Campaign: Brand Awareness through Earned Media

Objective & Strategy: Campaign Goal: Brand Awareness through Earned Media

The primary goal of this campaign was to elevate brand awareness organically through earned media, positioning my brand as a leader within the pet industry.

Approach: Collaborations with Popular Reality TV Shows

To capture the attention of a broad and engaged audience, I strategically partnered with influential reality TV shows, including The Real Housewives of Atlanta. By integrating my brand into relevant episodes, I leveraged the shows' wide reach and viewer loyalty to create authentic exposure, connecting my brand with audiences in a way that resonated naturally.

Strategy: Enhancing Visibility through Targeted Media Placement

The strategy behind this approach was to organically position the brand in high-visibility environments frequented by our target demographic. Through carefully planned media placements on popular shows, I aligned the brand with aspirational lifestyles and created conversations around our products and values. This not only boosted brand awareness but also facilitated earned media opportunities as viewers and media outlets shared our brand story across social platforms, amplifying our reach and credibility.

Results & Metrics:

Quantitative Impact: Reach, Engagement, and Impressions

By collaborating with The Real Housewives of Atlanta, a Bravo Network series reaching an average of over 1.5 million viewers per episode, my brand gained exposure to a highly engaged audience. Through these strategic placements, we achieved:

- 3.2 million impressions across digital and social platforms as viewers shared and discussed the brand's appearance on the show.
- 45% increase in brand engagement on social media, including shares, likes, and comments, within one month of the episode airing.
- Organic reach to over 500,000 unique viewers who engaged with brand content through Bravo's official channels and fan-based social media accounts.

Qualitative Outcomes: Audience Sentiment and Brand Perception

Beyond numbers, the campaign generated positive sentiment and elevated brand perception. Audience feedback on social media and online forums was overwhelmingly favorable, with viewers associating the brand with luxury, trendsetting, and lifestyle aspirations. Additionally, brand mentions on popular Bravo fan pages and forums allowed us to reach a community already invested in high-end lifestyles, further solidifying the brand as an exclusive and desirable choice within the pet industry.

This campaign not only expanded our reach but also reinforced a perception of quality and luxury that continues to drive organic brand affinity and earned media opportunities.

Media Quotes/Testimonials:

QUOTE: Kenya Moore

VIDEO LINK:

https://youtu.be/d3aVn_L8V2Y?si=hz0MUQWWwzNxIN69

YOUR STORE 2.0

FOR THE Pampered POOCH

Bark Fifth Avenue provides 'first-class, white-glove' service to its clients.

BY GLENN A. POLYN

So you're on your way home and want to surprise your puppy with something cute... what do you do? Stop at your local pet shop, of course! If you're a dog owner with a thing for bling and live in Buckhead, Georgia, then Bark Fifth Avenue is the boutique for you. After all, the upscale shop has appeared on "Real Housewives of Atlanta," "WAGS Atlanta" and "Dynasty."

Pet Age 2.0 recently spoke with Ashley Harris-Carestia, who is a professional model who has worked in the fast-paced fashion industry for 25 years. As the founder/CEO of Bark Fifth Avenue, we wanted to learn more about her decision to open a luxury retail boutique on the foundation of a love for dogs and fashion.

Q What made you go from studying pre-law and political science in college to selling high-end fashion products in Georgia?

A My career path has taken several turns. I first began studying pre-law (political science with a concentration in legal studies), but two years in, decided that nutrition and exercise science was more suitable. I have been a fashion model since age 4 and am currently signed with Click Models. I continue to model while running my retail business. The combination of the two careers makes me feel very satisfied and happy.



Q When did you realize the humanization of pets could create a need for a store like Bark Fifth Avenue?

A Based on the trends in the pet industry, 65 percent of households in the U.S. have at least one pet. Since I was little, I have considered my pets to be part of my family, so to me I feel like I always knew that there would be a need for a store like Bark Fifth Avenue one day. In the past seven years, I started to notice the humanization of pets and that pet owners were seeking higher quality goods and more expensive, high-end accessories. That's where I come in: These things like organic treats, fine foods, medical therapies such as acupuncture and laser therapy, luxury services and spas. I built Bark Fifth Avenue to be a niche business that offers these luxury services and more! My clients know that when walking into Bark Fifth Avenue, their pup will be greeted with a "paw-tini" and a glass of bubbles, of course, for the human. Not to mention, first-class, white-glove customer service.


