



# Sassy Woof

## BRAND DECK



MODERN, CLASSY, &  
AFFORDABLE  
DOG ACCESSORIES

# ABOUT US



## OUR MISSION

Bring joy to our PUPstomers while helping dogs in need. Our furry friends give us unconditional love, loyalty, and affection, and they deserve the world

## WHAT WE MAKE

Modern, design-driven, affordable pet products that fill a void in the marketplace

## WHERE WE SELL

Direct-to-Consumer, PetSmart, Chewy, Hundreds of Dog Boutiques, and more

## WHO BUYS

Gen Z and Millennials with an elevated taste level who demand high style for their pups at affordable prices

## OUR REACH

Through strategic marketing, influencer marketing and press, we reach millions of dog lovers each month

## OUR GIVE BACK

With every harness purchase, we feed a shelter pup







# CURRENT TRENDS: THE PUPPY FUR IS HERE TO STAY



## THE PET INDUSTRY IS A MARKET OF OVER 100 BILLION DOLLARS

In 2020, \$103.6 billion was spent on our pets in the U.S. and 30% of pet owners spent more on their pet/pet supplies in the past year. Growth projected at 5.8% for 2021, above historical averages.<sup>1</sup>



## DOGS ARE FAMILY

A 2019-2020 study found that 67% percent of U.S. households, or about 85 million families, own a pet. Out of that number, at least 63.4 million families own a dog.<sup>2</sup>



## INCREASE IN PET ADOPTIONS

5% of Americans adopted a dog in the first three months of Covid,<sup>3</sup> and that trend accelerated into 2021. Some shelters were running out of pets to adopt earlier this year.<sup>4</sup>



## RECESSION PROOF

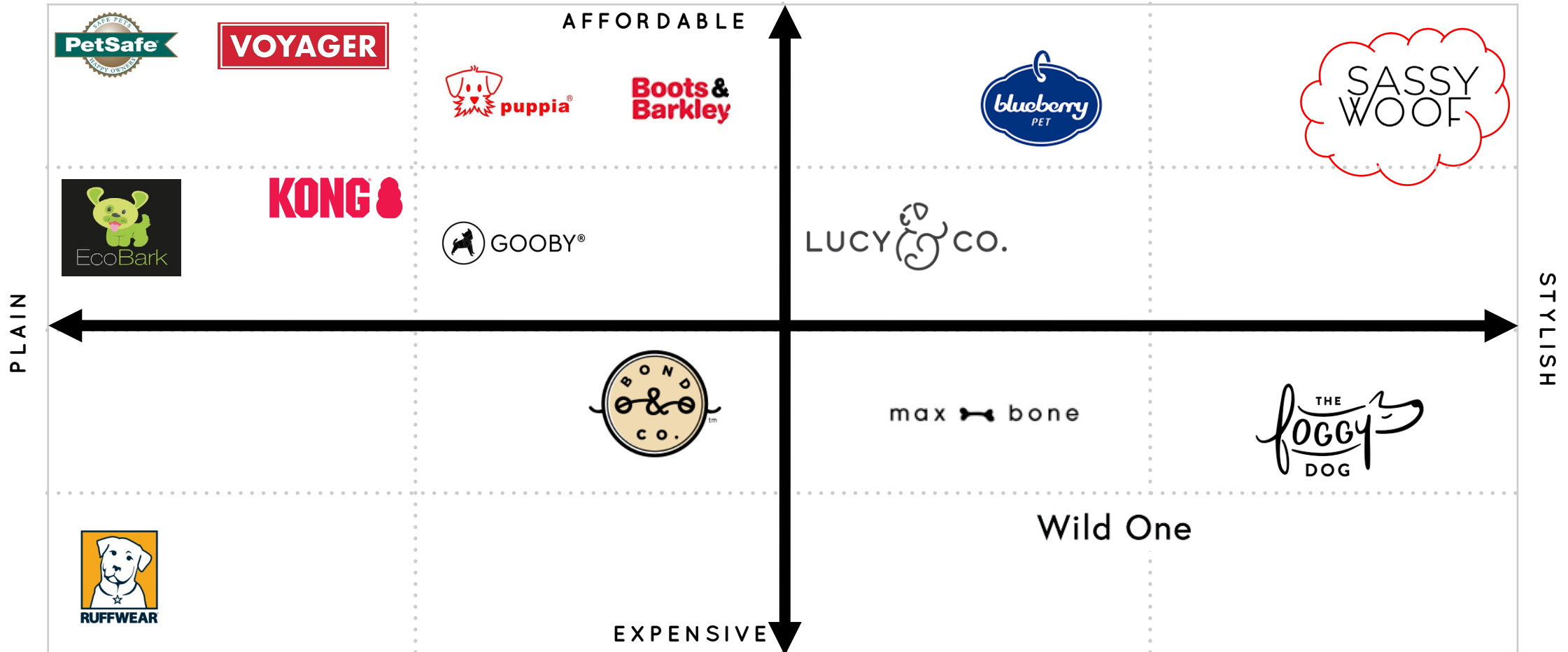
This is a time-tested resilient market during recessions. Taking current developments into perspective, the pet care sector appears to be well-prepared to weather the COVID-19 crisis and its long-term growth potential remains intact.<sup>5</sup>

