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## INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will teach pet owners how to prepare their pet for fireworks!

### **Tips:**

- ★ Keep it short and simple! Grab attention early and focus on the most important information.
- ★ Be enthusiastic with your tone and use engaging visuals to make the video interesting.
- ★ Don't forget to smile and be friendly!

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### 1ST SHOT: Hooking the viewer!

**Footage:** A clip of a pet looking anxious

**First caption:** "Is your pets scared of fireworks?"

Highlight the captions and use the text-to-voice feature, or simply record yourself saying them when filming this clip.

### **Talking points:**

- With the upcoming fireworks season, it's important to consider its potential impact on your furry companions.
- Animals, with their heightened sensitivity to sound and their inability to comprehend the source of the noises, often find firework displays extremely stressful.
- To help you ensure the well-being of your pets during this season, we have compiled a list of valuable tips that you can implement at home. Remember, the sooner you start, the better prepared your pets will be!

### 2ND-7TH SHOTS: 6 TIPS TO HELP

**Footage:** Show a pet owner how to make a safe den.

**Talking points:**

	<ul style="list-style-type: none"> <li>→ Several weeks prior to major fireworks events, designate a specific space in your home where your pets can seek comfort and security.</li> <li>→ Encourage them to relax in this area by rewarding them with treats or affection when they choose to spend time there. By doing so, you establish this space as a safe haven they can retreat to if they become distressed.</li> <li>→ Additionally, insulate the den with ample fabric and blankets to help muffle the sound and create a soothing environment!</li> </ul>
<b>Footage:</b> Show your viewers what Pheromone Products look like.	<p><b>Talking points:</b></p> <ul style="list-style-type: none"> <li>→ Pheromones are scents that are imperceptible to humans but have a calming effect on animals.</li> <li>→ Before the fireworks begin, use pheromone products around your house, especially in the vicinity of your pets' den.</li> <li>→ These products can help create a more relaxing atmosphere and reduce anxiety in your beloved companions.</li> </ul>
<b>Footage:</b> Show footage of a small pet, like a rabbit or guinea pig	<p><b>Talking points:</b></p> <ul style="list-style-type: none"> <li>→ For small pets such as rabbits and guinea pigs, it is advisable to relocate them to a quiet indoor area.</li> <li>→ Provide plenty of bedding to help mask the sounds of fireworks and make them feel more secure.</li> <li>→ Remember to ensure proper ventilation and suitable temperature conditions in their new environment.</li> </ul>
<b>Footage:</b> Show footage of you closing the curtains or blinds	<p><b>Talking points:</b></p> <ul style="list-style-type: none"> <li>→ As the fireworks start, draw the curtains or blinds in your home to minimize the visual stimulation caused by the bright lights.</li> <li>→ This action can help create a sense of normalcy and safety for your pets.</li> </ul>

	<ul style="list-style-type: none"> <li>→ Additionally, provide some background noise, such as calming music or the TV, to help drown out the sound of the fireworks.</li> </ul>
<b>Footage:</b> Talk to the camera for this next point, demonstrating a calm manner	<b>Talking points:</b> <ul style="list-style-type: none"> <li>→ Keep Calm!</li> <li>→ Your pets can sense your emotions, so it's important to remain calm and composed during firework displays.</li> <li>→ If you become stressed or anxious, it may intensify your pets' anxiety. By staying calm, you can be a comforting presence for them and provide reassurance that everything is alright.</li> </ul>
<b>Footage:</b> Show footage of yourself being friendly and encouraging towards an animal	<b>Talking points:</b> <ul style="list-style-type: none"> <li>→ Avoid Punishment! In the event that your pets toilet in the house due to fear or anxiety, refrain from punishing them.</li> <li>→ Remember, it is not their fault, and punishment will only increase their distress.</li> <li>→ Instead, offer them comfort and understanding during these challenging moments.</li> </ul>
<b>8TH SHOT: Preparation is key!</b>	
<b>Footage:</b> Show an animal using the den you've built them.	
<b>Caption:</b> "Preparation is key!"	
<b>Talking points:</b> <ul style="list-style-type: none"> <li>→ Remember, the key to successfully preparing your pets for fireworks lies in early training and gradual desensitization.</li> <li>→ The more time you invest in acclimatizing your furry friends to loud noises, the better equipped they will be to handle the celebrations.</li> <li>→ We sincerely hope you find these tips helpful in ensuring the well-being and happiness of your pets during the fireworks season. If you have any further questions or concerns, please don't hesitate to reach out.</li> </ul>	

→ Follow for more tips!

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