BUSINESS
RADIO
RADIO
RADIO
RADIO

Georgia Women's Chamber of Commerce · Follow

September 11, 2018 ·

Meet Ashley Harris, Founder & CEO of Bark Fifth Avenue. Ashley was a 2017 nominee for Entrepreneur of the Year by Women In The Pet Industry Network. In 2017, Bark Fifth Avenue was the recipient of WCC's Small Business of the Year at the Women's Chamber of Commerce 95th Anniversary Awards & Benefit Gala. You can learn more about Ashley and Bark Fifth Avenue by following @barkfifthave on social media pages. Nominations for 2018 Small Business of the Year must be submitted by September 15th at http://tinyurl.com/SBOY18 and will be awarded at our gala on October 6th.



MAY 8, 2017

Meet Ashley Carestia of Bark Fifth Avenue in Buckhead

VoyageATL

VOYAGEATL STAFF



Today we'd like to introduce you to Ashley Carestia.

BUCKHEADVIEW™
community coverage that counts

#BARKFIFTHAVE



Published on August 7th, 2017 |

Local Businesswoman Ashley Carestia Is Finalist for Pet Industry Woman of Year Award

Women in the Pet Industry Network (WIPIN) recognizes extraordinary women in five pet business categories

Atlanta, GA (August 4, 2017) – Local business woman Ashley Carestia of Bark Fifth Avenue in Buckhead has been named a finalist in the fifth annual Pet Industry Woman of the Year Award competition.

Fabulous Dogs Need Fabulous Things

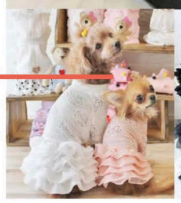


As the days begin to get longer and hotter, shorts, skirts, and sandals have begun to make their way onto the runways and sales floors. Though we are talking doggie haute couture, the spring and summer season still means it's time for not only you, but your posh pup to thaw out and get to filling up your wardrobes with this years most essential looks for the upcoming season.



I recently attended the 2016 Global Pet Expo in March and one overarching trend that's visible throughout many of the spring lines is designer. This can be seen in the form of "Sniffany", Alexander Mutt-queen, and Christian Loubarkin. Of course a top best seller "Koko Chewnel", a carryover from last year, but updated.







Embellishments are everywhere this season. From beads to sequins to stitching, the patterns are inspired by a variety of designers. Lace designs, French motifs, and even just a simple trim help the most basic garment transition easily from playtime to bedtime.



Bikinis and Swim trunks are also hot for summer. The look bold, bright colors and patterns. A contrasting "bikini cover-up" makes an excellent partner for this piece, and don't forget the doggie SPF! It's not only a real thing, but essential just like it is to us humans.

Bikinis and Swim trunks are hot for summer.









Photos: Paul Biagui



Phipps the dog, Ashley Harris-Carestia, Kari Wells



Kathi Welch and friend

BARK FIFTH AVE. GRAND REOPENING

Ashley Harris-Carestia, owner of Bark Fifth Ave., the local purveyor of upscale canine couture, recently pulled out all the stops to celebrate the shop's new location on Maple Drive. More than 250 guests, several of whom were accompanied by their four-legged friends, walked the red carpet. The list included event hostess Kari Wells, formerly of "Married to Medicine", Olga Yuditsky of doggie fashion line Orostani Couture, and local Instagram pet sensations Sparkles the Diva and Lucy and Holly from the Atlanta Girlz Club. After the official ribbon cutting, attended by members of the Buckhead Business Association, the crowd enjoyed a DJ, catered hors d'oeuvres from The Chef's Table and complimentary cocktails, including specialty drinks from Karma tequila. A signature Pawtini (a mini martini glass filled with treats) was created for the pups in attendance. A raffle and silent auction helped raise $3,000 for Canine Assistants, a nonprofit that provides service dogs for adults and children with disabilities.



