

# Marketing Pet Brands with Emotional Firepower: How to Build Brand Preference and Sales

# The Trailblazer Path to Extraordinary Pet Food Brand Growth...



**Your Business Future?**



- Profitable, sustainable growth
- A loyal customer base
- Solid retail and distributor partnerships





**Humanization...**



**93% of pets  
are family  
members...**



**Pet  
ownership  
rising across  
all age  
groups...**





**50% of pet food sales to households above 70k income**



# Premium-ization...



**Recall dawns era  
of nutrition  
awareness and  
diligence...**

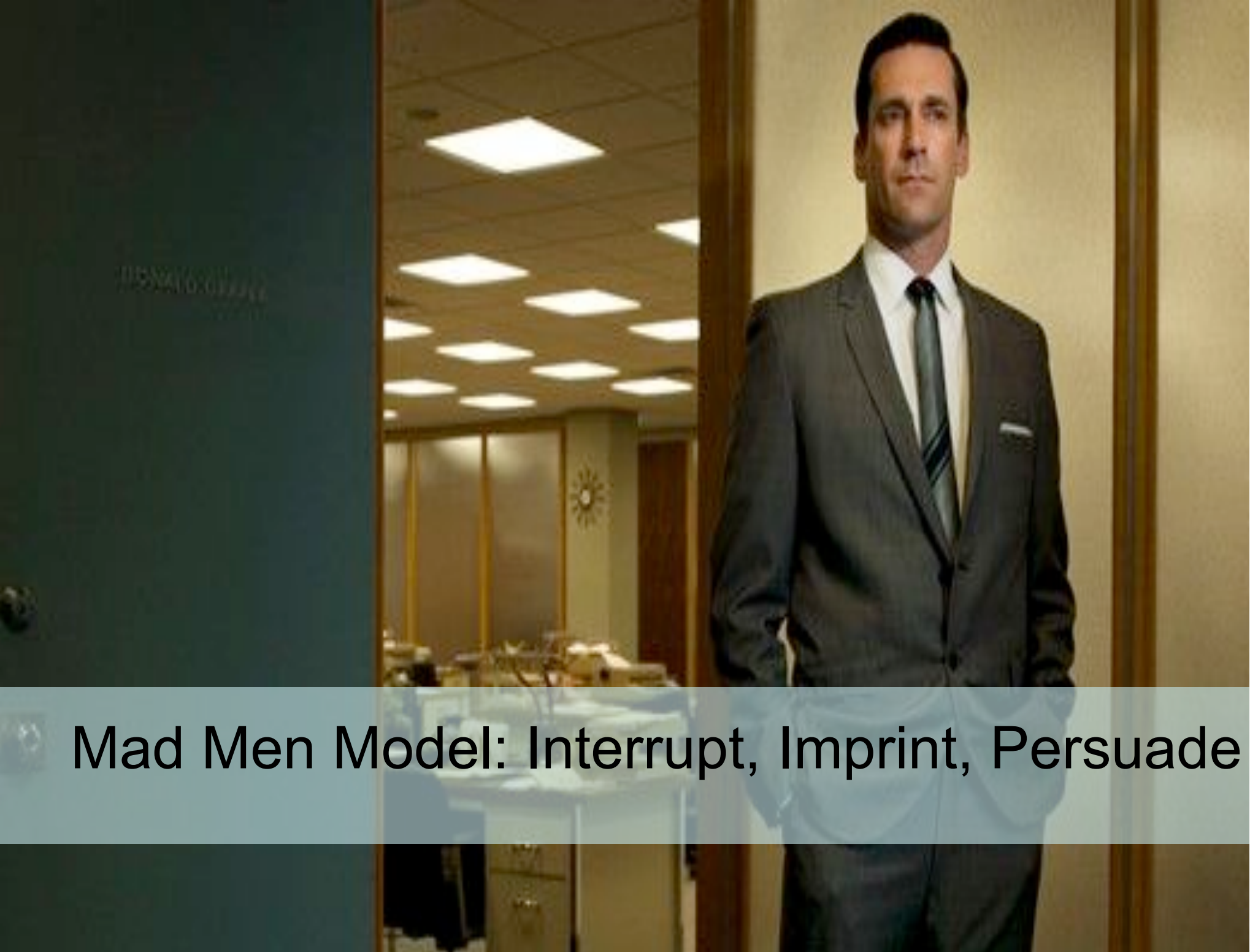






**25% trading  
down,  
fueling rise  
of store  
brands...**





Mad Men Model: Interrupt, Imprint, Persuade



If You Build It They Will Come?





