

Bruce's

Brand Strategy | Brand Identity | Messaging | Tone of voice | Design | Illustration | Uniform and Launch Collateral

Project **Creating an iconic doggy daycare brand to drive expansion**

Challenge **Broaden the appeal of a dog daycare**
We had to make those who felt they didn't 'need' daycare 'want it'! It called for a new proposition, and a more emotive and distinctive brand to appeal to modern pet parents willing to invest more than ever in their pets' health and wellbeing.

Solution **Establish an icon - unleash happiness as a brand experience**
Bruce's is now synonymous with enriching dogs' lives. We confidently established Bruce's as the category-defining brand. At the same time, we amplified everything about the distinctive Bruce's experience, building a Blueprint to energise teams and drive value through the brand for future growth.

