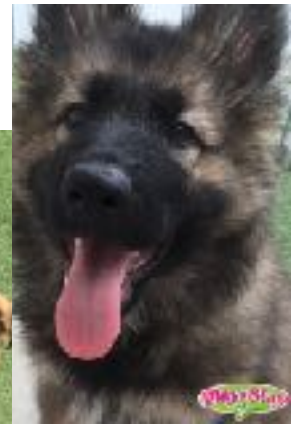




Photo Marketing Standards



RULES OF THE GAME:

- All photos should show a group focus photo, individual dog photo, or group play.
- Photos may include a Play N Stay LOGO, but it is not required.
- Photos must display great examples of Play N Stay's Values of FUN, LOVE, and/or HAPPINESS!
- NO LIMIT to the number of pics you take! Submit as many pics as you'd like, BUT...do NOT gum up the process by sending us all of your pics. Photos must be edited. We want FABULOUS PICS, and love a quality that we can use in our advertising (website, billboards, etc.). Be choosy!
- First day pics should be edited in Pic Collage, to include pink or lime background, face pic, a smiley, a heart, the word FUN, and (if you have access to it) our logo.

When processing/submitting any pics, consider the following items that IMPACT our Brand/Image:

“VIBE”

EVERYTHING in the PIC must lead potential clients to know that you value SAFETY, FUN, LOVE, HAPPINESS, ORGANIZATION and CLEANLINESS.

SURROUNDINGS

Consider all surroundings. Do NOT submit photos that show:

- Poop on the ground
- Poop buckets
- Dogs alone in other yards
- Bad background (trailers in WHG, droopy fence screen, weeds, wagon, things in need of repair/care...weeds make our whole company image/brand look bad)

FACIAL “EXPRESSIONS”

Make sure photo conveys happiness, which is usually symbolized by a loose jaw, tongue hanging out, tilted head, and/or ears forward. If a dog appears to be “contemplative”, the owners may interpret the photo as “sad, angry, mean, or afraid”. If you are unsure, ask a manager.

ACTIVITIES/BODY LANGUAGE:

Make sure that there's none of the following in any part of your photo/video:

- Humping
- Peeing
- Backwards leaning/“afraid”
- Rough play
- “Mean” or annoyed faces (staff or dogs)
- Hiding in a corner
- Staring at fence (owner interprets as “he’s sad and wants to go home”)
- Avoidance
- Stalking
- Frightened
- Pinning/Wrestling (looks like “bullying”)

STAFF PICS/“Selfies”:

Selfies or staff pics are permitted, BUT they must **show** our values of LOVE and HAPPY for staff and ALL dogs - not just our favorites. KEEP SELFIES TO A MINIMUM PLEASE. Feature the dogs as much as possible.