**Pet brands cannot COMPEL interaction – the consumer is now running the show...**





**Push-Button Marketing is Dead.**

# **Trailblazer**

**Super Target**

**Value Proposition**

**Higher Purpose**

**Power Positioning**

**Social Media Communication**

Today, successful  
brand relationships  
are like the ones  
people have with  
their pets...



How?

RELEVANCE

MEANING

LOVE

EMOTION

RECIPROCITY



For as little as  
**36¢**  
a day\*...

# Feed Your Pet All Natural or Premium Food

For as little as  
**20¢**  
a day\*...

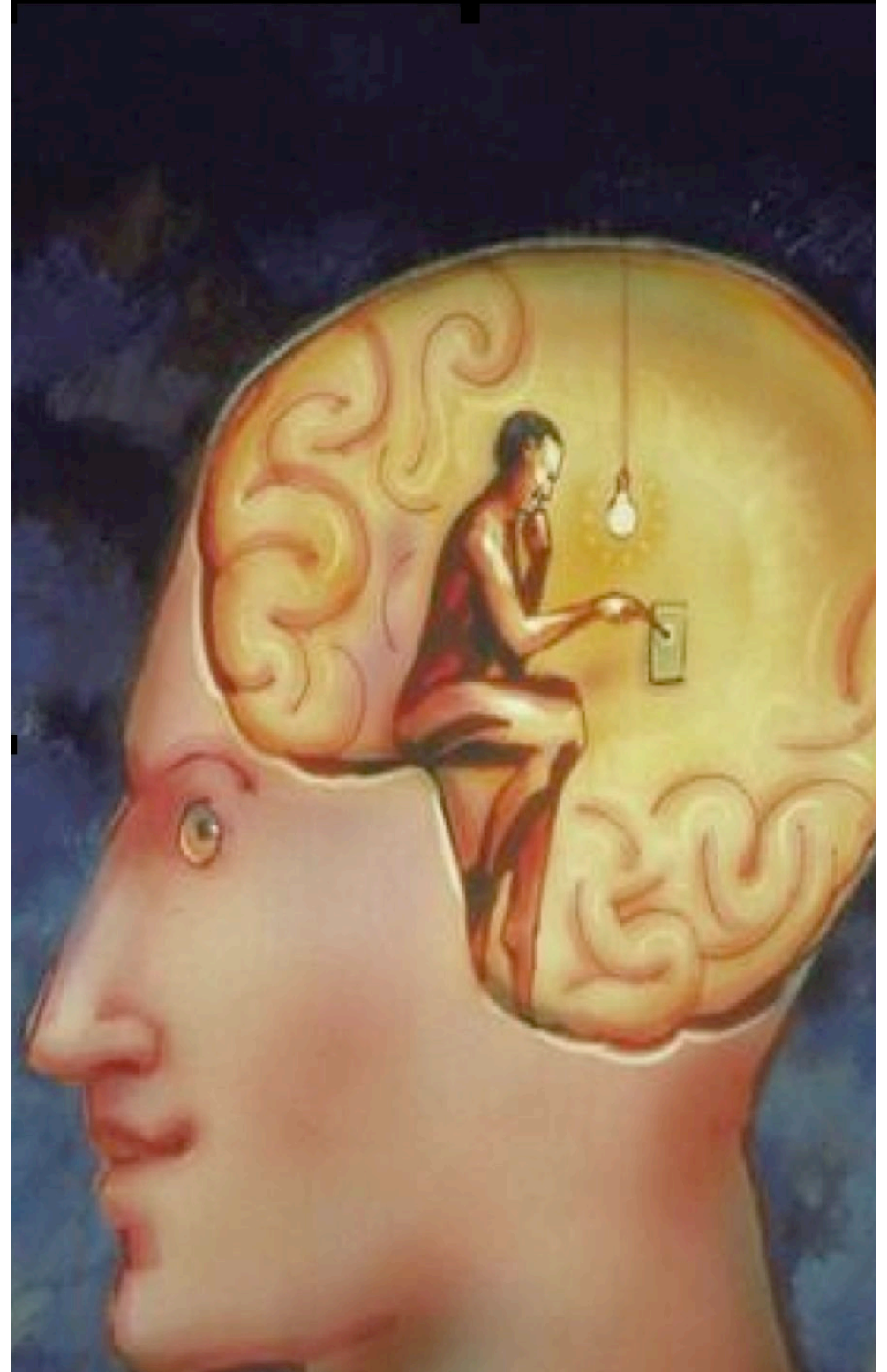
**Your Dog and Cat Can Live a Longer, Healthier Life**  
Optimal Nutrition • Feed Less • Spend Less  
Less Waste • Easier Clean Up

**Competition is not at the shelf, in frequency of promotion or tonnage in “push” communication....**





**The battle is  
in here  
first...**







**OVER CHOICE**



The image features a repeating pattern of green apples arranged in a grid on a black background. A semi-transparent, light blue horizontal bar is positioned across the upper portion of the image, containing the main title. The apples are uniform in color and size, creating a sense of sameness.

