

Spec Portfolio Sample

Created for a local fictional veterinary clinic.

Clinic name, features, and campaign details are fictional.

Instagram Caption — Willow Creek Veterinary Clinic

Bringing home a new puppy is exciting, and a little overwhelming too. Especially when you're not sure what to expect at that first vet visit.

At Willow Creek Veterinary Clinic, we take things slowly and gently so your puppy can settle in and feel safe. Our puppy wellness exams focus on getting to know your new family member, checking overall health, and making sure you feel confident about the next steps in their care.

It's a calm, supportive visit designed for questions, guidance, and building a relationship you can rely on.

Because that first appointment isn't just a check-up, it's the start of lifelong care.

Book your puppy's first visit with Willow Creek Veterinary Clinic.

#GrandBlancMI #PuppyCare #VeterinaryCare #NewPuppy #DogHealth