

WAG&WOOL CHRISTMAS CAMPAIGN STRATEGY

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## Wag&Wool Christmas Campaign Strategy

### Introduction

Due to different trade deals and constant changes in the industry, the UK pet business is in a great position to grow and innovate. UK Pet Food (2024) confirms the strong emotions driving constant growth in the market. By 2024, 60% of British homes contained non-aquatic pets, which meant 17.2 million homes had a total of 36 million pets. For the sake of efficiency, pet owners in the UK, particularly the younger generations, are spending more on premium products to save time (Noble Futures, 2023). Economic factors such as hyperinflation and Brexit have been pointed out as reasons for 8% of pet owners to have cut back on spending on pets.

### Target Market Overview

Wag&Wool works on their most important clientele first. An unwavering reputation for animal-loving Brits is enduring. The majority of pet care customers, 51%, indicate that they prefer to cut spending on themselves rather than their pets. Clearly, the love for pets in this nation is not going to change (UK Pet Food, 2024). 54% of the Millennial (aged 19 to 38) demographic pet care customers in the UK explained that when choosing to cut spending, they simply prefer to shower their pets with love and affection (British Independent Retailers Association, 2025). 30% of pet care purchasers, Millennials, value and appreciate it when their pets fashionably stay on trend. This is considerably higher than the average of 1 in 5 consumers (see Figure 1).

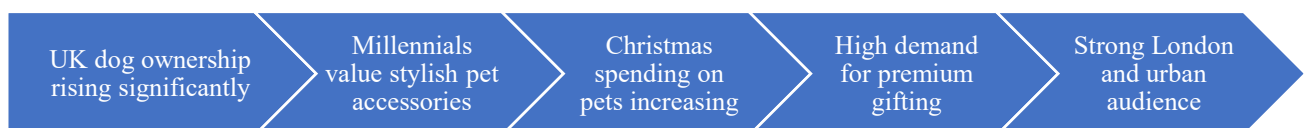


Figure 1: Market Trends

### Demographic, Psychographic, and Behavioural Target Insights

People in the 25-44 age range have high discretionary incomes, deep emotional ties to dogs, and make up the bulk of this collection's core consumer demographic. According to Gupta (2023), a substantial portion of London pet owners (37%) spend more than the average of £47.30 on gifts for their pets, which is comparable to the amount spent on children. The premium positioning of Wag&Wool is well supported by this. In line with the segment's demographics, 51% of adults in the UK have a pet, with 28% of those people owning dogs in particular (PDSA, 2024). According to British Independent Retailers Association (2025), the most expensive accessories are bought by dual-income households, particularly those without children. These findings provide credence to the idea that a high-end holiday advertising campaign can be built on solid demographic ground.

This population views their pets as full-fledged members of the family and places a premium on convenience and the ability to express themselves through common hobbies and interests. There has been a societal movement toward more expensive pet care, as evidenced by the fact that 66% of UK owners purchase accessories and presents for their pets (Groomarts, 2026). In addition, 56 percent of pet owners think their pets enjoy receiving new accessories, and 24 percent think it's necessary to stay up with the latest trends in pet accessories (British Independent Retailers Association, 2025). As owners search for high-quality, meaningful gifts, emotional motives grow throughout Christmas. This is in perfect harmony with the handcrafted style and complementing owner-pet aesthetic that is exhibited by Wag&Wool.

As more people learn about the importance of keeping pets active and the overall rise in incomes, the number of people who own pets has increased. In a surprising study, 32% of people said they buy their pets gifts and snacks more than they buy them for their partners (Groomarts,

2026). Most people enjoy owning a pet for companionship and in some cases, even as a sign of social status. Many people get their pets holiday gifts, since 80% of pet owners in the study spent around £27.70 in total on their pet's Christmas presents (Gupta, 2023). Due to the increased number of people who own pets, there is a consistent demand for versatile pet products.

### Competitor Audit

Many different companies are selling pet clothes and accessories which means the market is very split up. Because of this, bigger companies in the industry are always working on new things. Businesses are trying to gain an edge over the competition by using new tech and releasing new products. To try to expand their selection, some companies are trying to combine. The market is always very active with a mix of established companies and new specialised businesses. The market is dominated by large pet retail shops like Hugo and Hudson, Equafleece, and Teddy Maximus, offering a range of affordable and functional pet clothing.

A contemporary, fashion-forward rival with a solid foothold in the UK and worldwide markets is Hugo & Hudson. The wide and fashion-driven range of Hugo & Hudson is highlighted in Run Wild (2025), which covers 33 goods. A youthful yet luxury personality is reflected in the brand, which was founded in 2016 by Francesca Francis and Katharine Palmer. Despite a lack of Christmas-specific content, their wide selection and attractive design make them an appropriate benchmark for Wag&Wool. Thus, Wag&Wool stands out with its owner-pet matching sets and traditional knitwear artistry. Gaining an appreciation for Hugo & Hudson's capabilities allows to hone competitive advantages in premium materials, seasonal storytelling, and custom textile design.

Equafleece markets itself as a technological, performance-orientated apparel line for horses. The company has a long history. Equafleece (2026) states that they introduced their first

fleece garment in 2000 and their first dog coat in 2002, indicating a span of more than 25 years of experience. Their 2010 innovation award further solidified their reputation as a go-to brand for practical clothing. Customers are clearly and consistently engaged, as evidenced by their 267 Trustpilot evaluations (Trustpilot, 2025). But practicality, not high fashion, is what Equafleece is all about. Craftsmanship, attention to detail, and seasonal aesthetic appeal are what set Wag&Wool apart from the competition, and this is especially true during the Christmas gifting season, when practicality takes a back seat to sentimentality.

