



DINGO

RAW HAPPINESS

BRAND POSITIONING

For dog parents looking for a treat that's also a task and a toy, Dingo® is the leading rawhide brand that encourages healthy chewing that leads to happy, satisfied dogs.

BRAND PILLARS

TRUSTED

Approved by America's pet parents as the #1 brand in rawhide chews, with no China-sourced ingredients. Fully digestible, high in protein and safe for all dogs.

**Safe
Healthy
Quality**

SATISFYING

Satiates dogs' natural urge to chew by promoting healthy habits. The trademarked "Meat in the Middle" promises a flavorful indulgence.

**Stimulating
Flavorful
Instinctual**

FUN

Empowers dog parents to create engaging snacking moments with their dog on a regular basis. More than a treat—it's a toy and a task.

**Happy
Active
Enriching**

BRAND ARCHITECTURE

PLatFORM

Healthy chewing
that leads to happy,
satisfied dogs.

BRAND PERSONALITY

Joyful, Trusted
Satisfying, Care-free

EMOTIONAL BENEFIT

Guilt-free, worry-free, flavor-filled snacking moments
you share with your dog.

FUNCTIONAL BENEFIT

Treating your dog while also keeping
him occupied and satisfied.

FEATURES AND ATTRIBUTES

America's #1 rawhide band - Promotes healthy chewing, dental hygiene and mental stimulation - Real chicken and pork wrapped in premium rawhide - High in protein - No artificial binders or fillers - Offers a variety of meat options, form factor and sizes.

RAW HAPPINESS

All is right with the world when your pup is happy. Their unbridled joy is what makes them such loveable companions. And as the category leader in rawhide treats, Dingo® is in a unique position to own pure pet happiness. Through the Raw Happiness campaign, we've taken the excitement and joy man's best friend experiences to the extreme.



MESSAGING & TONE OVERVIEW

Our voice is perpetually optimistic, fun, outgoing and happy. Keeping things simple and focusing on spreading Raw Happiness with every post, message and reply. And purposefully avoiding the use of puns or “doggo lingo.”



Raw Happiness

BRAND DO'S AND DON'TS

DO'S

Be simple and easy to understand.

Emphasize and even exaggerate dog happiness.

Occasionally use Raw Happiness as a noun to describe a dog's feeling.

Think about what universally makes dogs happy, and put it on steroids.

DON'TS

Speak from a dog's voice / perspective.

Use/overuse exclamation points to convey excitement.

Alter or change the phrase Raw Happiness.

Use puns or doggo lingo (e.g. floof, mlem, pupper, etc.)



Raw Happiness



Dingo
@dingobones

Home
Posts
Videos
Photos
About
Likes

Create a Page

Like Follow Share

Shop Now Message

Posts

Dingo June 29 · 🌐
This dog loves tennis balls more than anything in the world, so Dingo® RawHides took her on the tennis ball adventure of a lifetime.

So we wanted to give her a day she'd never forget.

Pet Supplies

Community
Invite your friends to like this Page
45,874 people like this
40,648 people follow this

About
Send Message
www.dingobrand.com
Pet Supplies

REAL SIMPLE

FOOD HOME STYLE LIFE HOLIDAYS SHOP VIDEO SUBSCRIBE

Did We Just Get a Sneak Peek at Starbucks' 2017 Holiday...
Why Pumpkin Is a Fruit and Not a Vegetable
3 Reasons to Feel Good About Drinking Coffee on National...
6 Places to Get Free Coffee on National Coffee Day

See the full story

DINGO Raw Happiness

A husky from Phoenix.

DINGO Raw Happiness
Watch it unfold

You May Like
In Style, On Trend, Fall Faves From Stitch Fix
This Meal Service is Cheaper Than Your

Dingo
June 29 · 🌐

This husky from Phoenix has never seen snow. So, to make this dog's day, Dingo® RawHides chanced that in a big way.

Meet Juno.

