



## **CASE STUDY: PET WANTS SF**

## **Objective:**

Drive pet food sales and bring awareness of the brand and products to the East Bay Area trade market.

## **Campaign Elements:**

- One 10' x 20' space for 1-day pop-up vehicle display and sales of products
- Onsite directional/wayfinding signage
- -Event promotion on social media accounts

## Term:

June 16, 2023