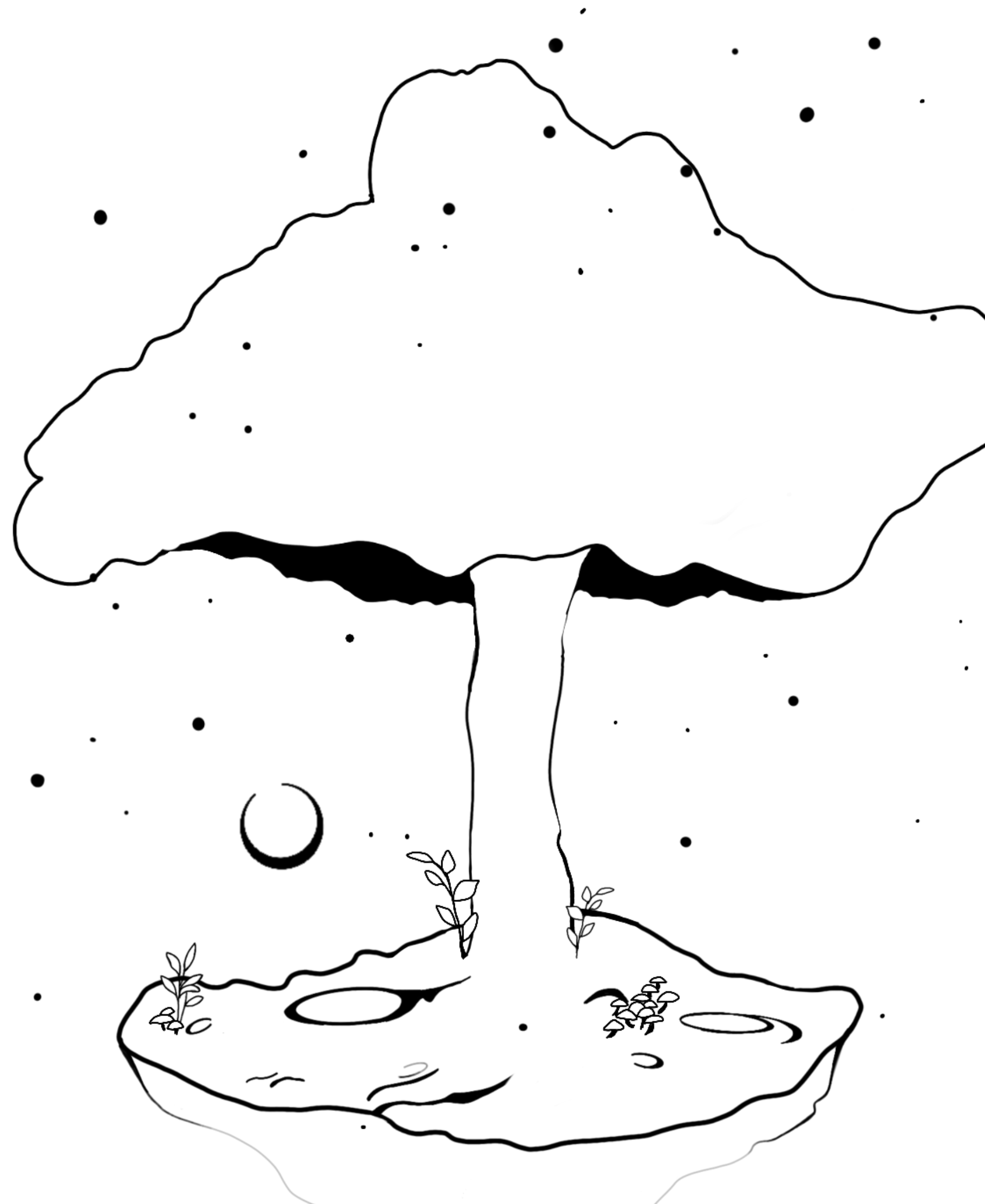
