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**DogShower**



## Content

- Insight & Application
- Design & Functionality
- Product Range



# **INSIGHT & APPLICATION**



**Dog-washing** puts a strain on the otherwise harmonious **relationship** between dog & dog parent. »59% of questioned dog owners state that their dog dislikes being washed.« (Survey Monkey, 2020)



If they are not **cleaned** properly, dogs can suffer from **skin irritations & diseases**. »Up to 40% of all pet skin diseases are caused by residual shampoo from **ineffective pet washing**.« (Touch Research Institutes, University of Miami, 2020)



Existing alternatives, including benchmarks and shower solutions, do not or only insufficiently **solve these problems**. Currently, there is no real **tailored shower experience for dog and dog parents** available on the market.



# The less stress, less mess DogShower

Developed with dog lovers and experts to make showering your dog as relaxing as showering yourself!

- ✓ Soft, long silicone nozzles to remove shampoo residues. Helps to increase trust between dog and dog parent and prevent skin irritations and diseases.
- ✓ Select technology to intuitively switch between fur spray, leg spray and paw spray at the touch of a button. High usability makes life of dog and dog parent easier.
- ✓ Water boost function to individually adjust water pressure to the liking of dog and dog parent. Efficient & sustainable.
- ✓ Easy installation: the hangrohe DogShower can be easily mounted on your shower head or your hand shower – no special tools needed. With the hangrohe quick-coupling set, shower head diverter, or outdoor garden adapter, you have a variety of installation options based on user preferences.



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# WEB PRESENCE

# Web Content & Collection Pages

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Online support within dedicated collection page



## Collection Page

- Ambient videos and imagery featured throughout collection and category pages.
- Interactive Hotspot Functionality coming soon.

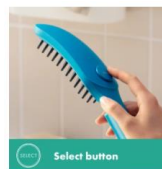
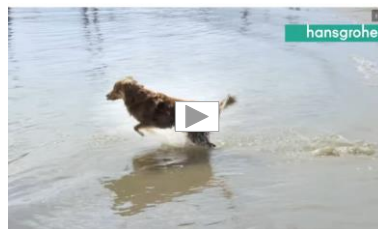


## Dedicated Consumer Website

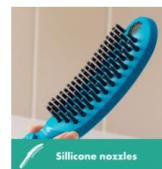
- Dedicated shopping site connected direct sales for via social media.
- Ambient videos and imagery featured on all content pages.
- Installation tips, F.A.Q and consumer reviews all in one place.

## Introducing the hangrohe DogShower

Welcome to a revolution in dog washing. This novel dog shower leaves dogs big and small – as well their humans – completely relaxed.



Simple one-button control means you can easily switch between spray types with one hand, while massaging in shampoo or holding onto your dog with the other.



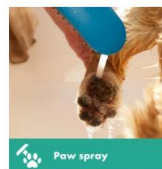
Soft yet sturdy, the silicon nozzles comfortably penetrate fur to fully rinse soap and shampoo, reducing dry skin and itching.



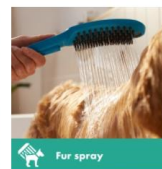
Screw on to your existing shower hose or use the included QuickConnect adapter to make it easy to swap handshowers. You can also connect to a garden hose via a separate adapter for those extra-dirty doggie days outside.



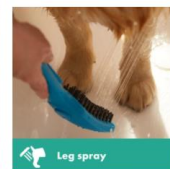
### Functional spray modes based on 120 years of experience



A focused jet at the tip of the shower head targets the paws and gets between the toes.



Full spray for thorough rinsing of the body.



Narrow spray to help focus the water on the legs.