Sources: <sup>1</sup>[American Pet Products](#), <sup>2</sup>[Insurance Information Institute](#), <sup>3</sup>[Supermarket News](#), <sup>4</sup>[Washington Post](#), <sup>5</sup>[Robeco](#); see also [full article](#).

# COMPETITION & MARKETPLACE



Sassy Woof is uniquely positioned by filling a gap in the market for high-style, durable, and affordable pet gear

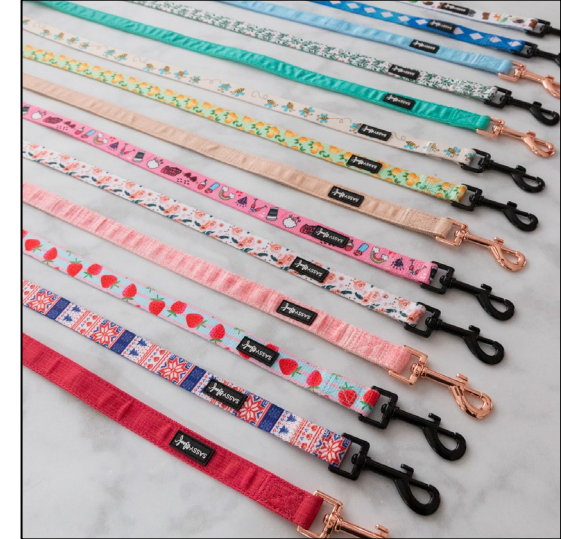




# OUR PRODUCTS

We focus on creating modern, affordable dog products that stand the test of daily use without sacrificing comfort, style, or a paycheck.

- **Patented Adjustable & Reversible Harnesses**
- **Fabric Leashes**
- **Collars**
- **Waste Bag Holders**
- **Bows**
- **Bandanas**





# OUR SALES CHANNELS



Direct-to-consumer: we have been connecting with paw-rents since day one!



Wholesale (domestic and international): you can find Sassy Woof products in over 450 local U.S. businesses and boutiques worldwide.



On PetSmart.com/sassywoof as well as in over 1,300 stores in the U.S. and Canada



Find our most popular ropes and leashes on Chewy.com



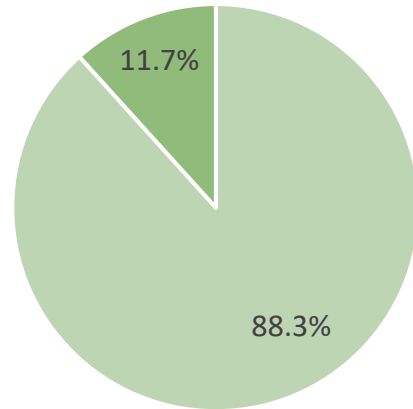
Scheduled launch this winter; special focus on holiday theme items and bundles





