

**Company Name:** UrbanPaws

**Product/Service:** Handcrafted Designer Dog Collars

**Ideal Customer Persona:** Dog owners aged 20-50, living in urban areas, who are looking for stylish yet durable accessories for their pets.

**Desired Action:** Visit the website and purchase a designer dog collar.

**DM Idea:**

**Visual:** A sleek cityscape at sunset with a trendy dog wearing the UrbanPaws designer collar, looking poised and elegant.

**Message:** Hey there! (paw prints) We've seen how much love and care you shower on your furry friend. At UrbanPaws, we believe that every city dog deserves to strut the streets in style. Our handcrafted designer collars are not just chic, but they're built to last through all the urban adventures you and your pup embark on. (cityscape)

**Call-to-Action:** Ready to elevate your dog's style game? (dog face) Dive into our collection and find the perfect collar that screams 'city chic'. Click [\[here\]](#) to explore!