# **DESIGN & FUNCTIONALITY**

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# Design & Functionality

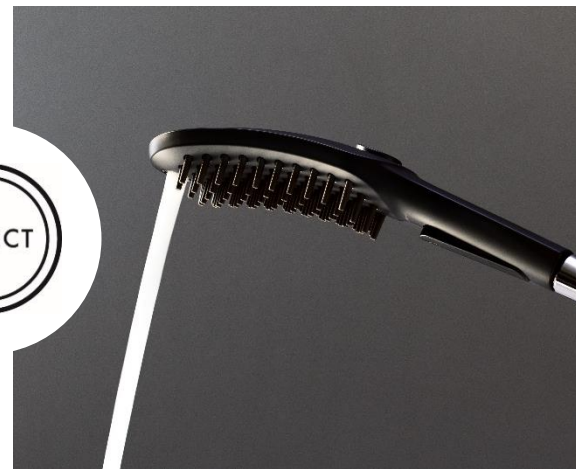
## Award-winning DogShower



# Design & Functionality

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## Spray Types



Fur Spray, for soft removal of shampoo and full body showers



Leg Spray for legs and sensitive body parts

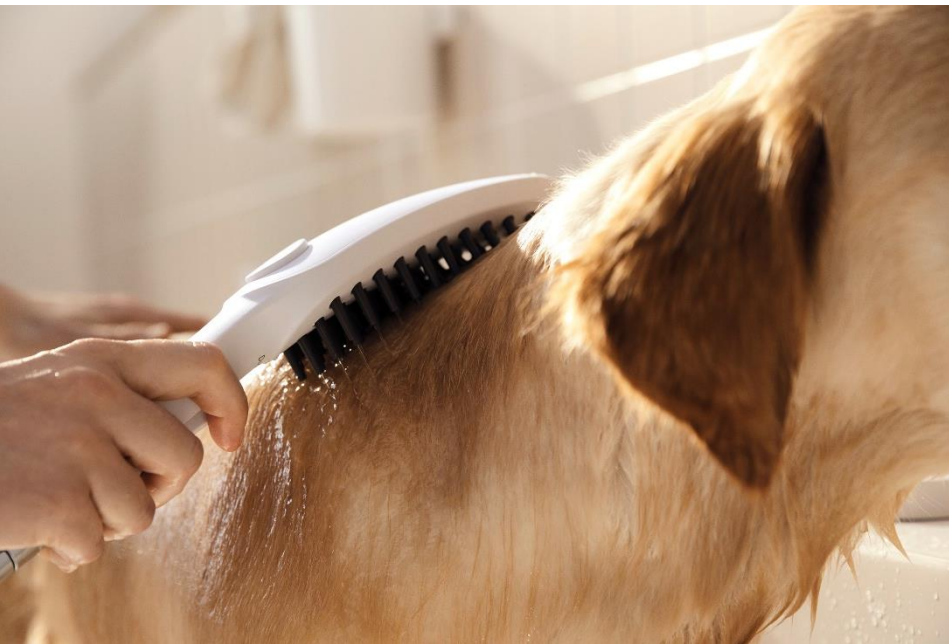


Paw Spray for soft cleaning of paws

# Design & Functionality

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Massage nozzles relax your dog and improve the relationship between owner and dog



# PRODUCT RANGE

# Product Range

Attractive packaging for any display presentation (display SKUs below)

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**DogShower  
Matte Black  
- 670**



**DogShower  
Matte White  
- 700**



**DogShower  
Sky Blue  
- 540**



**DogShower  
Pink  
- 560**

# Useful, optional complimentary product

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Easily switch every hand shower with the DogShower in an instant



## Dog Shower + Quick-Coupling 04973xx0



# Useful, optional complimentary product

hangrohe

Easily switch every hand shower with the DogShower in an instant



## Dog Shower Bundle 04974xx0



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# **PLACEMENT RECOMMENDATION**

# Way of presentation

## Displays

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+



**DogShower  
Matte Black**  
# 26969670



+



**DogShower  
Matte White**  
# 26969700



+



**DogShower  
Sky Blue**  
#26969540



+



**DogShower  
Pink**  
# 26969560



## Influencer Campaign

- April
- Mid-tier dog/pet influencers
- Paid amplification



## Social Media Advertising Campaigns

- March-May
- Connected to **direct sales** via Instagram/Facebook/YouTube
- Targeting dog lovers
- Videos, images, etc.



