

BIJOU BLU

feels like love, works like magic





For Your Eyes Only

Meet the neurochemical reaction worth \$152 billion, that starts with a look.

When you lock eyes with a dog, something extraordinary happens.

Your brain releases oxytocin — the same hormone that bonds a parent to a child. A dog's brain does the same. This moment—this “mutual gaze”—creates a biological connection unlike anything else in the animal kingdom.

That's why we don't just care for dogs—we love them. They're not just pets. They're family.

This bond hijacks our parent-child brain chemistry like nothing else can. And that hijacking? It's the underutilized secret behind one of the most emotionally driven consumer categories. The pet industry.



Love Actually

This biological bond—unique in the animal kingdom—is the foundation of everything that follows.

When dogs become family, our purchasing behavior follows suit. Pet owners don't shop like typical consumers—they buy like devoted parents protecting their children. From premium food to emergency vet bills, dog lovers will spare no expense for their "fur babies."

70% of Owners Treat Their Pets as Members of the Family



43% throw them birthday parties*



60% buy them presents at Christmas*



63% buy them outfits to dress up in*

*"The Great American Pet Report 2024," Dollar Geek



The Dog Market is Bigger Than the Kid Market

It's filled with emotion and makes up a large part of the overall U.S. pet industry—which in 2024 reached \$152 billion in sales and is expected to top \$250 billion by 2030.



There are
89 million dogs
in the U.S.¹



Compared to
74 million kids
under the age of 18²



56% of U.S.
households have
at least one dog³



39% of U.S.
households have
at least one child⁴

Dogs represent a massive portion of this growth. **In 2025, America's dog market alone is estimated to be worth nearly \$96 billion**—driven by dog-owning households spending more than ever before on food, veterinary care, supplies, and services.

¹ 2024 AVMA Pet Ownership and Demographic Survey ² UNICEF Data, 2023 ³ "America's Growing Dog Pack," YouGov 2023 ⁴ United States Census Bureau



Parenthood

But here's what pet brands might be missing: they're not just marketing to pet owners—they're marketing to people experiencing a profound biological connection.

Traditional pet marketing assumes rational decision-making:

- Feature/benefit messaging
- Price and convenience comparisons
- Logical product evaluations

In contrast, parent marketing is fueled by something deeper: the dynamic of being both the responsible adult and the playful companion.

Successful children's brands speak to both sides of that parental instinct, building trust and loyalty through carefully curated content marketing strategies. **Dog brands can succeed with the same approach—because the neurochemical foundation is identical.**



Little Miss Sunshine

Your new best friend.

Meet Bijou Blu. A French bulldog who's the trusted face of a content platform built on understanding why dogs matter so deeply to us. Powered by that unique bond, and designed to connect with dog owners and lovers.

Bijou Blu isn't creating the stories—she's the beloved voice delivering them. The platform behind her manages strategy, storytelling, and content creation while she does what matters most: being the warm, relatable presence that delivers:

- **A consistent, lovable spokesperson**
- **Professional content marketing services**
- **Higher engagement**



Nothing Up My Sleeve

Bijou Blu is a French bulldog for a reason. The breed is adored for being cute, funny, smart, and—above all—loyal. They're also America's most popular dog, which means their stories—from health challenges to rescue situations—resonate widely and open doors to conversations that matter for all dogs.

Those same traits shape the platform itself. Bijou Blu isn't just the face of the stories—her character is the blueprint of how the platform works:

Genuine: Honest, emotionally true storytelling

Devoted: Loyalty that mirrors consistent audience engagement

Warm: A presence that makes brand messages feel personal

Her curiosity sparks ideas. Her adventures become narratives. Her voice gives clarity and care. Together, they form a powerful storytelling engine.



Double Impact

Content marketing already outperforms traditional advertising.

In a recent survey on its effectiveness, consumers overwhelmingly supported companies using the strategy to reach them.