Click for more

1.6M Views

Like Comment Share

👍❤️👍 23K Top Comments (Unfiltered)

10,230 Shares

Brooke E Parsons My husky's first time in the snow 🌨️🐶

Like · Reply · 3 · September 17 at 3:37am

Brenda Hendricks My baby loves the snow

Like · Reply · 6 · July 14 at 10:21am

Andy Wild I know the dog just loved this

Like · Reply · 1 · July 6 at 11:08am

1 Reply

Samantha Marie George My GSDxHusky's first time in the snow a few months back! She just turned 1yr on July 2nd ❤️

Like · Reply · 🐶👍👍 163 · July 7 at 11:20pm

View previous replies

Dingo
June 29 · 🌐

This dog loves tennis balls more than anything in the world, so Dingo® RawHides took her on the tennis ball adventure of a lifetime.

Meet Bailey.

Click for more

1.5M Views

Like Comment Share

👍❤️👍 14K Top Comments (Unfiltered)

8,796 Shares

Albert Ruiz Ball give me ball

Like · Reply · 5 · July 15 at 2:04pm

Nickolas Ivanoff Ball dog

Like · Reply · 4 · August 26 at 1:56pm

Amy Mendelson Holly would have a field day

Like · Reply · 🐶👍👍 7 · July 14 at 1:25pm

Stephanie Scott Thank you, Dingo. You made my heart sing.

Like · Reply · 1 · August 29 at 9:29pm

Terri Howard Duchess loves her tennis ball too

Dingo
Sponsored · 🌐

Juno is a husky from Phoenix that had never seen snow. We really wanted to change that.

Raw Happiness
SEE THE FULL STORY

Like Comment Share

Dingo
Sponsored · 🌐

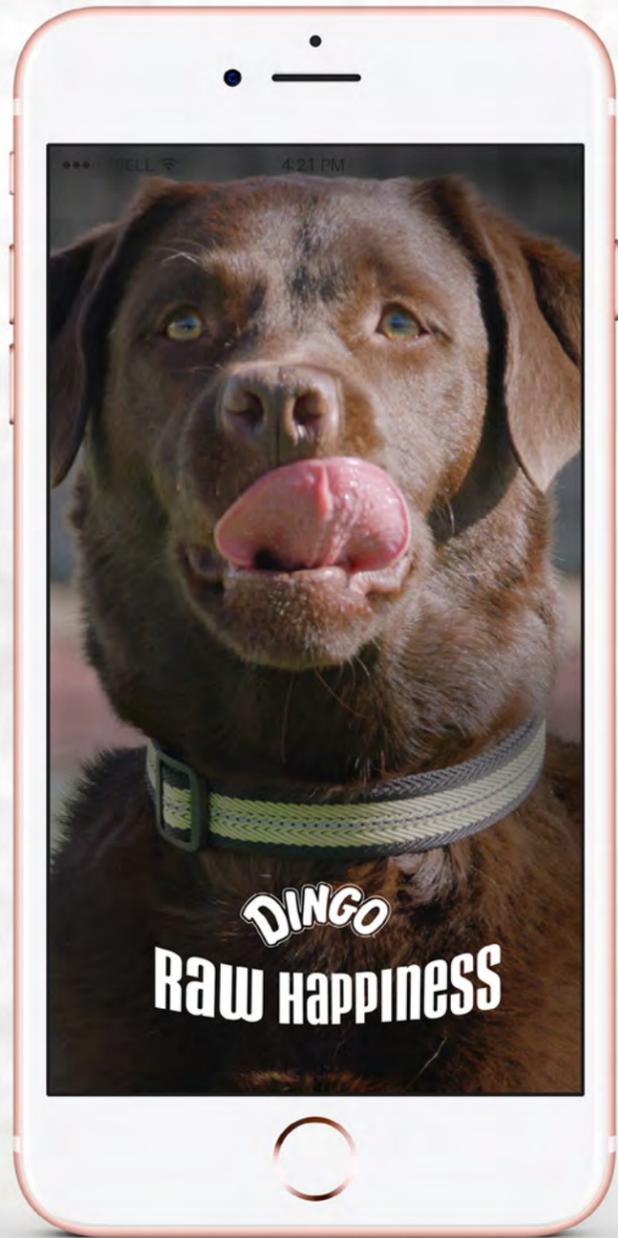
With Bailey, no tennis ball is left unchewed. See how she reacts to 4,000.

