CASE STUDY:
PUBLIC RELATIONS

nanos

AT A GLANCE

Nanostrip technology that makes giving your pet medications and supplements easy by using dissolvable strips.

THE CHALLENGE

NanosVet had **less than three weeks** to prepare for AHNTI in the UK with a product story, packaging, and launch materials strong enough to support investor conversations.

The founder needed print-ready **packaging,** credible **third-party visibility,** real pet parent **feedback, and content** that could seed both the Amazon launch and future marketing initiatives.

THE RESULTS

Big Paws transformed an AI packaging mockup into a **print-ready** file approved without revisions, secured a **live TV demonstration** with a veterinary spokesperson and activated pet parents and influencers to create **real-world feedback, footage, and product content.**

The result was a sharper investor story, “as seen on TV” **credibility**, early **Amazon activity**, user **insights** to guide future iterations, and **successful funding** from VANE.

3 WEEKS FROM MOCKUP TO LAUNCH-READY ASSETS

VANE FUNDED INVESTOR STORY STRENGTHENED