82%

have purchased based on content marketing¹

70%

prefer learning through stories vs. ads²

84%

of millenials don't trust traditional advertising¹

Many brands miss the key ingredient: a memorable character to represent their story. Character-driven content doesn't just work—it works exponentially better. Delivering more new customers, significant market share advantages, and higher profits.



Impact Area	Traditional Campaign	With Character
New Customers Gain ³	32%	40.9%
Market Share Gain ³	29.7%	40.9%
Profit Gain ³	26.2%	34.1%

Combining the power of story with a memorable character results in **marketing rocket fuel.**

¹“89 Content Marketing Statistics to Know for 2025,” UMA Technology, December 2024
²“Millennial Marketing Statistics By Behavior, Technology, Purchasing Habits, Social Media and Challenges,” Coolest-Gadgets, December 2024
³Market share, profit, and customer growth data from Rozdeba (2023), citing 2021 MPC whitepaper. Emotional connection and social media impact from Exploding Topics (2024), available at explodingtopics.com. Ad performance metrics from MarketCast’s 2025 Brand Effect study.



It's a Bird! It's a Plane!

It's Bijou Blu to the rescue.

In a marketplace crowded with choices and voices—the vet, influencers, other dog owners—Bijou Blu serves as a relatable and reliable guide, helping pet parents navigate three key challenges:

Trust: Helping to identify what's real, safe, and high quality

Wellness: Sharing advice rooted in expert voices

Connection: Creating and fostering a sense of belonging

Through Bijou Blu's sometimes whimsical, but always smart and sincere voice, these challenges become opportunities.

And for brands looking to stand out, Bijou Blu offers something unique—a way to connect product benefits with the authentic relationship that makes dogs truly a part of our families.



Bijou Blu in Action

Every tail has a tale.

Whether through illustrated books, social media posts, collaborations with veterinary partners, or elevating the work of animal welfare groups, the goal remains clear: every Bijou Blu storytelling moment should strengthen the relationship between pets and their people.

**"I've learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel."**

– Maya Angelou

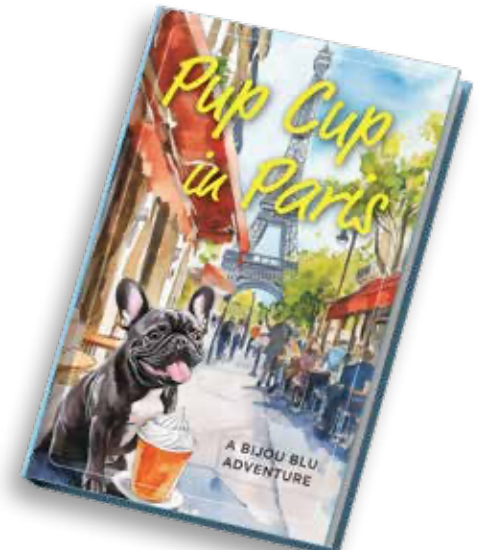
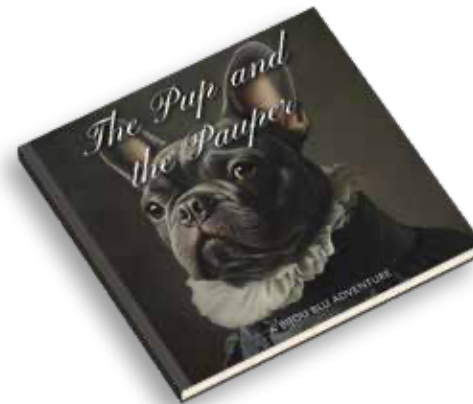
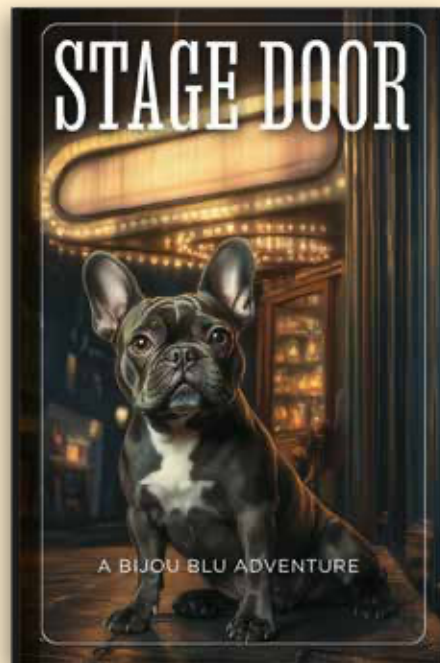
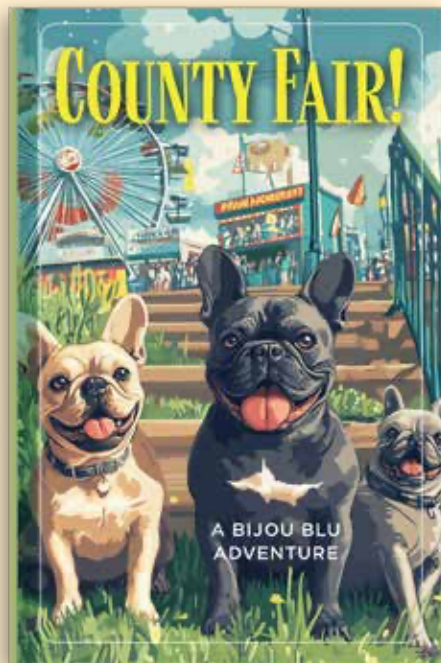