## Rewards Program Promotion

- Part of double points promotion in the Spring
- Learning module



## PR Activities

- Earned media
- Targeting dog and pet media outlets

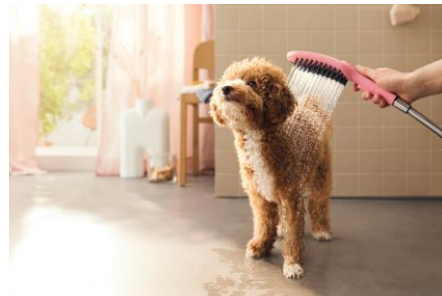
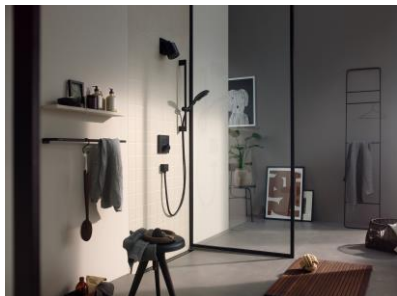


# **DIGITAL ASSETS**

# Digital Assets

## Lifestyle Images

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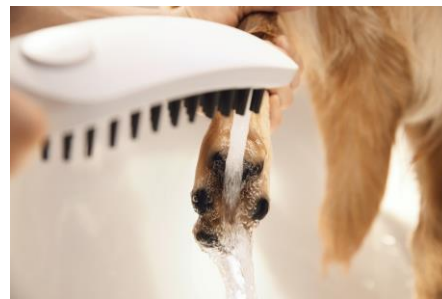


[Click Here for the DogShower Digital Assets Packet](#)

# Digital Assets

## Lifestyle Feature Images

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[Click Here for the DogShower Digital Assets Packet](#)

# Digital Assets

## Spray Mode Images

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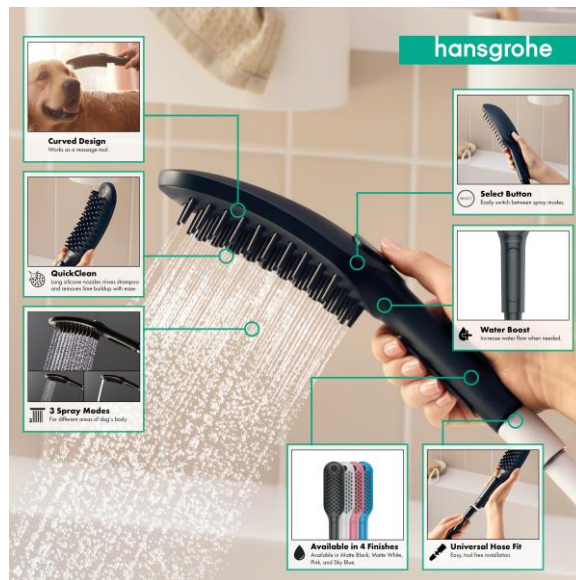
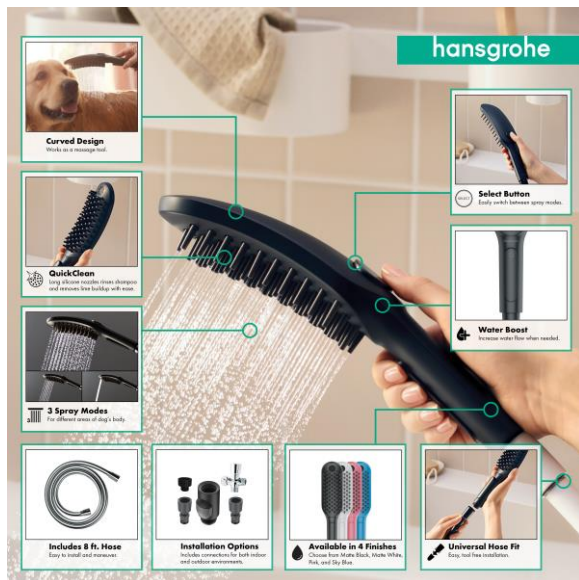


