



Chewy Vet Care

RFP response





Put a friendly face to a familiar name

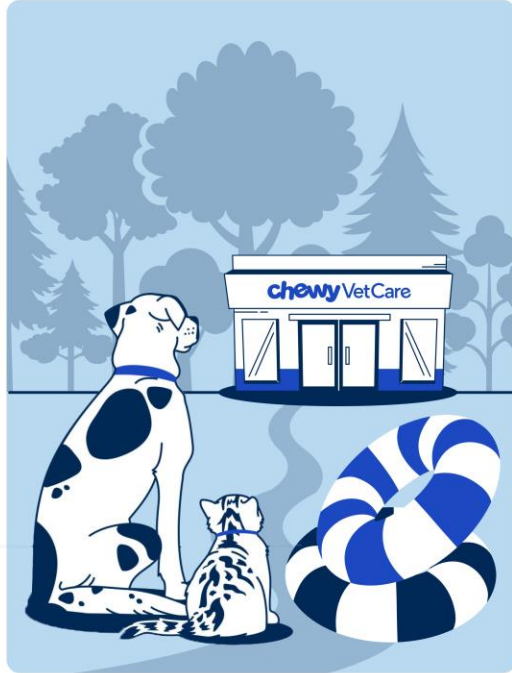
Welcome to the South, where the weather's warmer, doors are always open and everyone feels like family. Is it the food, the friendly faces, or the fact that moments seem to linger a little longer? Like they're happy to stay a while – and maybe enjoy a slice of homemade peach pie.

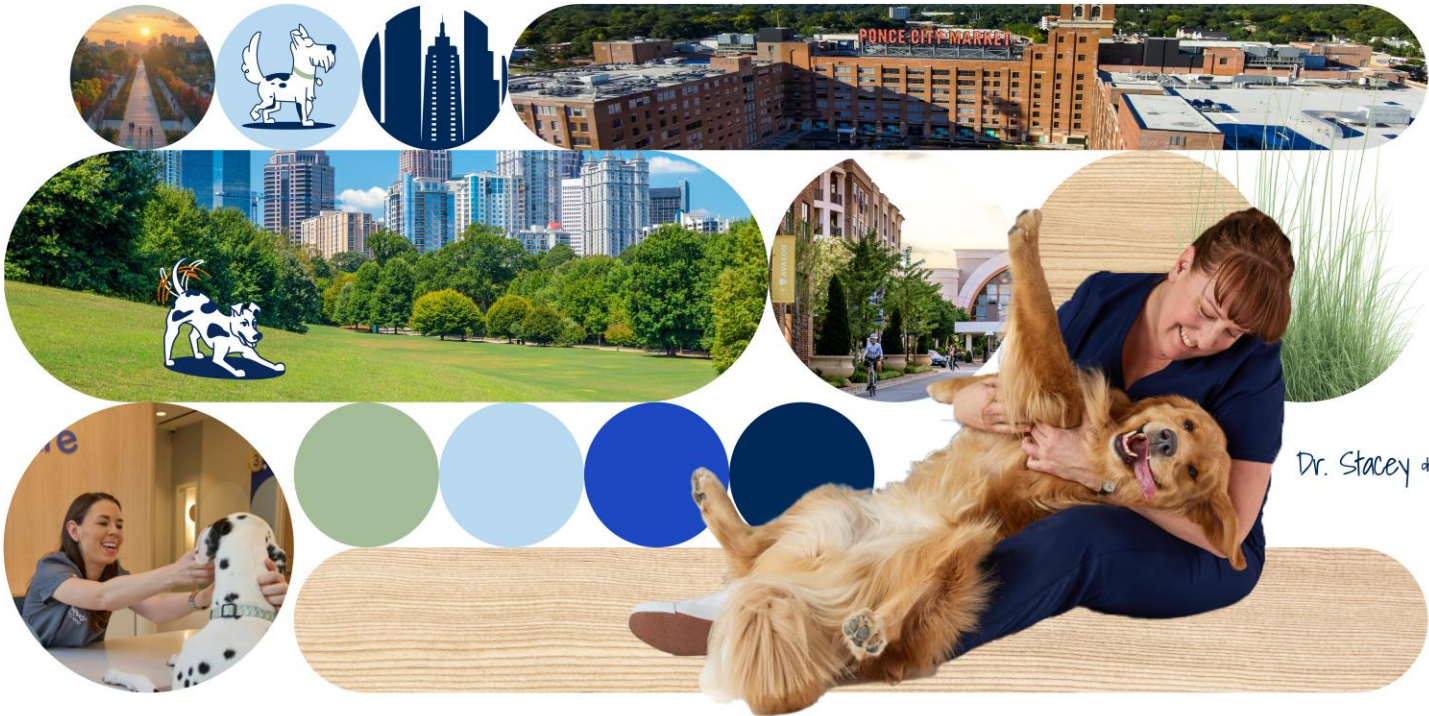
It's the type of comfort you can't always explain, but know instantly. Like when you walk into a Metro Atlanta Chewy Vet Care clinic. The warm, inviting spaces are matched only by the kind, caring bedside manner of our veterinary staff who occupy them. We live up to the Chewy promise daily, delivering convenient and trusted veterinary care – with a side of Southern charm.

This concept welcomes Chewy Vet Care to each of the Metro Atlanta neighborhoods. Focusing on specific areas of Atlanta, this concept appeals to locals through the use of neighborhood landmarks – like the Chattahoochee River – and language references only a true resident would understand (right, OTP people?). We chose our ad placements based on the spots these residents regularly go: the highway commute, local shopping centers and even the corner gas stations.

We celebrate the Southern hospitality through inviting and casual language, playful illustrations and design elements that pay tribute to The Big Peach.

So, come on in, y'all. We can't wait to meet you.





Dr. Stacey & Max
8 months old