Raw Happiness
SEE THE FULL STORY

Like Comment Share



Raw Happiness



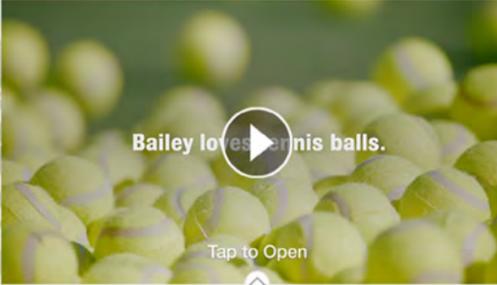
WHEN DOGS ARE HAPPY, WE'RE HAPPY.

As America's #1 rawhide brand, it only makes sense. So with Bailey, a lab who's more than obsessed with tennis balls, we gave her a taste of Raw Happiness and a day she'd never forget.



Dingo Sponsored · 🌐

With Bailey, no tennis ball is left unchewed. Tap the video to see how she reacts to 4,000.



Bailey loves tennis balls.

Tap to Open

See how we made Bailey's day.

Like Comment Share



Give 'em a taste of Raw Happiness

View our products



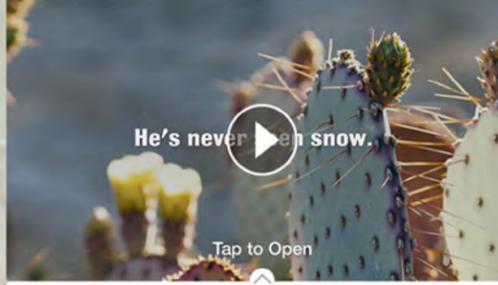
WHEN DOGS ARE HAPPY, WE'RE HAPPY.

As America's #1 rawhide brand, it only makes sense. So when we heard about Juno, a husky from Phoenix who's never seen snow, we had to give him a taste of Raw Happiness.



Dingo Sponsored · 🌐

Juno, a husky from Phoenix, had never seen snow. Tap the video to see how we changed that in a big way.

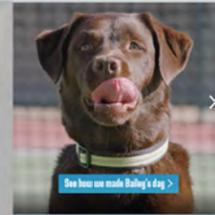
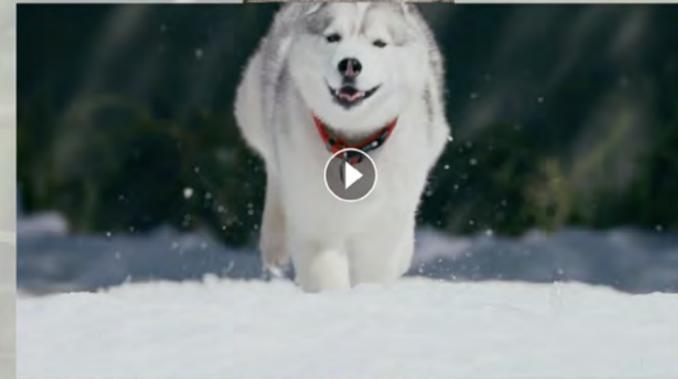


He's never seen snow.

Tap to Open

See Juno get a taste of Raw Happiness.

Like Comment Share



Give 'em a taste of Raw Happiness

View our products



Raw Happiness

Dingo
June 12 · 🌐

Give 'em a taste of Raw Happiness.

**MAKE THEM
SQUIRREL-DOESN'T-
KNOW-THE-DOOR'S-
OPEN HAPPY.**




Like Comment Share

Dingo
June 12 · 🌐

Give 'em a taste of Raw Happiness.

**MAKE THEM RIDING-
SHOTGUN-CROSS-COUNTRY-
HEAD-OUT-THE-WINDOW
HAPPY.**




Like Comment Share

Dingo
June 12 · 🌐

Give 'em a taste of Raw Happiness.

**MAKE THEM KIDDIE-
POOL-FULL-OF-
PEANUT-BUTTER
HAPPY.**




Like Comment Share

Dingo
June 12 · 🌐

Give 'em a taste of Raw Happiness.

**MAKE THEM
MAILMAN-PULLED-
a-HAMMY
HAPPY.**




Like Comment Share

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand With Bailey, no tennis ball goes unchewed. See how she reacts to 4,000. #RawHappiness

View all 10 comments
14 MINUTES AGO

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand Bailey loves tennis balls more than anything in life. And let's just say we gave her a day she'll never forget. Tap 'Watch More' to see her story. #RawHappiness

View all 10 comments
14 MINUTES AGO

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand That's the look of #RawHappiness. Hit 'Watch More' to see how we made Bailey's day.

