THE CHALLENGE

Design a product line and marketing plan for Coastal Pet Products, Inc. that caters to their new target customer: millennials.

We chose to look into millennials who live nomadic lifestyles.

THE RESULTING PRODUCT LINE

Because millennials are non-materialistic, we knew our designs had to have a utilitarian purpose in addition to being visually aesthetically pleasing. Each product is multi-functional in design and materials are based on current Coastal Pet Products, Inc. styles.

**The Choker Collar**

This leather and brass collar is fashion-forward with a tattoo choker detail that is made of reflective monofilament for night visibility. The charm doubles as an ID tag and can be removed and used on other collars or products.

**The Lariat Auto Harness**

This leather, rope, and brass auto harness keeps dogs safe and stylish with reflective thread entwined in the rope. It contains a leather loop for compatibility with auto restraints and a key ring for an ID tag.

**The Backpack Harness**

Perfect for the city, this leather backpack is completely removable from the auto harness by simply unbuckling the lower D ring to secure. It is the perfect 2-in-1 for on-the-go.

**The Air Carrier**

Designed with pets who fly cargo in mind, the Air Carrier meets all major airline requirements and features a telescopic handle at the back so the carrier can be pushed or pulled.

**The Convertible Leash**

Ideal for use with the Backpack Harness and Lariat Auto Harness, this leash is 8-feet long in leash configuration (perfect for keeping your dog close to you in the city) and converts into an auto restraint by simply clipping the braided end into the seatbelt loop. threading the other end through the auto harness loop, and moving the clip to the lower D ring to secure. It is the perfect 2-in-1 for on-the-go.

THE MARKET RESEARCH

After analyzing surveys and studies on materialism, millennial travel and job habits and the importance of pets in their lives, and preferred forms of social media, we found the following:

- **Nomadic Millennials**
  - Despite being non-materialistic, they spend an average of $200 billion over material goods to spend money on travel each year.
  - 72% choose non-materialistic over materialistic.
  - 76% say they splurge on their pets.
  - 23% are more likely to travel abroad than older cohorts.

THE MARKETING PLAN

To market this line, we planned to collaborate with established Instagram and Snapchat accounts that feature dogs or pets to increase visibility.

- Potential collaborators:
  - @bleecker.thefrenchie
  - @tisthepugwahl

- Connect with customers with the hashtags
  - #OTISTHEPUGWALSH

- Create Snapchat stories with dogs who travel around the world wearing Coastal Pet Products

THE MARKETING STATEMENT

Coastal Pet’s NOMAD collection provides stylish and effortless travel essentials to safely and comfortably bring your pet wherever you two may adventure next.

With durable materials and practical designs, NOMAD products make your on-the-go lifestyle a load off your mind.

THE CONCLUSION

Our project was one of seven chosen to present to Coastal Pet Products, Inc. who determined that ours has the one superior in terms of market research, product design, marketing strategy, and potential salability. We sold our intellectual property to Coastal Pet Products, Inc. who are looking to incorporate our ideas into their future lines.

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