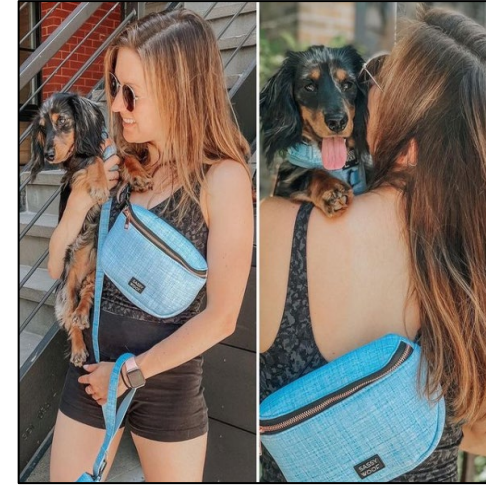
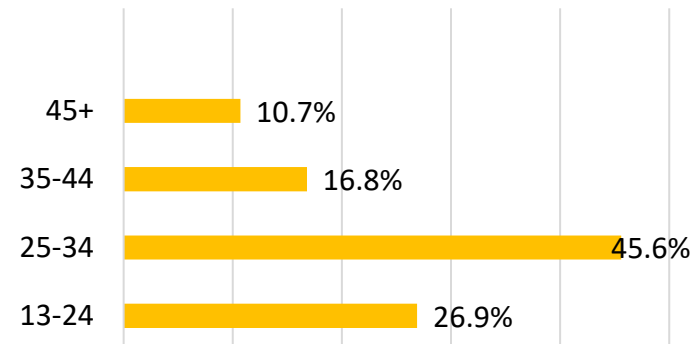
# DEMOGRAPHICS

