

# CASE STUDY: HUNGRY BARK

Hungry Bark is a premium dog food and supplement brand catering to pet owners who prioritize quality but also value convenience. Committed to providing optimal nutrition, the company sources its ingredients directly from leading veterinarians and highly-vetted suppliers.

[www.amazon.com/stores/HungryBark](http://www.amazon.com/stores/HungryBark)



## OBJECTIVES

When I joined Hungry Bark at its inception, the brand did not have an established web presence or digital marketing strategy. My primary objective was to launch a comprehensive digital ecosystem, including an e-commerce website, email marketing assets and program, while also leading the design direction for all packaging and digital content to create a cohesive brand identity.

## SOLUTION

To achieve the objectives, I spearheaded the design of a user-friendly, informative website that highlighted the brand's commitment to premium ingredients and nutritional expertise. I also developed a cohesive visual identity system, applying it consistently across the brand's packaging, digital assets, and marketing collateral. Additionally, I implemented a strategic email marketing program to nurture customer relationships, drive sales, and keep Hungry Bark top-of-mind with its target audience.

## IMPACT

### 1. Shopify-powered website launch

Through my leadership, Hungry Bark successfully launched its e-commerce platform on Shopify within 3 months.

### 2. Cohesive branding and packaging

I provided thoughtful design direction for Hungry Bark's packaging and marketing collateral, establishing the brand's premium positioning.

### 3. Targeted email marketing program

By developing and implementing a robust email marketing strategy, including automated workflows and personalized campaigns, I was able to generate over 40% open rates in the company's first month.

## AT A GLANCE

### CHALLENGES

- No online presence
- No email marketing program
- Lack of direction for packaging and marketing materials

### IMPACT

- Launched e-commerce website
- Led packaging and marketing designs
- Launched email marketing program



## VERONICA PEREZ

Founder, Concept 2 Marketing

*"Veronica is an incredible problem solver, laser focused, and very resourceful. Her ability to balance data and design, and her deep expertise in lifecycle and communication make her an asset to any team."*