EPISODIC STORIES

Stories You Can Hold

Some connections require touch. Just like that moment when you first lock eyes with a dog, there's something unique about holding a story in your hands. The weight of the book, and the texture of the cover creates moments that screen time simply can't replicate.

Through familiar experiences—interactions with trusted humans, encounters with veterinarians, and the simple events of daily life—each Bijou Blu story delivers insights and actionable knowledge to the people who care for their four-legged companions.



SCROLL-STOPPING MEDIA

Right Story, Right Place

Bijou Blu's social content leverages the unique strengths of each platform. From Instagram's visual storytelling to TikTok's playful energy. Every post shares valuable insights while fostering genuine connections within the dog-loving community.

Whether it's vet-verified advice, rescue spotlights, or everyday moments of joy, each piece of content feels native to its platform while staying true to Bijou Blu's authentic voice.





Our mission is to solve the street dog problem worldwide. While sterilization is the best way to do that, we also help the street dogs on Koh Samui and around South East Asia in many other ways.



Roadogs Rescue is a non-profit organization dedicated to rehabbing and rescuing bulldogs and puppies with birth defects, and spreading the message of love and compassion towards all animals.



The Asher House

The Asher House Animal Sanctuary rescues and rehabilitates animals that have been abused or discarded and provides them with a safe home. Many of the animals have been abandoned on properties or have been in shelters for months.



RESCUE SPOTLIGHTS

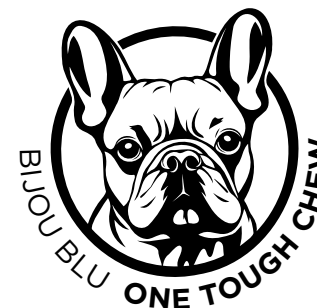
Small Paws, Big Impact

With a nose for heartwarming stories and hidden heroes, Bijou Blu shines a spotlight on the small but mighty pet rescues, clinics, and shelters that are transforming lives in communities everywhere.

Bijou Blu will actively support these dedicated non-profit organizations, drawing inspiration from their work to fuel our storytelling, education, and action—empowering dog lovers to make a real impact and helping overlooked pets find the forever homes they deserve.

CURATED PRODUCTS

The Gold Standard



It starts with a simple question: **“Would this make my dog’s life better?”** Every item within the carefully curated collection of Bijou Blu approved products serves a purpose, drawn from genuine moments in daily life. From the signature “One Tough Chew” line that understands a dog’s natural instincts, to treats that transform training into bonding time, each item supports the well-being of our four-legged friends.



