



Sundays for Dogs

Customer Profile: V1

Target Demographic #1: The Best & Most Convenient of Everything, Please

Age

25-34

Gender

Split between male and female-identifying persons.

Median Household Income

\$90,000 - \$150,000

Marital Status

Married or in a domestic partnership

Educational Background

Bachelor's degree or higher

Occupation

Professionals and skilled workers

Political Affiliation

Democrat, very left leaning

Dog Profile

Crypto is a 1.5 year old Yorkie. He's cute and fun and pretty easy to take care of. Since Phil works a lot, Crypto gets 3 Wag-ers walks a week and goes to a boutique doggie daycare. On the weekends, Phil totes Crypto along with him on errands, takes him to parks, and sneaks him into bars.

Current Dog Food

The Farmer's Dog

Customer Profile

Phil recently started a VC-backed startup/hedge fund. He lives on the 44th floor of a high-rise condo complex in San Francisco, California, which he bought after selling his first startup. Phil is a bit of a wunderkind – he's started two companies, sold one, just missed Forbes 30 under 30, but overall a

pretty even-keeled person. He doesn't like to think too intellectually on any subject; that would just distract him from the work that needs to be done. He likes things that are verified by his friends and his community. He wears AllBirds during the day, but has a few pairs of Common Projects for special occasions. He heard about Sundays from a friend who works at Everlane while getting happy hour Mocktails. He didn't research the brand too heavily, because (1) he trusts his friend and (2) liked the branding. He'll stay subscribed forever (he doesn't like change). He thanked his friend for the recommendation and left a short 5 star review.

Target Demographic #2: My Dog is My Child

Age

35-44

Gender

Split between male and female-identifying persons.

Median Household Income

\$65,000 - \$100,000

Marital Status

Split between single and married

Educational Background

Bachelor's, Master's, or PhD

Occupation

Ethical professionals — scientists, lawyers, teachers, engineers

Political Affiliation

Progressive, leaning towards socialism

Dog Profile

Noodles is a 8 year old pit mix adopted from a pitbull-specific rescue. #dontbullymybreed #adoptdontshop

Current Dog Food

Taste of the Wild

Customer Profile

*Eva is quite literally dog-obsessed. She pays special attention to the sheen and volume of Noodles' coat, drops by the vet weekly for a weigh in, and she gets her furbaby groomed on a regular basis. Even though she has unpaid parking tickets, Eva is sure to renew her city dog license every month, keep Noodles decked out in the newest and cutest outfits, and she **never** misses a vet visit (what else are credit cards for, anyway?) She's chosen Sundays because, although she'd prefer to make Noodles' meals every day, she can barely cook for herself. After hours and hours of research, she's confident that Sundays is the best pre-made dog food money can buy, and she will settle for nothing less than the best for her baby.*

Target Demographic #3: The Influenced

Age

25-35

Gender

Female

Median Household Income

\$180,000 - \$220,000

Marital Status

Married or in a long-term relationship

Educational Background

Bachelor's Degree

Occupation

Homemaker, freelance worker.

Political Affiliation

Centrist

Dog Profile

Fig is a 3 year old Shiba Inu who has amassed 12k followers on instagram.

Current Dog Food

Ollie

Customer Profile

Lucia starts every morning with her Daily Harvest shake, Ritual multivitamins, and an Obé workout. She recently switched from her regular shampoo to Prose; she loves anything customizable, and is incredibly susceptible to targeted social media ads. Lucia is incredibly aesthetics driven, and lives her life according to Instagram squares. She doesn't really work (her husband is a C-level exec at a popular e-comm fashion company), but she does run a pretty well known social media vintage shop, where Fig is prominently featured. Fig is Lucia's right hand girl, accompanying her on daily errands to grab coffee and go shopping. Fig's favorite day of the month is when she gets her Bark Box, and she loves playing dress up! Lucia chose Sundays because she pretty much exclusively shops online, wants Fig to eat the best dog food out there, and, above all else, she LOVES the branding. It's so cute and happy!

Target Demographic #4: The Outside-r**Age**

45-54

Gender

Male

Median Household Income

\$90,000 - \$120,000

Marital Status

Married

Educational Background

Bachelor's Degree or higher

Occupation

Civil servant, skilled professional

Political Affiliation

Registered democrat

Dog Profile

Crash is a 9 year old red heeler who lives for adventure. He has almost every kind of Ruffwear harness, and loves to carry his own food while hiking. He has one ball and one chew bone, and he's pretty content with that. He sleeps in his own bed at night.

Current Dog Food

Purina Pro Plan (Sport)

Customer Profile

Dan is outdoors every day. He's a weekend warrior; working a 9-5 as the assistant director of his city's Parks & Rec department, but heads out of town every weekend for some kind of adventure. Dan and Crash start every morning with a 5 am, six-mile run around the neighborhood. When Dan leaves for work, he makes sure Crash a frozen kong to keep his brain occupied during the day. When he gets home after a long day, Dan makes sure to make Crash a priority, walking him for at least an hour in the evenings before cracking open one of his favorite brown ales. Dan switched to Sundays because Crash got bored of his current dog food, and Dan likes the guaranteed analysis of Sundays. He also understands that Crash is getting older and wants to make sure he's getting the best and tastiest food Dan can afford – he's earned it!

Target Demographic #5: The Champions**Age**

45-60

Gender

Female

Median Household Income

\$50,000 - \$80,000

Marital Status

Single

Educational Background

Associates or Bachelor's Degree

Occupation

Skilled professional, office worker

Political Affiliation

Conservative

Dog Profile

Ever is a 4 year old agility sheltie. She's competed in the AKC competition for the past 2 years and is currently shaping up to be the star of her local Schutzhund league.