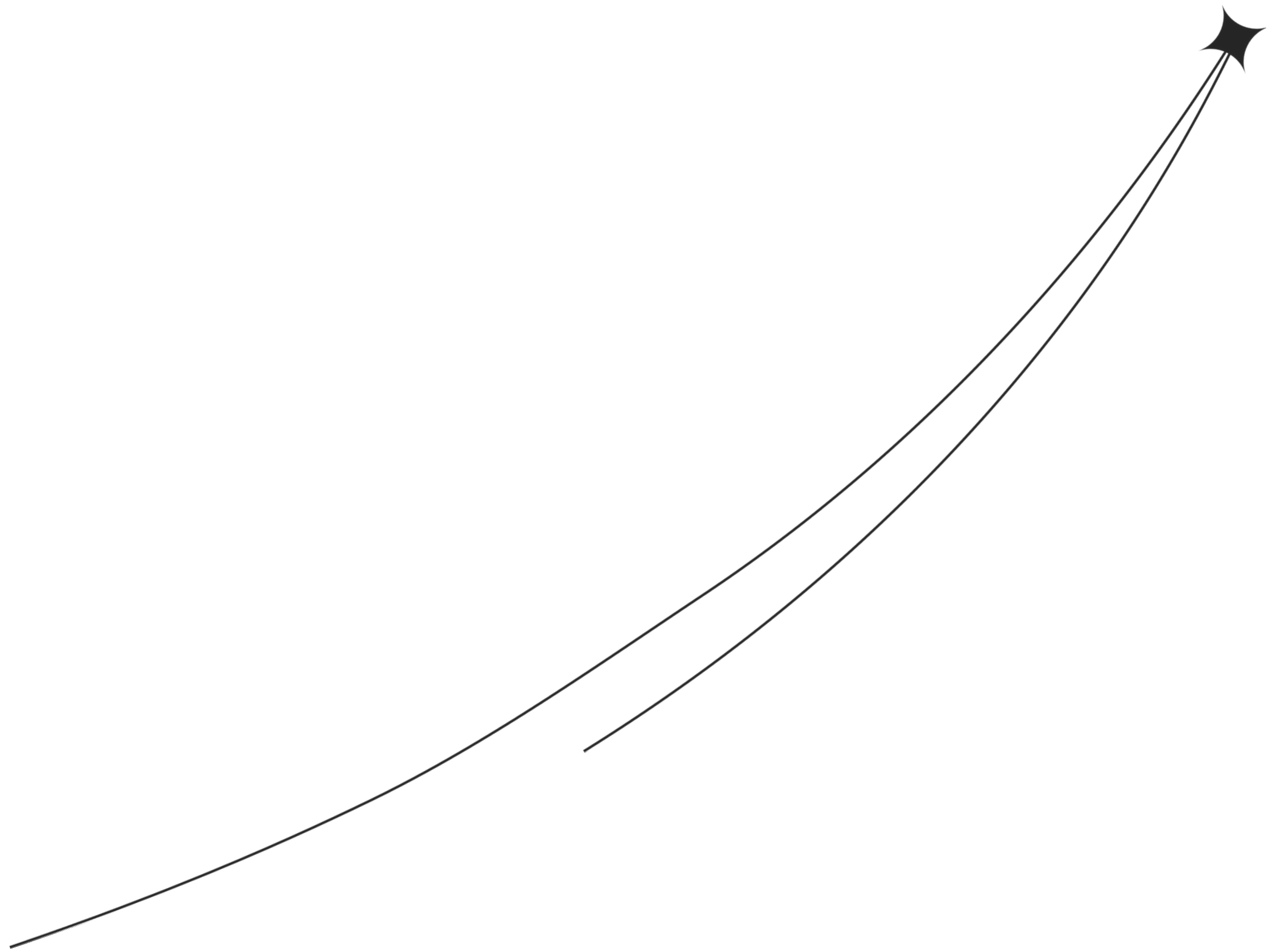