## Gender



■ Female ■ Male

## Age Range

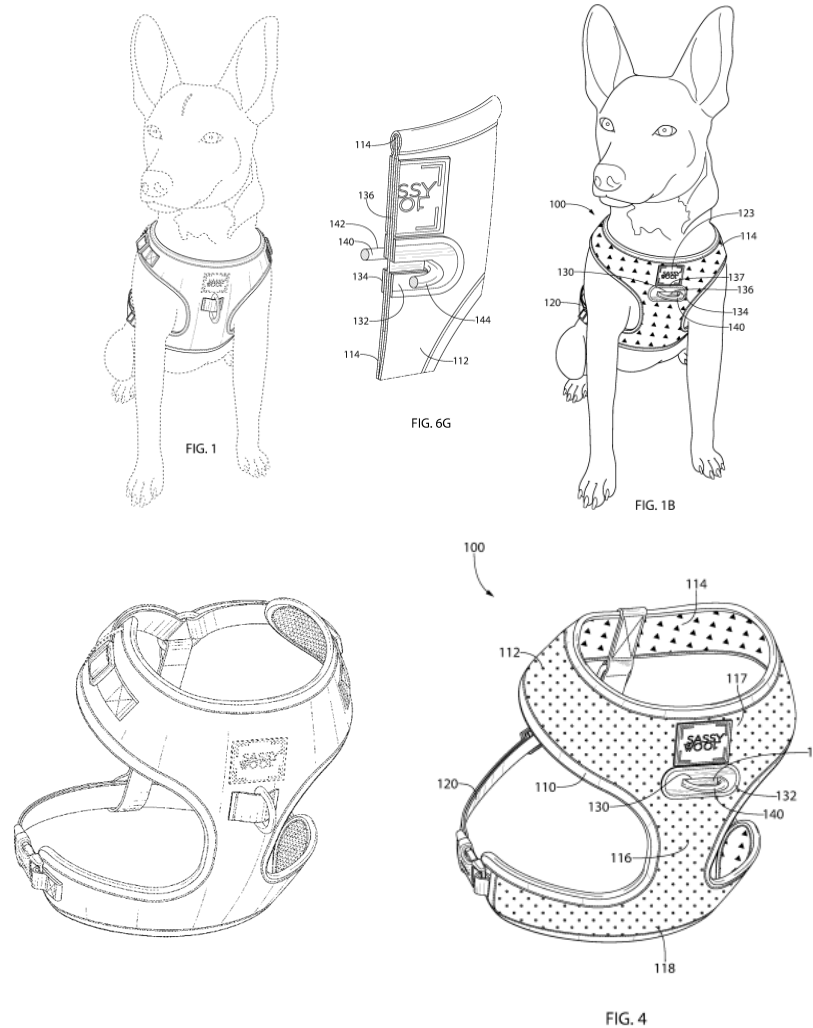




# WHY SASSY WOOF?

## 1 - INNOVATION

- 🐾 **There are no other harnesses like ours on the market.**
- 🐾 Our reversible and adjustable harnesses are patented in the U.S. and many other countries with additional patent applications pending.
- 🐾 The patents largely focus on the front D-ring, a very desirable and practical feature that allows the dog leash to be connected in the front of the dog. This popular training style is designed to prevent the dog from pulling.
- 🐾 For the reversible harness, the front D-ring is rotational, allowing the ring to be used on either side of the print.

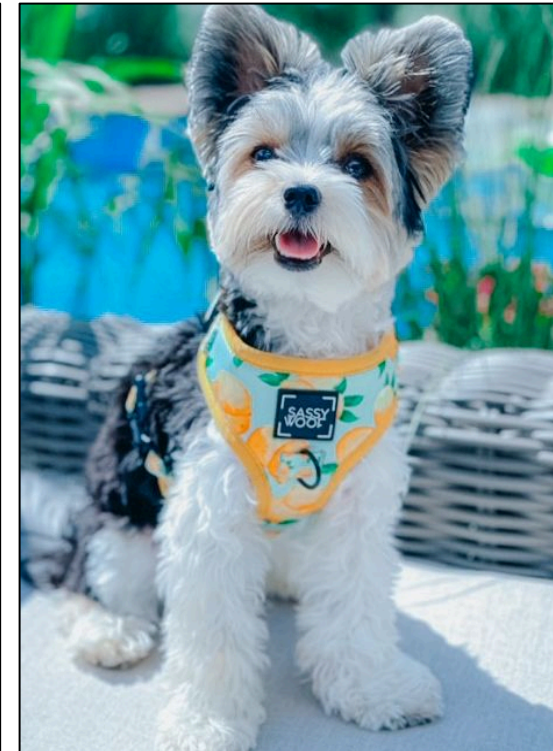
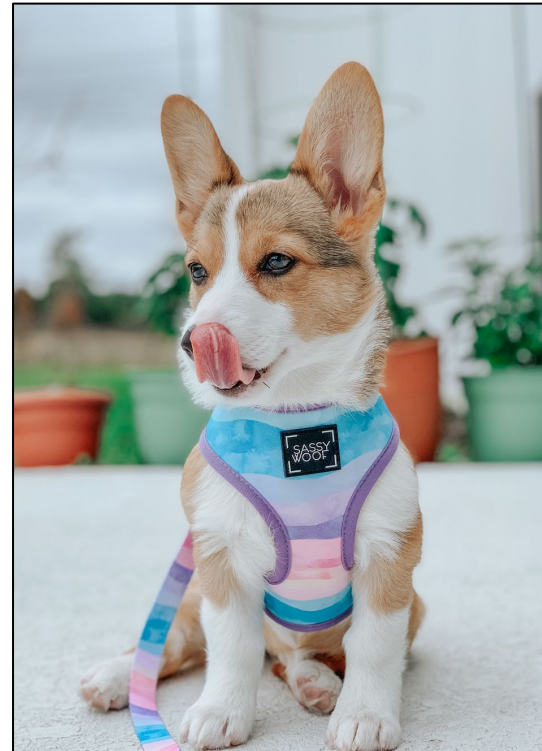


