



MEDIA KIT 2026

Raw Dawg Media Kit

The story, facts, founders, and press-ready assets behind Raw Dawg.

Version 2.0 | August 2026

Press and asset requests

hello@myrawdawg.com

Website

myrawdawg.com



Sierra Obioha, Blake Robert, and Bojangles in the kitchen where it all started.

RAW DAWG IN 30 SECONDS

The fast read.

Ready-to-copy company descriptions, quick facts, useful story angles, and the three messages that matter most.

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Ready now

3 logos + 6 images

ONE-LINE DESCRIPTION

Raw Dawg is a founder-led raw dog food company inspired by Bojangles, the miniature schnauzer who started it all.

Short boilerplate

Raw Dawg is a raw dog food company founded by Sierra Obioha and Blake Robert. Inspired by their miniature schnauzer, Bojangles, the brand shares company news and practical raw-feeding education.

Standard boilerplate

Raw Dawg is a founder-led raw dog food company created by Sierra Obioha and Blake Robert. Bojangles, their miniature schnauzer, is where the story began and remains at the heart of the brand. Raw Dawg publishes company news and practical raw-feeding education for dog people building a routine around the bowl. In August 2026, Raw Dawg won first place in the Next Wave Pitch Competition at SUPERZOO.

Three key messages

01

Started with Bojangles

One miniature schnauzer inspired Sierra and Blake to build Raw Dawg.

02

Raw feeding, made doable

Raw Dawg talks about raw feeding through the everyday realities of the freezer, the bowl, and the routine between them.

03

A first-place SUPERZOO milestone

Raw Dawg won the 2026 Next Wave Pitch Competition on the Emerging Brands Stage at SUPERZOO.

Quick facts

Display name	Category
Raw Dawg	Raw dog food
Founders	Current public title
Sierra Obioha and Blake Robert	Sierra Obioha, Co-founder & CEO
Founder dog	Website
Bojangles, miniature schnauzer	myrawdawg.com
Social	2026 milestone
@my.rawdawg on Instagram and TikTok	First place, Next Wave Pitch Competition at SUPERZOO

Story starters

- The dog and family story behind Raw Dawg
- How Sierra's media background and Blake's operations work shape the company
- What the founders learned from presenting at SUPERZOO
- Building clear, practical raw-feeding education



A prepared raw serving in a stainless-steel bowl on a pale surface.

ORIGIN + SPOKESPEOPLE

Meet the pack.

Raw Dawg is a founder-led story with Bojangles at the center.



Sierra Obioha, Blake Robert, and Bojangles where it all started.

THE ORIGIN

Bojangles is the miniature schnauzer who started the conversation that became Raw Dawg. He remains at the heart of the brand.

Co-founder & CEO

Sierra Obioha

Sierra Obioha is Co-founder & CEO of Raw Dawg. Her background includes television development and production. On August 12, 2026, Sierra presented Raw Dawg at the Next Wave Pitch Competition at SUPERZOO, where the company won first place.

Interview areas: The origin of Raw Dawg, television development and production, founder storytelling, and presenting at SUPERZOO.

Co-founder

Blake Robert

Blake Robert is Co-founder of Raw Dawg. He works across food sourcing and supply-chain operations as the company continues to build.

Interview areas: The origin of Raw Dawg, food sourcing, supply-chain operations, and building a founder-led company.

Founder dog

Bojangles

Bojangles, also called B.J., is Sierra and Blake's miniature schnauzer and the dog who started the Raw Dawg story. He remains at the center of the brand's identity.

Interview areas: The family story behind Raw Dawg and the everyday life that keeps the brand grounded.

Suggested interview questions

When did Bojangles become the starting point for Raw Dawg?

What did Sierra and Blake want to make clearer about raw feeding?

How have Sierra's media background and Blake's operations work shaped the company?

What did taking the stage at SUPERZOO teach the founders?

What do you want people to understand about Raw Dawg after their first encounter with the brand?

Confident. Primal. Clean.

A practical guide to naming, voice, marks, color, type, and photography.

Primary black wordmark



Use the black wordmark on Bone or another quiet light background.

Open black wordmark PNG

Light wordmark



Use on Soil, black, or a dark image with strong contrast.

Open light wordmark PNG

Secondary wolf



Use as a Sage secondary mark. Keep it separate from the wordmark.

Open wolf mark PNG

Logo use

Preserve proportions and the complete TM mark.

Leave generous clear space. Do not crowd the lettering.

Do not stretch, outline, shadow, rotate, recolor, or redraw the wordmark.

Do not permanently attach the wolf to the wordmark.

At small sizes, enlarge the mark until every letter and the TM remain legible.

Brand voice

Confident, direct, practical, and grounded, with a little edge. Short sentences beat polished filler.

Use

Real dogs, real food, clear guidance, practical routines, founder-led, dog people.

Avoid

Wellness clichés, fear tactics, promised outcomes, inflated superlatives, and medical language.