Kyle Meadors, Jenna Lucas



Tom Jolly, Angela Guarels



January Pugh and dog Lenox



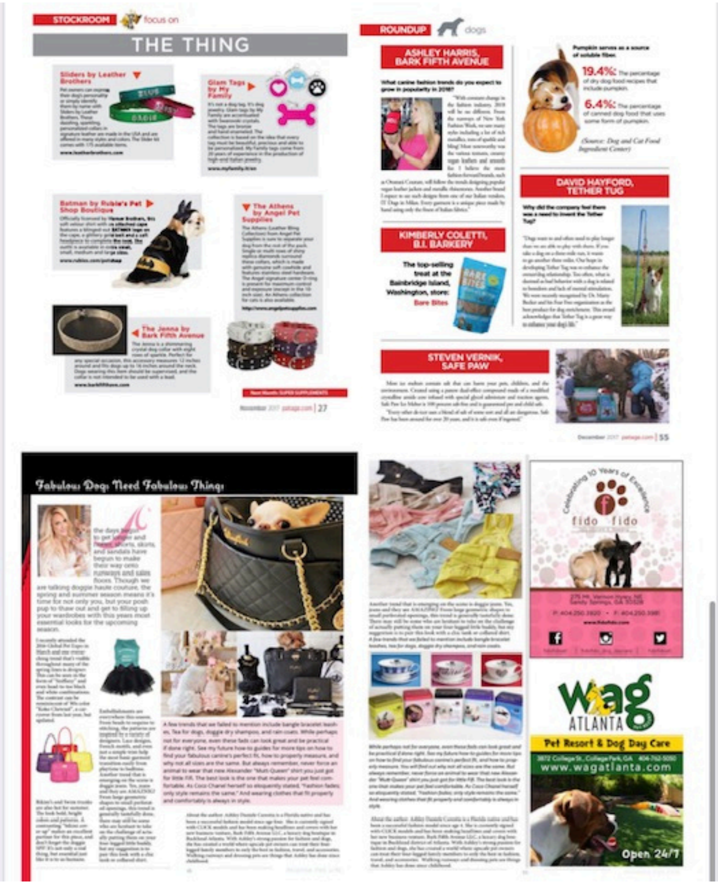
Ashley Harris-Carestia, Joanne Hayes, Eric Wetherington



Olga Yuditsky



Pups Lucy, Holly and Sparkles



STOCKROOM focus on

THE THING

Sliders by Leather Brothers

Glam Tags by My Family

Batman by Rubie's Pet Shop Boutique

The Athens by Angel Pet Supplies

The Jenna by Bark Fifth Avenue

November 2017 petage.com | 27

ROUNDUP dogs

ASHLEY HARRIS, BARK FIFTH AVENUE

What canine fashion trends do you expect to grow in popularity in 2018?

Pumpkin serves as a source of soluble fiber.

19.4%: The percentage of dry dog food recipes that include pumpkin.

6.4%: The percentage of canned dog food that uses some form of pumpkin.

(Source: Dog and Cat Food Ingredient Center)

KIMBERLY COLETTI, B.I. BARKERY

The top-selling treat at the Bainbridge Island, Washington, store: Bare Bites

DAVID HAYFORD, TETHER TUG

STEVEN VERNIK, SAFE PAW

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SHRIMP TANK

Ashley Carestia / Bark Fifth Avenue

Fabulous Dogs Need Fabulous Things

Instagram Celebrity Sparkles the Diva @sparklesthediva

Eleanor @eleanor_the_micropom

Fabulous Dogs Need Fabulous Things

If the Sweater Fits, Wear It.

It's

Deck the Halls with Bones of Holly!

Furbo

Pawllure

Shabby Armoire

Passport

Orostani Couture


50 MOST BEAUTIFUL ATLANTANS 2017

ASHLEY HARRIS



SIMPLY HAPPENING CHARITABLE



BARK FIFTH AVE. GRAND REOPENING



DOGGIES ON THE CATWALK

THE ATLANTAN MODERN LUXURY



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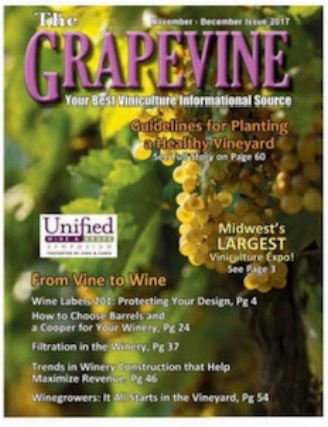
#BARKFIFTHAVE



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Wine's Growing Presence in Unexpected Settings

By: Rachelle Nones

What does a hair salon, furniture store, and dog boutique have in common? Surprisingly, the one element they all have in common is this: wine!

For a variety of reasons, wine is being served in venues that are distinctly different from the usual bars, restaurants, and banquet halls. In California, a glass of wine is replacing the complimentary cup of coffee at hair salons, thanks to a new law allowing beauty salons and barbershops to serve beer and wine without a liquor license.

At Bark Fifth Avenue, a luxury boutique for dogs in Atlanta, Georgia, customers are served a glass of Chandon "on the house" while busily shopping for luxurious carriers, water dishes, beds, and other doggie essentials. According to Bark Fifth Avenue's owner, Ashley Carestia, wine positively enhances the shopping experience, encouraging shoppers to linger and browse for extended periods of time.

In Sanford, Florida, one of the area's most unique wine venues, The Imperial, is located at Washburn Imports, a furniture store. At The Imperial, located in the rear section of the store, there is furniture to















BARK FIFTH AVENUE
MEDIA KIT 2018

Bark Fifth Ave.
A Luxury Dog Boutique

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