informed decision-making among pet owners.

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AWARENESS

Objective:

Increase awareness around pet food quality and ingredient transparency

Strategy:

Used a curiosity-driven question and concern-based messaging to prompt pet owners to reflect on what they are feeding their pets.

“WHAT’S REALLY IN YOUR PET’S BOWL?”



YOUR PET DESERVES BETTER THAN “JUST ENOUGH.”

WWW.RAYNENUTRITION.COM

SOLUTION

Objective:

Build trust and reinforce brand value through positive, solution-based messaging

Strategy:

Highlighted the benefits of high-quality, science-backed nutrition to position the brand as a trusted solution for pet wellness.

“WHAT BETTER NUTRITION LOOKS LIKE”

Rayne Nutrition

- ✓ High-quality ingredients
- ✓ Science-backed nutrition
- ✓ Supports long-term wellness

LOW FAT KANGAROO-M
WITH CHICKPEA FORMULA / AVEC POIS CHICHOU
Nutritional Support For: Gastrointestinal Health and Skin and Coat Health
Soutien nutritionnel pour la Santé de l'appareil digestif et la Santé de la peau et du pelage

RAYNE REWARDS S.L.T.

YOUR PET DESERVES BETTER THAN “JUST ENOUGH.”
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