# WHY SASSY WOOF?

## 2 - DESIGN LED AND INDEPENDENT TESTING

- Our designs are the direct result of endless hours of careful thinking and meticulous attention to detail and crafting.
- We keep up with the latest trends and emerging ones.
- Hundreds of positive reviews including:

  - <https://familyreviewguide.com/sassy-woof-dog-gear/>
  - <https://www.suggest.com/affiliate/best-sassy-woof-dog-harnesses/>
  - <https://www.youtube.com/watch?v=crWz3PaL92o>
- Sassy Woof products are independently tested at least once a year to ensure their durability, strength, and tension resistance. Our latest report indicates that our products consistently withstand daily use.

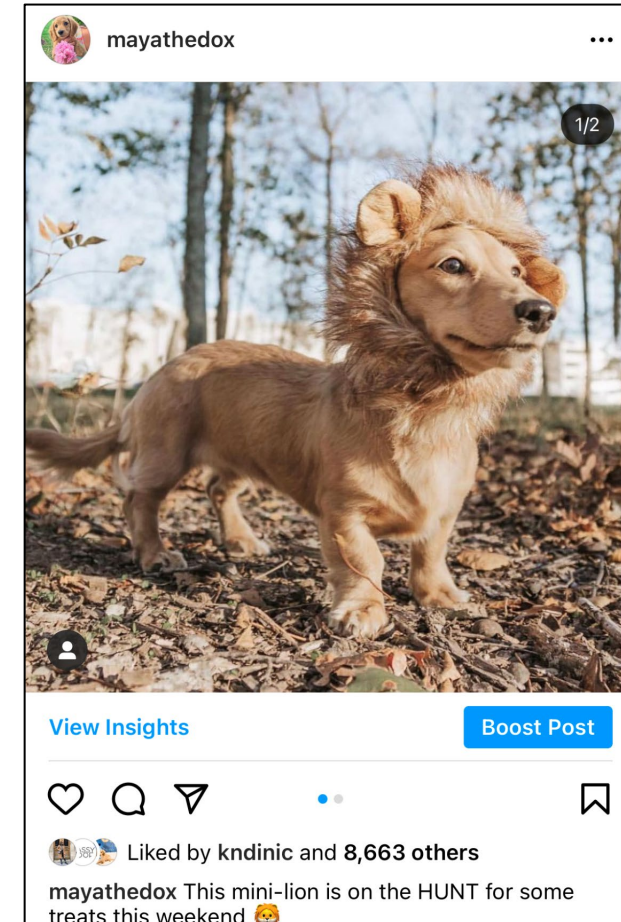




# WHY SASSY WOOF?

## 3 - STRATEGIC MARKETING, SOCIAL MEDIA REACH, PRESS

- 🐾 Professional team of marketers and social media experts.
- 🐾 Vivid, eye appealing, and professional marketing content including photos, videos, and other media to be showcased in our social media channels or your own!
- 🐾 Ambassador Program with over 400+ influencer dogs reaching 5 Million+ fans.
- 🐾 Our proprietary @sassywoof and @mayathedox accounts create engaging, fun content, and brand collaborations reaching 600K+ fans.
- 🐾 Press release preparation and public relations outreach