Bone#F5EFE6



Soil#2A2621



Sage#AFBA8C



Sage Strong#647B45



Ember#C4501A



Oxblood#330A0A

Use Soil on Bone for long copy. Keep Sage and Ember for larger labels, accents, and short calls to action.

Typography

Inter

Inter Regular, Medium, Bold, and Black carry all editorial text. Use tracked uppercase labels sparingly.

Germania One

Reserved for the Raw Dawg wordmark. Never use it for headlines, body copy, or decorative type.

Photography

Use Sierra-shot photography for owned brand imagery: real people, real dogs, real food, negative space, and honest texture.

Use third-party event imagery only with its listed credit and required publisher link.

Keep faces, dogs, and credited event compositions intact.

Direct flash is welcome when it feels intentional and true to the scene.

Do not overlay type on faces, food, packages, or required credits.

Do not use stock dogs, pastel wellness styling, heavy filters, or decorative paw prints.

Real people. Real dogs. Real food.

Open a full-size file from any card. Keep natural proportions and follow the caption, crop, and credit notes attached to each image.

RD-FOUNDERS-KITCHEN-LANDSCAPE

Founders in the kitchen

Founders Landscape 1800 × 1193 px



Sierra Obioha and Blake Robert with Bojangles in the kitchen where the Raw Dawg story began.

Best for founder profiles, company introductions, and wide editorial layouts. Keep all three in frame. Raw Dawg brand image.

Credit: Courtesy of Raw Dawg.

[Open full-size JPG](#)

RD-FOUNDERS-BOJANGLES-CANDID

A kitchen moment

Founders Landscape 1400 × 933 px



Sierra and Blake share a kitchen moment with Bojangles.

Best for origin-story coverage and more personal editorial placements. Keep the interaction natural and keep Bojangles in frame. Raw Dawg brand image.

Credit: Courtesy of Raw Dawg.

[Open full-size JPG](#)

RD-BOJANGLES-AT-THE-BOWL

Bojangles at the bowl

Bojangles Portrait 1200 × 1810 px



Bojangles looks toward a bowl of raw food at home.

Use as a lifestyle image. Do not identify the food as a particular formula, serving size, or promised result. Raw Dawg brand image.

Credit: Courtesy of Raw Dawg.

[Open full-size WebP](#)

RD-PREPARED-BOWL-PALE-SURFACE

Prepared bowl

Food Landscape 1600 × 1067 px



A prepared raw serving in a stainless-steel bowl on a pale surface.

Use as a neutral food detail. Do not identify the formula, portion, ingredients, or feeding directions unless that information is separately confirmed. Raw Dawg brand image.

Credit: Courtesy of Raw Dawg.

[Open full-size JPG](#)

RD-KITCHEN-PREPARATION-BOJANGLES

Kitchen preparation

Process Landscape 1600 × 1067 px



A kitchen preparation moment with Bojangles nearby.

Use for routine or behind-the-scenes coverage. Describe the moment generally and do not identify a formula, ingredient, or feeding direction. Raw Dawg brand image.
Credit: Courtesy of Raw Dawg.

Open full-size JPG

RD-SUPERZOO-2026-STAGE

SUPERZOO 2026 stage

Milestone Landscape 1200 × 800 px



The 2026 Next Wave Pitch Competition at SUPERZOO, where Raw Dawg won first place.

Preserve the complete composition. Link online use to the original Pet Food Processing gallery.
Credit: From Within Arts, via Pet Food Processing.

Open full-size WebP

View publisher gallery

Raw Dawg won the Next Wave.



The 2026 Next Wave Pitch Competition at SUPERZOO. Image: From Within Arts, via Pet Food Processing.

On August 12, 2026, Sierra Obioha presented Raw Dawg on the Emerging Brands Stage in Las Vegas. Raw Dawg won first place in the 2026 Next Wave Pitch Competition, presented by Black Pet Business Network.

PETS+ reported a \$10,000 grand prize. The Raw Dawg story, published report, and founder reel are linked below.

Winning at SuperZoo wasn't just a check. It was a room full of the pet industry's biggest distributors and buyers telling us that raw feeding isn't a trend, it's the future. Raw Dawg is bringing dog food back to what dogs were built to eat, and now we get to prove it at scale.

Sierra Obioha | Co-founder & CEO

[Read the Raw Dawg story](#)

[Read the PETS+ report](#)

[Watch Sierra's debrief](#)

LINKS + CONTACT

Make the story easy to finish.

Current Raw Dawg pages, social channels, and the contact for alternate crops and additional file formats.

Website	myrawdawg.com
Media	Media Hub
In the News	Press and company stories
The Raw Feed	Practical raw-feeding guides
SUPERZOO story	Raw Dawg's 2026 win
Our Story	The founders and Bojangles
Instagram	@my.rawdawg
TikTok	@my.rawdawg

PRESS AND ASSET REQUESTS

Need another format?

- Asset name from this kit
- Outlet and intended placement
- Crop, dimensions, and print or digital use
- Deadline and required credit line

hello@myrawdawg.com