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**
- **The Lariat Auto Harness**
- **The Backpack Harness**
- **The Air Carrier**
- **The Convertible Leash**

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**
  - 72% choose non-materialistic over material goods to spend money on
  - 76% say they splurge on their pets
  - 23% are more likely to travel abroad than older cohorts
  - They spend an average of $200 billion on travel each year
  - 91% expect to stay at a job for less than 3 years

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., and determined that ours was 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. and are looking to incorporate our ideas into their future lines.

REFERENCES

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