When it comes to high-end positioning and marketing with a visual story, Teddy Maximus is some of the toughest competition. Teddy Maximus is a high-end brand with a British heritage and craftsmanship (Haggards Crowther, 2022). They likely attract a diverse clientele with affluence and a discerning appreciation for design. Unlike Wag&Wool, they make good style choices, of matching sets. Wag&Wool competitors are more inclined to create style using patterned fabrics and plush embellishments. This brand however, is distinctive for the knitwear offering a more substantive brand.

The positioning map in Figure 2 illustrates the intricacies within the competitive field along the premium aesthetic fashion and functional performance spectrums. Within the high-function, low-fashion square, we have Equafleece. Teddy Maximus has both style and function. Hudson & Hugo has a good mix of affordable style and mass market appeal. Due to the matched owner/pet product, Wag&Wool has created a class of one in the premium seasonal, bespoke crafted niche. This is also a point of difference in the UK market (Grand View Research, 2024). Wag&Wool has clearly carved out a premium dog gear line with a focus on hand-made knitwear and seasonal, limited edition Christmas designs. This has created a strong and defensible position in the premium dog gear line.

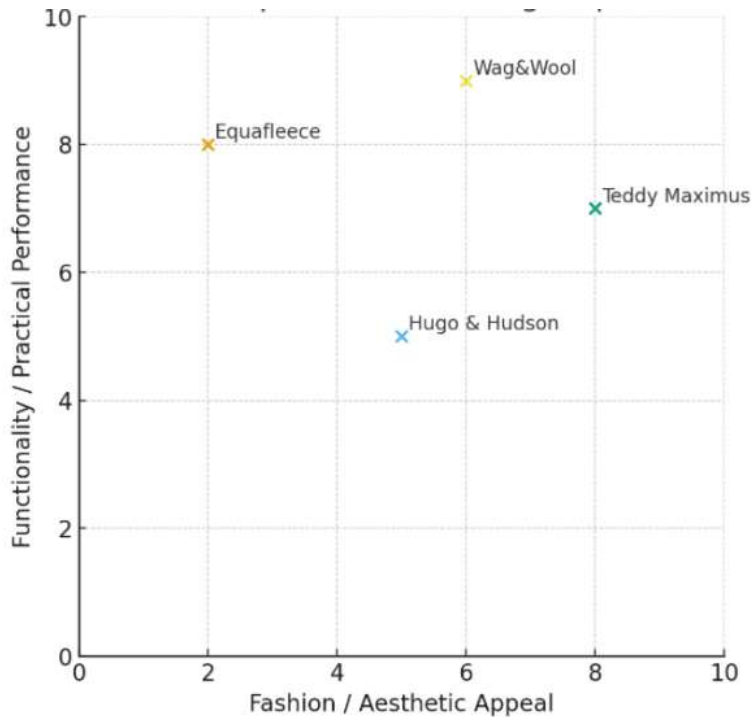


Figure 2: Positioning Map

#### Product, Price, Place, and Promotion Strategies

Wag&Wool focuses more on the craftsmanship of their products than on anything else. Other brands may focus more on the design of the products and what is on trend, but most do not include matching outfits for the owners and their pets, which is a huge selling point if someone is shopping for a present. The Christmas collection is going to use custom and artisan designs aligned to holiday festivity, and will use the shoppers' holiday buying propensity to break the holiday Wool collection. The more premium products also align with psychographic variables, as 56% of owners say that their dogs enjoy receiving new accessories (British Independent Retailers Association, 2025). Unique, artisan products influence the brand equity.

The cost strategy that Wag&Wool will operate on will start with premium cost. We will start offering our customers high-quality personalised pet clothes. This will be a popular niche in the market. Net spending at Christmas is around £50 for 68% of pet owners in the UK (Pets at

Home PLC, 2023) This has been seen in the younger generation high-income households, with a willingness to spend on quality, designer, customised fast fashion for their pets. Urban pet owners spend on average £47.30 on pet gifts for the holidays (Gupta, 2023). This is largely a result of the flexibility of spending and financial freedom.

Given the success of the channel selling premium pet clothing along with its fit with the current buying patterns, it makes it the building blocks of our distribution plan. As the trend of adopting pets rises, so does the spending on clothing and accessories driving the growth of the industry (Gupta, 2023). Customers looking for visually appealing functional apparel for their pet began altering their purchasing patterns (Brassington and Pettitt, 2026). It is due to the growing the growing concern for the comfort, safety, and the protection of the environment an apparel system promotes. Influencer marketing and pet fashion events ads will target large primary cities where the trends of premiumisation and pet wellness drive the purchases.

There is a strong trust bond on social media between Millennials and Gen Z. About a third of Millennials and nearly half of Gen Z choose social media over traditional search engines when searching for a product or brand. Social media sites are not just for enjoyment anymore. Brands directed towards pet companions expecting to grow their consumer base are whom this campaign is aimed towards. The brand creates custom videos for TikTok, Instagram, Facebook, and YouTube to allow the audience to connect with contemporary pet owners more meaningfully (British Independent Retailers Association, 2025). They launch those custom connections between consumers and businesses with product advertising and funny on-topic scenarios.

### Conclusion

The report's focus was on Wag&Wool's Christmas campaign, selling luxury pet accessories. Since there is demand for those products during the holidays, that makes the set

strategic plan quite relevant. This campaign is based on careful competitor analysis and promotional pricing. This makes the pricing and promotional strategies consistent and well-integrated. It is equally crucial to monitor the efficacy of a marketing effort as it is to develop its content. More to the point, it is necessary to enhance awareness of the campaign's influence and how to improve it for higher returns by assessing KPIs, measuring important metrics, and analysing data.

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