



Sample of images/slide scenarios created in **Canva** to train a store staff about holiday offers in preparation of a promotional campaign roll out



Scenario #1 - Sarah

Meet Sarah, a loving dog mom to Max, her lively Golden Retriever who's always up for an adventure. After Max's playful, muddy outings at the park, Sarah usually makes regular stops at [Company Name] to stock up on quality food, treats, and toys. She usually bathes Max at home, but lately has been open to alternative options that could ease their routine a bit.

Which Holiday Offer would you suggest?



Company LOGO

Scenario #2 – Mr. Whiskers

Meet James, an elderly devoted cat dad, who steps into the local [Company Name] for the first time to check out services and supplies for his beloved tabby, Mr. Whiskers. The holiday cheer and welcoming staff immediately make him feel at home. Mr. Whiskers loves tasty treats, but dreads nail trims; which are a real challenge for James.

Which Holiday Offer would you suggest?



Company LOGO

Scenario #3 - Emma

Meet Emma, a proud dog mom to Rocco, her newly adopted senior Bernese Mountain dog. With the holidays approaching, she's excited to include him in family festivities. Rocco's comfort, however, is important to Emma. She values keeping Rocco clean and groomed, though, she admits bathing him at home is challenging due to his size and joint discomfort.



Which Holiday Offer would you suggest?

Company LOGO

Scenario #4 - Jordan

Meet Jordan, a proud new dog dad to two adorable Shih Tzus, Bella and Louie. Despite his busy schedule, Jordan loves having his pups by his side; often taking them to the office. With the holiday season approaching, he's thrilled to share festivities with his furry companions, picturing them at family gatherings or cozying up at home. He's seeking thoughtful gifts for the people and pets he loves, hoping to make the season memorable for everyone.

Which Holiday Offer would you suggest?



Company LOGO