**PUPPY  
ON THE  
WOOL**

**We write.**  
**We create.**  
**We ideate.**  
**We disrupt.**  
**We connect.**  
**We strategize.**

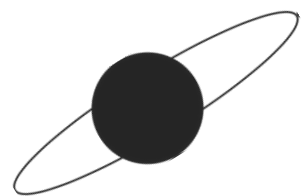




We are a collective of creatives, writers, and thinkers who dream of bettering the human experience, one story at a time.

***If you've been struggling to find the most authentic way to share your brand's vision and identity, then you came to the right place, and we just can't wait to meet you!***

# POM Values



**UNPOLISHED**

**WE SAY IT LIKE IT IS, ZERO FUCKS GIVEN.**

**IMAGINATIVE**

**WE'RE LITERALLY ON THE MOON.**

**DISRUPTIVE**

**STATUS QUO? STATUS WHO?**

**PLAYFUL**

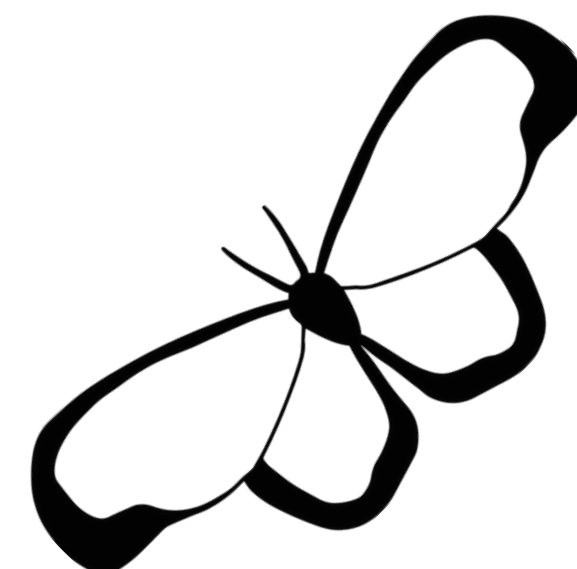
**WE'RE DEAD SERIOUS ABOUT THIS ONE.**

**CONSCIOUS**

**INTEGRITY IS SEXY.**

**HUMAN**

**FLAWED AND FABULOUS**



# Why POM



**VALUE-BASED | TIME-EFFICIENT | COST-EFFICIENT | HUMAN**

We actually care.

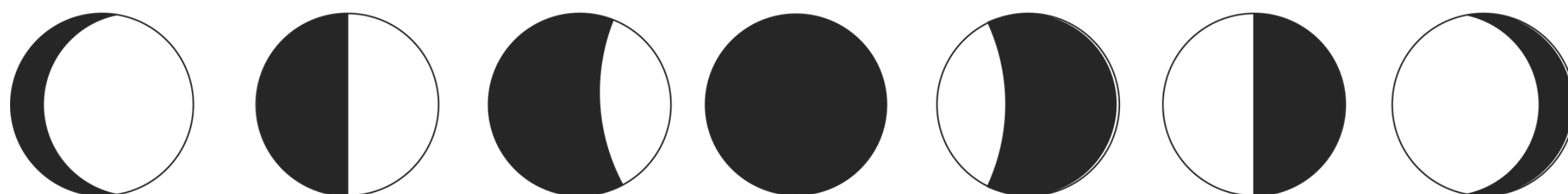
We focus on authenticity, connection & human engagement.

We believe that words and images are potent and powerful tools which can create human connection and make an impact.

# POM Solutions

## STRATEGY

Puppy on the Moon provides a comprehensive suite of strategies, specifically tailored for your brand and business needs.



### **Communication Strategy**

POM offers communication strategy services that identify target audiences, key messages, and effective tools/platforms to reach the right people.

### **Launch Strategy**

POM provides expert launch strategies to introduce new businesses, products, services, events, or brands, maximizing visibility and boosting brand awareness through strategic communication.

### **Social Media Content Strategy**

POM streamlines your social media presence by creating engaging content that aligns with your brand, driving brand awareness and boosting conversions.

### **Web Content Strategy**

POM crafts engaging, SEO-optimized web content strategies that drive traffic, enhance user experience, and increase conversions.

### **Website Creation**

POM creates visually appealing and functional websites tailored to your brand, optimizing them for search engines and user experience to boost online presence and revenue.

### **Website Content Audit and Sitemap**

POM conducts website audits, identifying areas for improvement in structure, design, content, SEO, and usability, while offering suggestions for an optimized sitemap to enhance user experience and search engine visibility.

### **Social Media Page Audit**

POM conducts comprehensive audits to optimize your profile, content, and engagement, resulting in increased engagement, brand awareness, and conversions.