View all 10 comments
14 MINUTES AGO

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand Juno, a husky in phoenix, had never seen snow. See how we gave him a taste of #RawHappiness.

View all 10 comments
14 MINUTES AGO

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand If this isn't #RawHappiness, we don't know what is. Tap 'Watch More' to see a Husky from Phoenix experience snow for the first time.

View all 10 comments
14 MINUTES AGO

Instagram

dingo_brand Sponsored



Watch More >

dingo_brand We heard about a Husky from Phoenix that'd never seen snow. So, we brought the snow to him. Hit 'Watch More' to see the full story. #RawHappiness

View all 10 comments
14 MINUTES AGO

MAKE THEM
BACKYARD-
MADE-OF-
BACK-SCRATCHERS
HAPPY.



Raw Happiness



Raw Happiness



Free US Shipping on \$50 Orders

Search...



WHEN DOGS ARE HAPPY,
WE'RE HAPPY.

It's as simple as that. And even though 4,000 tennis balls and 20 tons of snow help, a simple treat will do just the same. So give 'em a taste of Raw Happiness with a Dingo® rawhide.

See our treats

Raw Happiness

Products

- Rawhide Bones
- Dental For Total Care
- Dental for Tartar Control
- Dental For Fresh Breath
- Rawhide Chips
- Real Meat Chews
- Rawhide Fun Shapes
- Rawhide Sticks
- Flavorful Soft Chews
- Rawhide Naturals

Resources

- Customer Service
- Shipping and Return Policies
- Ask Dingo
- Where To Buy
- About Us

Attn: Dingo
Spectrum Brands
3001 Commerce St.
Blacksburg, VA 24060-6671

Contact Us
800-645-5154

Brand Newsletter

Follow Us

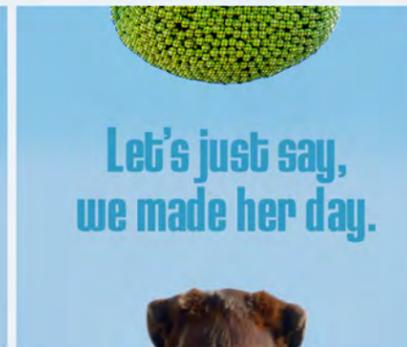
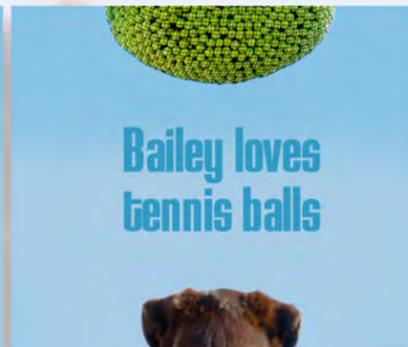


Back to Top

Meet Bailey
and 4,000 of her closest friends.



Juno's never seen snow.
Until now.



Raw Happiness

TAGLINE

Tagline can be used alone.

RAW HAPPINESS
Primary

RAW HAPPINESS
Secondary

Always use the blue gradient version of the tag below the product.



RAW HAPPINESS

DINGO
RAW HAPPINESS

When using the tag with the Dingo® logo, white is the primary version.

DINGO
RAW HAPPINESS

If a color version is needed and the product/tagline lockup won't work, blue may be used.

DINGO
RAW HAPPINESS

In limited cases, the black and white Dingo® logo can be used with the tag.