Current Dog Food

Royal Canin (Sporting Life Trial)

Customer Profile

Dianne is a lifelong dog owner and lives for life with her pups... but not that spoiled kind of life. Dianne works her dogs hard, going to the agility ring at least twice a week, and brushing up on training skills daily. She knows what it takes to be a champion, and Ever has it. Dianne is a highly disciplined dog owner, and scoffs at people who can't even get their pups to walk straight on the leash! Dianne switched to Sundays after showing the guaranteed analysis & ingredient list to her vet and getting her approval. She likes that she can use the food as training treats as well as meals, and she loves how easy it was to plug in Ever's stats and get the recommended feeding dosage!

Target Demographic #6: The Macros Guy

Age

30 - 45

Gender

Male

Median Household Income

\$90,000 - \$130,000

Marital Status

Single

Educational Background

Master's Degree

Occupation

Engineer

Political Affiliation

Centrist, leaning right

Dog Profile

Loki is a 6 year old German Shepherd. He's a little unruly and spends a lot of time barking at the neighbor's cat, but boy is he great at frisbee.

Current Dog Food

Blue Buffalo

Customer Profile

Josh's body is a delicate ecosystem – an ecosystem that he takes very, very good care of. Josh lifts weights, does yoga, runs, and mountain bikes. He counts his calories and macros, weighs out all his portions, and loves his OWYN shakes. He eats clean and maintains a really strict diet. Loki, on the other hand, is a wild child. Dan got him when he was in his mid 20s and reeeaally didn't know what he was doing, but he loves him all the more because of it. Loki loves long runs, playing frisbee in the park, and chasing the neighbor's cat. He's not trained per se, but Josh doesn't mind. Josh switched to Sundays because he

recently found out about all those recalls on Blue Buffalo. He did a bunch of research online about the healthiest + easiest dog foods, and decided that Sundays is it. He likes that Sundays uses clean ingredients, and loves the amount of real meat Sundays contains -- it looks like jerky!

Target Demographic #7: The Empty Nesters

Age

60 -75

Gender

Male and female

Median Household Income

\$150,000 - 200,000

Marital Status

Married

Educational Background

Bachelor's Degree or higher

Occupation

Senior manager, pharmacist, retired

Political Affiliation

Moderate republican

Dog Profile

Molly is a 13 year old golden retriever, Lars is a 7 year old hound mix, and Annie is their newest – a 4 month old mutt

Current Dog Food

American Journey Dry Food + Stella & Chewy's Meal Mixers

Customer Profile

Charlene and Jeff have just sent their youngest child off to college and are not feeling the empty nester life. While dropping off a donation at their local SPCA, Charlene fell in love with an adorable mutt puppy and brought her home. Luckily, their two older dogs, Molly and Lars, are big sweeties, and swiftly took to raising little Annie. Charlene and Jeff's days are punctuated by dog time – long walks in the mornings and evenings, with extended games of fetch in their big, fenced-in backyard. They switched to Sundays because they were both sick of trying to make their expensive kibble more enticing to three different pups by adding mix ins. Charlene is not a fan of the raw food diet craze or of wet food, so Sundays is perfect! Nutritionally balanced and easy – just what she wants. Jeff also loves supporting small businesses, and likes that the owners of the company have dogs themselves.

Target Demographic #9: The First Timers

Age

27-40

Gender

Male and female

Median Household Income

\$90 - 130,000

Marital Status

Married

Educational Background

Bachelor's Degree or higher

Occupation

UI/UX designer, hair stylist

Political Affiliation

Moderate democrat

Dog Profile

Augie is a 5 year old springer spaniel from a breed-specific rescue. His owners traveled out of state to get him.

Current Dog Food

Hill's Science Diet

Customer Profile

Maggie and Austin just got engaged, bought a house, and have rounded out the year by adopting their first pup ever! They wanted an active dog with a good temperament, and after doing a ton of research online, they decided a springer spaniel was right for them. They definitely didn't want to buy a dog, so they traveled two states away to pick up Augie from the Mid-Atlantic Springer Spaniel Rescue. Augie's awesome, but really energetic, and they can't wait for their training class to start. Maggie and Austin don't love the dog food they are currently feeding him, but they truly have no idea what to look for in a food. Maggie read online about human-grade diets, but is not into the idea of sharing her brand new refrigerator with her dog. She and Austin chose Sunday's because it doesn't require any prep, doesn't stink, and had great reviews. Plus, they're already subscription people (Quip, Ipsy, and Hello Fresh), so Sundays easily fits in with their lifestyle.

Target Demographic #8: The Holistic DIY-er**Age**

30-45

Gender

Female

Median Household Income

\$70 - 110,000

Marital Status

Married or divorced

Educational Background

Bachelor's Degree or higher

Occupation

Small business owner, freelancer

Political Affiliation

Progressive liberal

Dog Profile

Wickett is a 13 year old Brussels Griffon who, despite his age, is as silly and rambunctious as ever. He loves playing and sleeping in the sun with his cat sister, Luna.

Current Dog Food

Homemade daily.

Customer Profile

Evelyn doesn't mess around when it comes to her – or her pets' – health. Ever since the ketogenic diet changed her life a decade ago, Evelyn has been conscientious about what she puts in her body. She started cooking Wickett's food two years ago when she went full time freelance. She loves the control she has over Wickett's diet, but, lately, cooking for her little guy has become more of a burden than a joy. Evelyn doesn't like the weird look of refrigerated food, and would prefer to do no prep at all. She chose Sundays because it was developed by a vet, is made from clean ingredients, and because the first ingredient is real meat! Plus, she loves that it comes in a recyclable box instead of a bag!