Taking The Dog For a Walk

Wellness, pet insurance, and accessories are just a few examples of industries that naturally fit into Bijou Blu's world. But they're only the beginning. Countless categories can tap into these shared moments and delight dog lovers in surprising ways.

WELLNESS

Eat, sleep, play, repeat. It starts with trust.

Wellness isn't just routines—it's relationships. Chief among them? The one with your Vet. Bijou Blu helps highlight the veterinarian's role not just as a care provider, but as a partner in everyday decision-making—from what goes in the bowl to when something's not quite right.

Storytelling Moments:

Bijou's First Real Talk — a quiet visit where a trusted vet reassures a worried pup parent about allergies and diet, offering clarity amid confusion.

The Doctor Will Pet You Now — a light but sincere series of posts celebrating the people who help our dogs live better, longer lives.

Brand Touchpoints:

Straight from the Vet — a Q&A series or carousel posts featuring local veterinarians sharing advice in a tone that's both smart and kind.

AVMA-Aligned Content — trusted-voice segments that reflect standards, empathy, and up-to-date care recommendations.



PET INSURANCE

Love means being ready—for daily care and the tough calls.

Pet insurance isn't just about surprise vet visits. It's about having options—especially when the hardest decisions come into view. Through Bijou Blu's eyes, we explore the moments that matter most: recovery, resilience, and when compassion means knowing when to say goodbye.

Storytelling Moments:

Bijou and the Big Question — a thoughtful story about a pup friend's medical diagnosis, and an exploration of what insurance makes possible.



Three More Summers — a social mini-feature about a senior dog who's enjoying extra golden years thanks to an insured treatment plan.

Brand Touchpoint:

Love & Loss: A Pet Parent's Guide — A resource of practical steps and emotional support vignettes, from real pet parents sharing their personal journeys, delivered testimonial-style.

ACCESSORIES

The collar makes the canine.

From the sidewalk to the sofa, what a dog wears, chews, or curls up with is a reflection of how they live—and how we love them. Bijou Blu's approach to accessories and toys is rooted in personality and purpose.

Bijou Blu: One Tough Chew — A seal of approval program that carefully curates the best products. Think Good Housekeeping for dogs.

Private Label Collection — A signature accessories line from Bijou Blu. Stylish, smart, and always practical items for wear, walks, and play, delivered in story-based packaging.





Best in Show

Bijou Blu isn't a mascot to put on ads. She's the warm, trusted presence in front of a content platform built for scale — one that adapts to a brand's voice, products, and customers.

At the heart of it is Bijou Blu herself—the embodiment of the biologically-rooted bond between people and their dogs, speaking directly to customers who buy like devoted caregivers rather than rational consumers.

She can lead social storytelling, anchor a book series, guide wellness conversations, or bring consistency to packaging and campaigns. She's a character audiences will love and the delivery system for stories that drive trust, wellness, and connection.

P&G



ABSOLUT
Country of Sweden
VODKA

ORBITZ

NEW
YORK
LIFE

H&R BLOCK



LAS
Vegas

Fetching Success

Stories are the bedrock of lasting brands. That's why John Nash created **NotaFabula**—a portmanteau of nota (Latin for “brand”) and fabula (“story” or “fable”). The philosophy is simple: nothing beats a well-told story. It's what moves people, what they share, and what they remember.

NotaFabula works by uncovering the story moments that matter—the glances, gestures, and truths that spark recognition in consumers. Done right, these moments don't just build campaigns; they build connection and loyalty that lasts.

Bijou Blu is the latest expression of that approach: a fully realized storytelling platform, driven by a lovable character that brands can make their own. She's the trusted face of a strategy designed to make every message feel more authentic and more memorable.

Behind it all is John T. Nash. From Subaru's 15-year groundbreaking LGBT campaign, to shaping narratives for global brands like Volkswagen and Procter & Gamble, his career has been about weaving emotion into strategy. Bijou Blu continues that tradition—proving that the right story, told the right way, changes everything.





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POWERED BY

notafabula

STORIES MATTER

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