RAW HAPPINESS

Fonts

PRINT HEADLINES

HOUSE GOTHIC 23 EXTENDED 3D FILL

PRINT COPY

Bulldog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Weights & Styles

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

****Lorem ipsum dolor sit amet.****



Raw Happiness

Fonts

DIGITAL HEADLINES

HOUSE GOTHIC 23 EXTENDED 3D FILL

DIGITAL COPY

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Weights & Styles

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

****Lorem ipsum dolor sit amet.****

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

****Lorem ipsum dolor sit amet.****

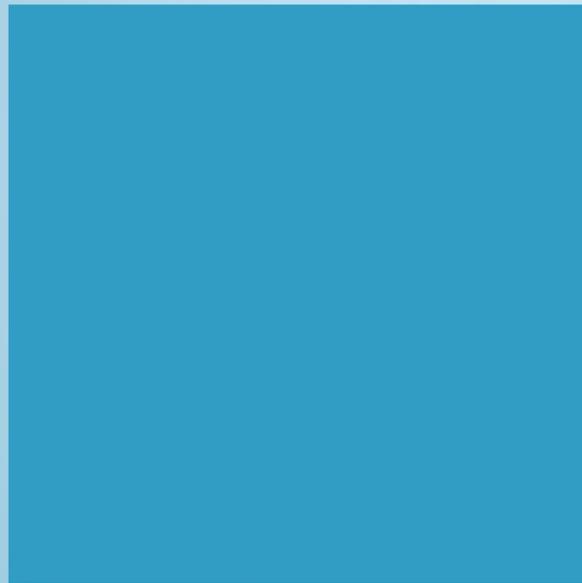


Raw Happiness

COLORS

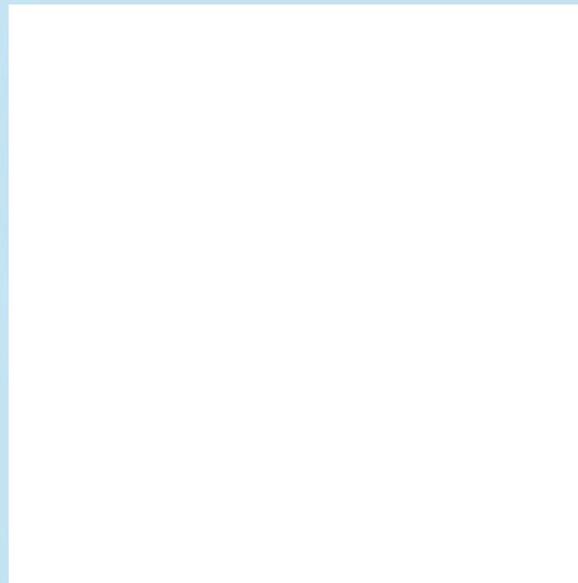
TYPOGRAPHY COLORS

Type over light backgrounds



R: 49 G: 156 B: 196
C: 74 M: 23 Y: 12 K: 0

Type over dark backgrounds



R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

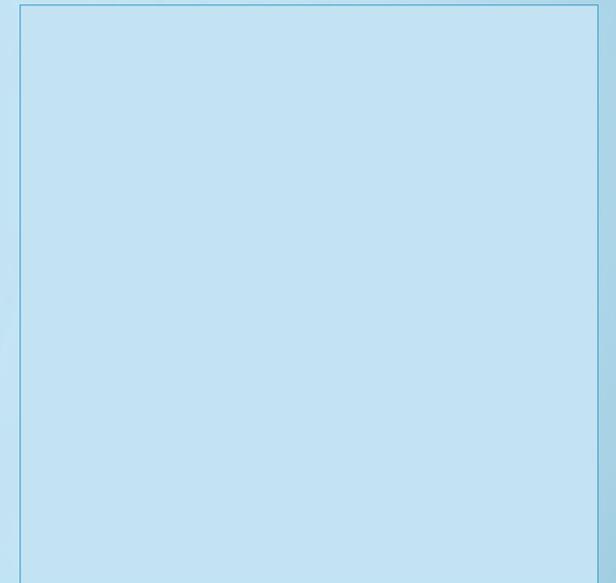
BACKGROUND COLORS

Primary



RawHappiness_BackgroundVector.psd
Vignette can be increased or decreased to aid legibility.

