

PawTection Challenge Proposal

Select 7 affiliate / launch dogs to agree to participate in our PawTection challenge. We send them a PawTection with instructions to take pictures of each paw before application. They then have to apply PawTection to only the right paws every day before letting their dog outside / going on a walk for 7 days straight. After the 7 days are over, then take the same photos of all the paws. We're hoping to see a noticeable difference! If they complete the challenge and submit their photos and personal statement / review – we will happily:

- Send them another full product of their choice
- Give them a shout out on our Social Media pages
- Feature them in our PawTection challenge Blog article
- Send their pics for shout outs on our partner accounts! (Features)
- If an affiliate, they receive one month of a double commission rate (20%)

Promotion: A week-long push on PawTection, featuring a different dog participant each day with their testimonial. We will offer 25% off all PawTection...for the affiliates that participate, we will create a new coupon for them offering their followers 25% off as to not compete with them. The participating affiliates will receive double commission for the following month, as to not take on such a huge discount during the campaign. With each post, we will invite everyone to take the #PawTectionChallenge ...we will offer no guaranteed incentive but if they share their results with us, they have a CHANCE to win a free product of their choice and be featured on our website.

We hardly have any B&As of PawTection or much proof about how it works, so I think this could really help build content for our site and believers.

Dogs to invite:

1) [@2husketeers](#) – 36,800 Followers (Affiliate)

They took some amazing paw pictures for us in the past and they're an active member of our affiliate program. They also go on a lot of adventures!



2) [@aquacorg](#) – 124,000 Followers (Non-affiliate)

They have taken some pawsome photos for us in the past, it looks like they go on lots of adventures, too.



3) [@buttonthefrenchie](#) – 20,000 Followers (Affiliate)

Most Frenchies aren't very active / get outdoors much, but Button gets around: goes to the beach, is a rescue and an affiliate!



3a.) there is also [@kingofhandsome](#) – 20k followers



4) [@whiskey_theaussie](#) – 15,500 Followers (Non-affiliate)

Very active dog! They featured us on their blog before and would make a great model 😊



5) [@kilo_dogue](#) – 2,300 Followers (Non-affiliates)

They don't have a ton of followers but they're active and a unique breed. We always get a BIG reaction from people anytime we share their photos.



1) [@nellafrenchie](#) – 15,000 followers (Non-Affiliate)

A very active and adorable Frenchie!



@nellafrenchie

2) [@buster40k](#) – 30,000 Followers (Non-Affiliate)

An active bunch who took some adorable PT pictures for us in the past:

