

Pet Value Study

Drive store traffic for new product lines with creator content

Pet Valu needed to cut through the noise and drive pet owners to physical stores for the launch of two new product lines in a competitive market.

To achieve this, they leveraged authentic pet owner creators across TikTok and Instagram, showcasing two new Performatrin product lines through real-world content with their pets. Over 10 micro to mega creators shared authentic content showing their own pets using the products in genuine, everyday moments.



#paid

2.9M+
Views

12.1M
OOH Impressions

5%
Lift in in-store visits

21%
Higher view through vs. industry benchmark

