



CLIENT:

Salty's Pet Supply

A.wordsmith created an updated website and placed 5+ articles in local press outlets.

Client Description

[Salty's Pet Supply](#) is locally owned and operated in the heart of North Portland's Mississippi neighborhood. For more than a decade, owner Nancy Fedelem has grown the shop into a successful business, earning a loyal customer base with her passion for offering a varied selection of top-quality pet food and the personal service to assess individual pets to provide the right food and supplies for their needs. Wanting to expand the Salty's storefront, Nancy began leasing the space next door—adding an additional 1100 square feet to offer additional products, including pet supplies for birds and small animals.

Project Description

A.wordsmith and Salty's began working together to update the store's brand and increase communication with the neighborhood.

Key Results

A.wordsmith created new branding materials for Salty's that included the launch of an updated website, coinciding perfectly with the store's 10th anniversary. A.wordsmith also secured coverage for Salty's in Portland's Oregonian, GoLocalPDX.com, The Hollywood Star and Spot Magazine, and rolled out an established monthly communication flow with clients and partners.

- Associated Press: [Good service, atmosphere keeps indie retailers in the game](#)
- Oregonian: [North Portland Pet Supply Store Celebrates 10 Years](#)
- Hollywood Star: [Salty's Celebrates 10 Years on Mississippi](#)
- GoLocalDPX: [Local Pet Store Celebrates 10 Years](#)