“Pet Spotting” Journal

Television Observations		
Pet(s) “Spotted”	**Product/Service Advertised or Shown**	**Idea for a new or better product or service**

Radio Observations		
Pet(s) “Spotted”	**Product/Service Advertised**	**Idea for a new or better product or service**

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Newspaper/Magazine Observations		
Pet(s) “Spotted”	**Product/Service Advertised or Featured in a Story or Picture**	**Idea for a new or better product or service**

“Walking Around” Observations		
Pet(s) “Spotted”	**Product/Service Observed**	**Idea for a new or better product or service**