Secondary
Use ONLY when solid color is needed



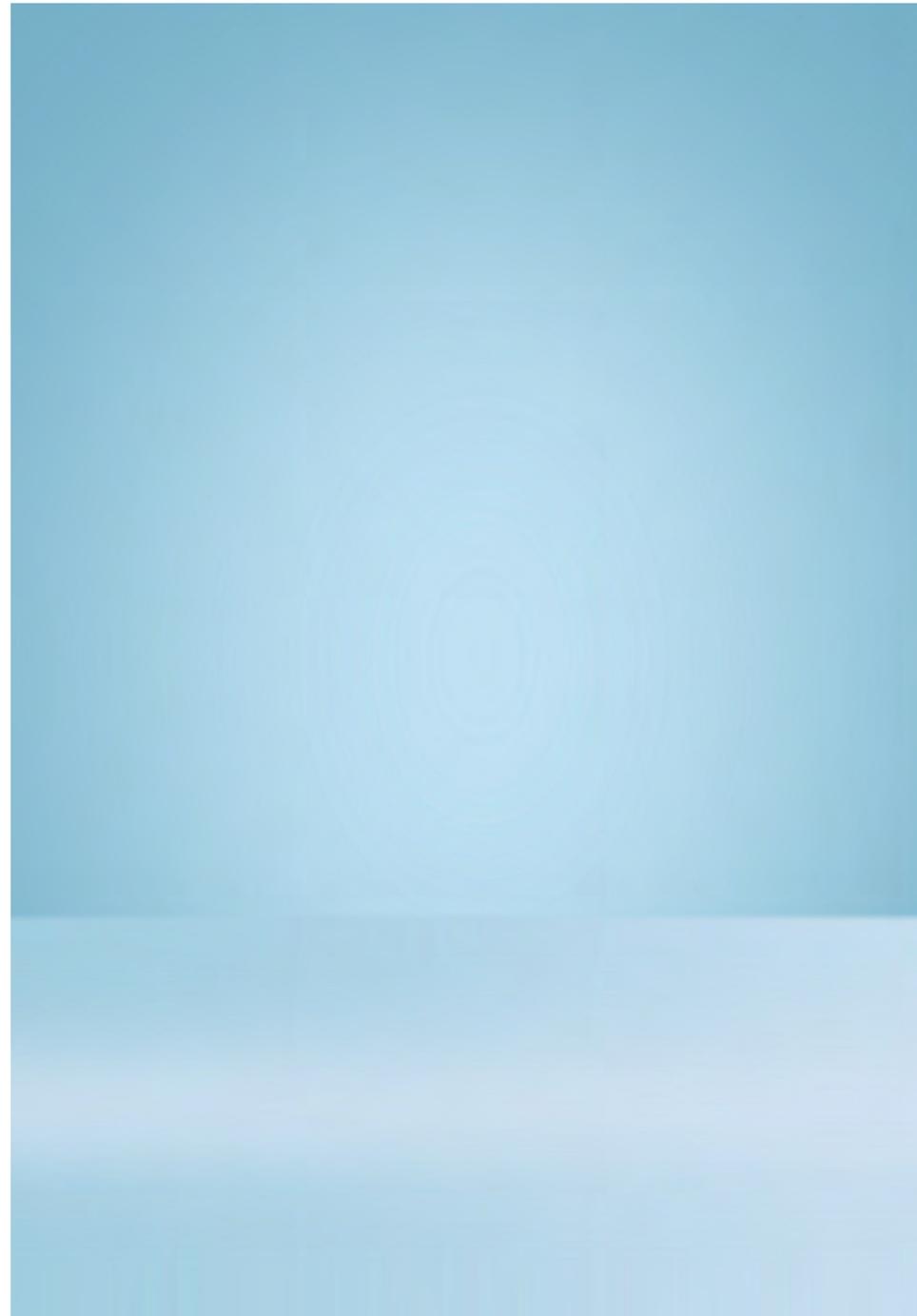
R: 195 G: 227 B: 243
C: 22 M: 2 Y: 2 K: 0



Raw Happiness

BACKGROUND VECTOR

For any background not in an environment, use the re-sizable vector background created to match the end frames of the Raw Happiness video: [RawHappiness_BackgroundVector.psd](#)