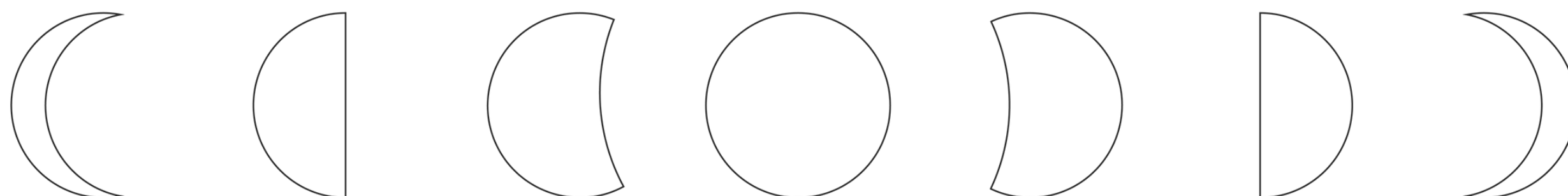
### **Mentoring & Consultancy**

POM offers mentoring and consultancy services, providing business owners with tools to overcome obstacles, develop systems, and create communication strategies for a strong brand foundation.

# POM Solutions

## COPYWRITING

We are aware that words can make or break your business. All of our copywriting services have the same endgame: making your brand stand out through delivering captivating copy that your audience can connect with.





### **Marketing Copywriting**

POM creates persuasive content that merges storytelling and strategy. We offer a range of marketing copywriting services to engage your target audience, reflect your brand values, and drive conversions.

### **Content Copywriting**

POM creates engaging content such as articles, blog posts, and video scripts enhancing your social media presence to entertain, build a community, and drive engagement.

### **Brand Copywriting**

POM develops your brand's identity through crafting messages that set you apart from competitors, including taglines, mission/vision statements, brand story, and marketing campaigns.

### **Ghost Writing**

POM transforms your ideas and stories into captivating copy, seamlessly blending our voice with yours for speeches, blog posts, articles, books, and more.

### **Technical Copywriting Services**

POM simplifies technical content including whitepapers, blog posts, and user manuals to ensure clarity and understanding for all.

### **UX Copy**

POM offers UX/UI Copywriting services, creating clear and engaging copy for virtual interfaces to enhance user experience, engagement, and conversion rates.

### **PR & Events**

POM generates buzz, media coverage, and increases brand visibility through expertly crafted press releases, media pitches, speeches, and event announcements.

### **Storytelling Copywriting**

POM creates captivating brand stories using various narrative techniques for emotional connections in projects such as films, videos, scripts, ads, and podcasts.

### **Gaming Copywriting**

POM's gaming copywriting services include crafting characters, plots, game manuals, and content strategy for video games.

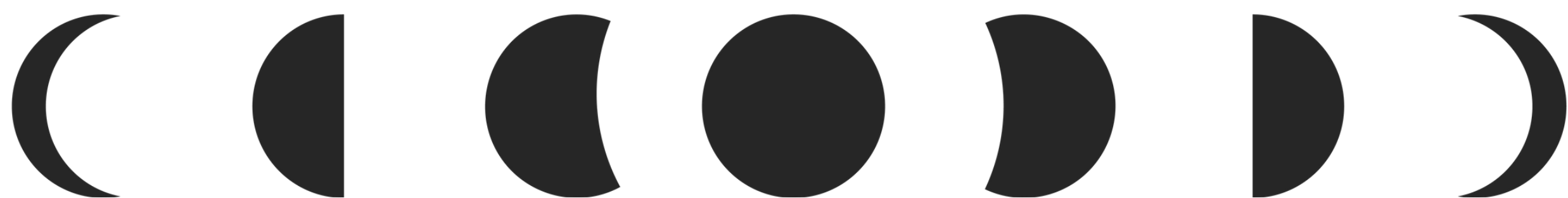
### **Collaborations/Commissions**

POM embraces creative expression and seeks collaborations with artists worldwide to make a difference.

# POM Solutions

## IMAGE CREATION

From building your brand identity to enhancing your online presence, we create visually stunning aesthetics that speak your brand's ethos and bring your visual story to life.



## **Brand Creation**

POM creates distinct visual identities including logo design, guidelines, typography, color schemes, and imagery, helping your brand find its aesthetic.

## **Digital Image Building**

POM builds your online presence through website design, social media profiles, and online promotional materials that convey your brand identity, boost awareness, engage customers, and drive sales.

## **Social Media**

POM designs visually appealing and engaging images tailored for social media platforms to enhance brand representation, encourage audience interaction, and optimize shareability.

**Join us on the moon!**

hello@puppyonthemoon.space

