

Presenter: Nanik Tagore

Session & Time: Oral IV

Room/Time: GUZ 113 / 3:30-4:30

Discipline: Business Administration

Faculty Mentor: Wayne Defremery

Digital Portfolio URL: https://www.barktunes.com/

Title: GIE Practicum

Abstract:

This project investigates whether a low-cost, targeted offline marketing strategy can effectively introduce and scale adoption for an early-stage digital pet wellness product. BarkTunes is a digital platform designed to help calm dogs experiencing separation anxiety, stress, or environmental changes through curated calming audio playlists delivered via a website and future mobile application. As pet ownership continues to rise and owners increasingly view pets as family members, demand has grown for accessible tools that support both animal well-being and owner peace of mind.

The primary objective of this project is to test whether targeted in-person distribution combined with a short digital free-trial model can generate meaningful user engagement and convert trial users into paid subscribers. Rather than relying on digital advertising, the go-to-market strategy focuses on direct distribution in

environments where dog owners naturally spend time, including dog parks, pet supply stores, grooming salons, and dog walking networks. In these locations, BarkTunes distributes QR-code cards that present a brief value proposition and direct users to scan the code to begin a fourteen-day free trial or purchase the product.

To evaluate which messaging most effectively drives engagement, two versions of the QR card are deployed in an A/B test. Each design emphasizes different aspects of the value proposition, including emotional reassurance for owners and anxiety reduction for dogs. User engagement is measured through QR scan rates, trial activations, listening behavior, and conversion to paid subscriptions.

The project is guided by the hypothesis that if users experience noticeable calming effects in their dogs and emotional reassurance during the fourteen-day trial period, at least 20 percent will convert to a paid subscription without additional discounting. Findings from this project aim to demonstrate how early-stage startups can validate product demand and customer acquisition strategies through low-cost experimentation and targeted offline marketing.