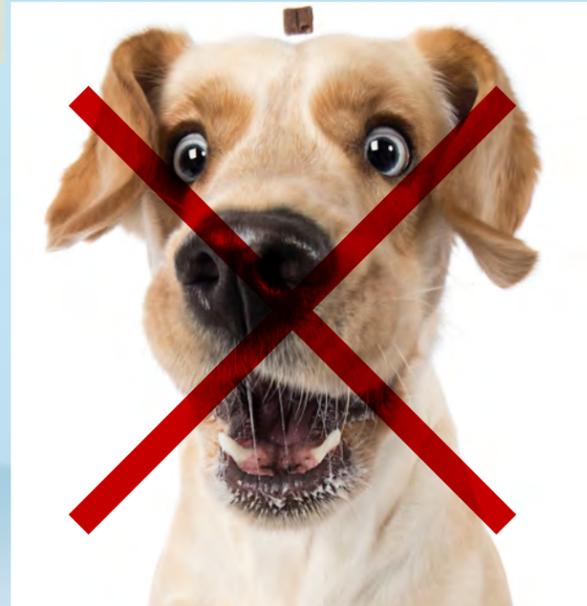
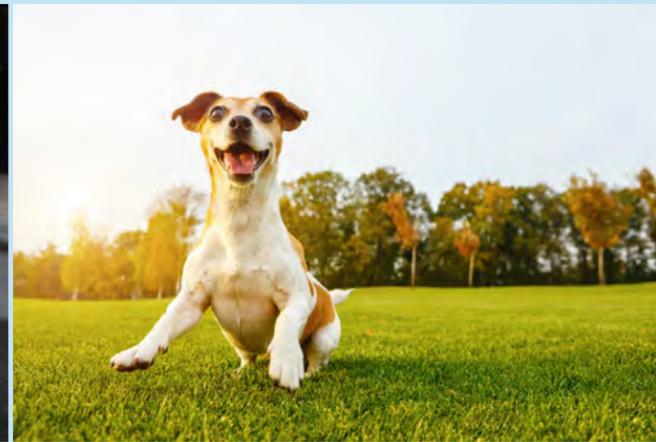
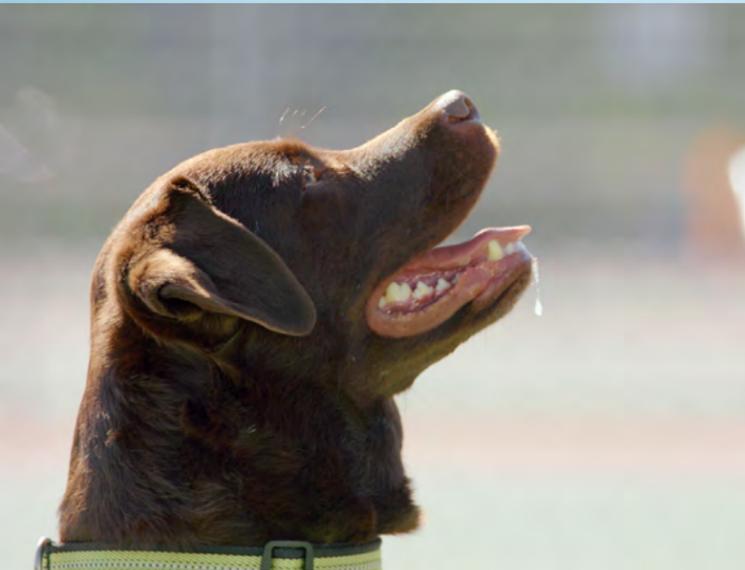


Raw Happiness

PHOTO STYLES

Photography should express the true joy that dogs exhibit. Photos should be candid and joyous in nature. Both in environment and in studio photography works. But if you choose something in studio, make sure to clip the dog and drop them over the Raw Happiness background. Also pay attention to perspective and the angle the dog was shot at and match the background to that.

Avoid staged and manipulated photography. Avoid anthropomorphizing dogs. Avoid sad or uninterested looking dogs. Limit the number of dog/owner interactions, this campaign focuses on the pet.



Raw Happiness

CURATED CONTENT

Curated content can be a great way to gain traction and help fill out a content schedule. There are a few buckets that feel particularly deep and relevant. All of which contribute to our effort to perpetuate dog happiness. And fortunately, dogs are among the most sharable topics on our social channels.



Amid Sonoma's ashes, family is overjoyed to find their dog Izzy — alive, well and wagging her tail

The owners of the 9-year-old Bernese Mountain Dog lost their entire Santa Rosa home to the fires.

WASHINGTONPOST.COM

Happy dog stories



Your Dog May Very Well Hate Hugs, But This 'Study' Didn't Prove It

Perhaps you could pay more attention to how Fido reacts.

HUFFINGTONPOST.COM

Science behind happy dogs



Tips to keep your dog happy this firework season

DOG owners have been issued advice to keep their pet happy this firework night.

WORCESTERNEWS.CO.UK

Tips on keeping your dog happy



Raw Happiness