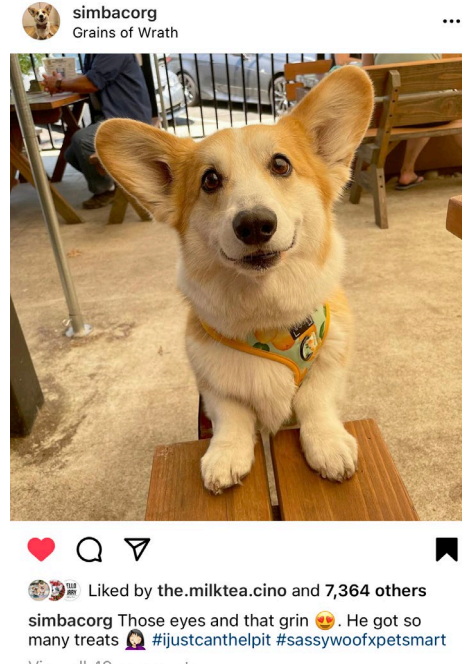
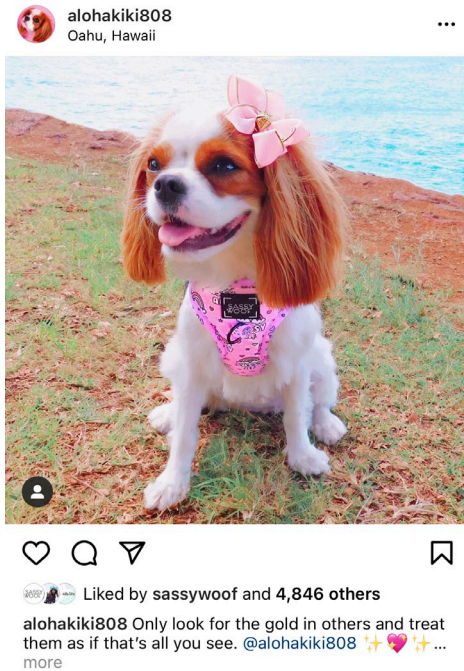
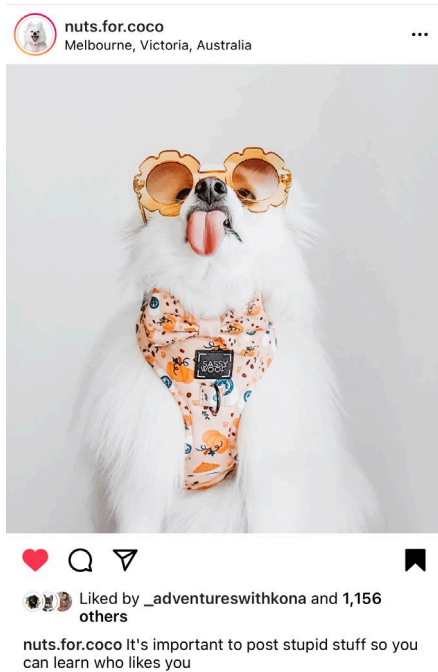




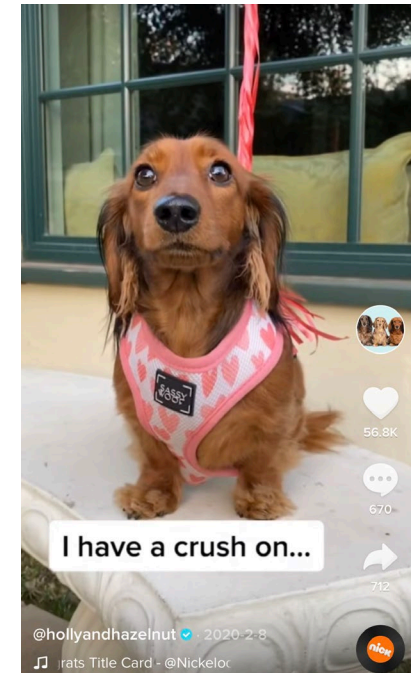
# AMBASSADOR PROGRAM



3.43 Million Reach



1.3 Million Reach



🐾 Our Ambassador team is comprised of 400+ dog models with a total reach of over 5 Million followers that post, share, and gather support for the launch.