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# Digital Assets

## Infographics

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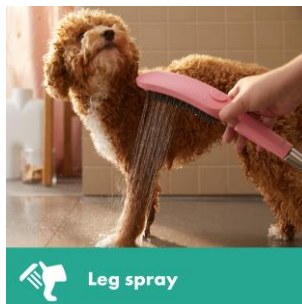
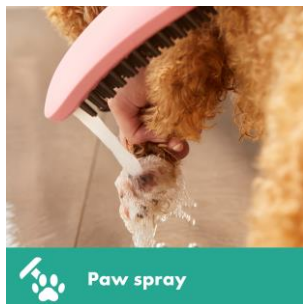
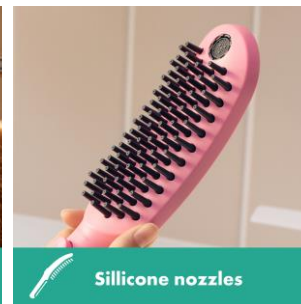
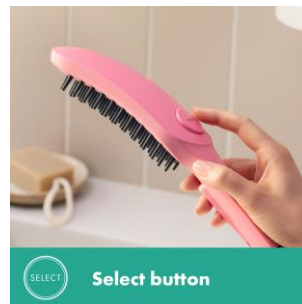
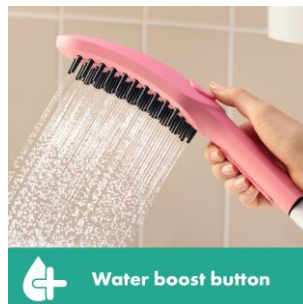
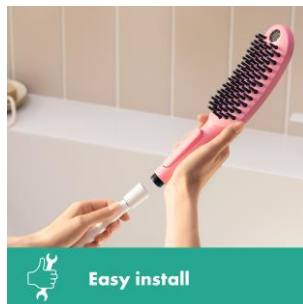


[Click Here for the DogShower Digital Assets Packet](#)

# Digital Assets

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Unique Selling Point (USP) Images - Available for all finishes



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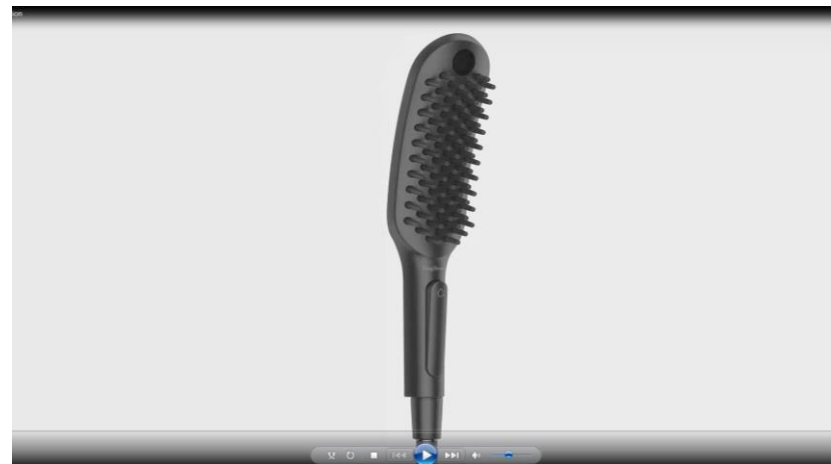
# Digital Assets

## Video

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**Promotional Video (15 sec)**



**360° Product Rotation Video (15 sec)**

[Click Here for the DogShower Digital Assets Packet](#)