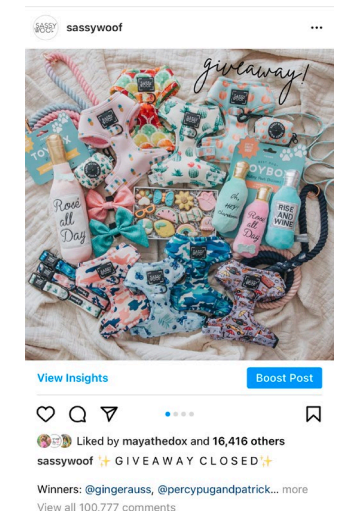
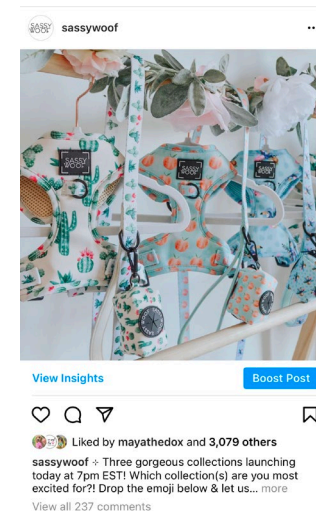
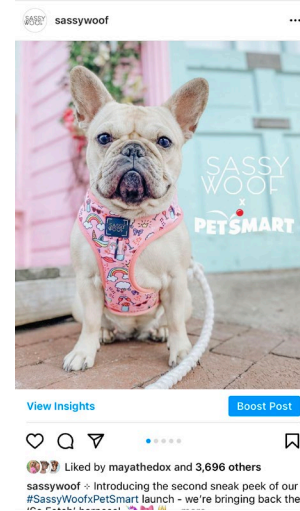
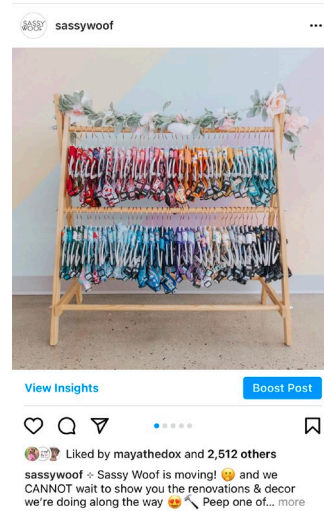
# Proprietary Social Media Accounts



@sassywoof

 208K FOLLOWING

 20K FOLLOWING  
171K MILLION LIKES



@mayathedox

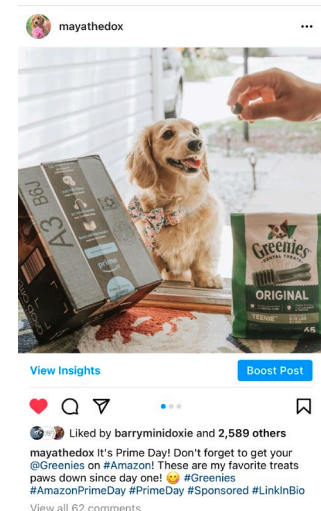
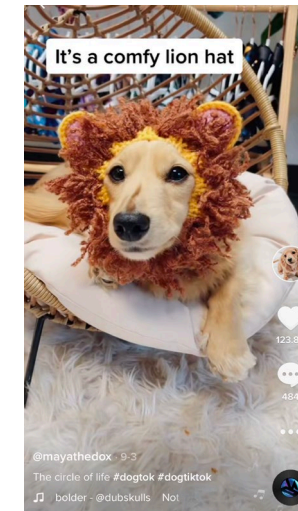
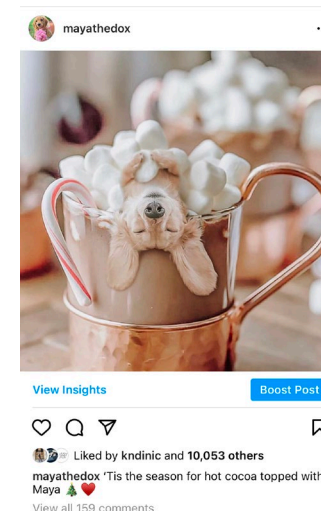
 240K FOLLOWING

 148K FOLLOWING  
2 MILLION LIKES

 Collaborations with major brands:



VALENTINO



# PRESS FOOTPRINT







# SASSY WOOF

We'd love to PAWtner with you!



## CONTACT

Laurie Smith

The Brand Liaison

[laurie@thebrandliaison.com](mailto:laurie@thebrandliaison.com)

516-857-3115



@SASSYWOOF