# Commoditization and Sameness

SAMENESS



**I'm  
natural...**

**I'm more  
natural..**





**Specsmanship?**



- Absence of trust
- Too much choice
- Lack of distinctiveness
- Confusion
- Skepticism
- Not enough time
- Analytical messages

Yeah, Whatever...





Your goal as a business is NOT to acquire customers to make more money. Your goal is to use money to acquire and keep happy pet parents...



**Stop Transactional Thinking!!**

People are not fact-driven, analytical decision-making machines... Rather our brains are “expectation creation” machines...



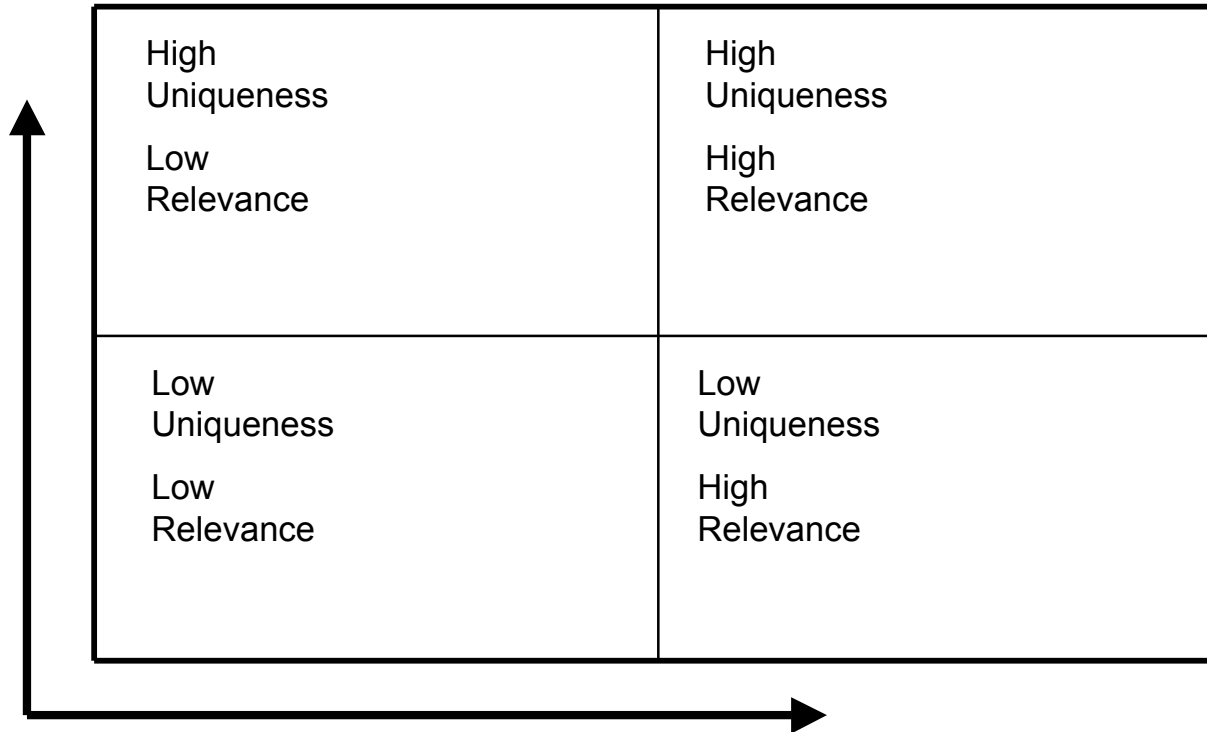
The intellectual space a brand can own is in direct proportion to its meaning and value to the consumer...

“Science now proves what brand strategists have always sensed. We human beings have a need to believe in and act upon something that’s greater than ourselves... Let’s realize the significance of this discovery and impress upon ourselves that a brand is a belief system. Want greater rewards? Then impart your brand with greater meaning...”

# Assessing Pet Brand Strength

**Uniqueness...**

*In brand's  
ability to  
deliver a  
solution*

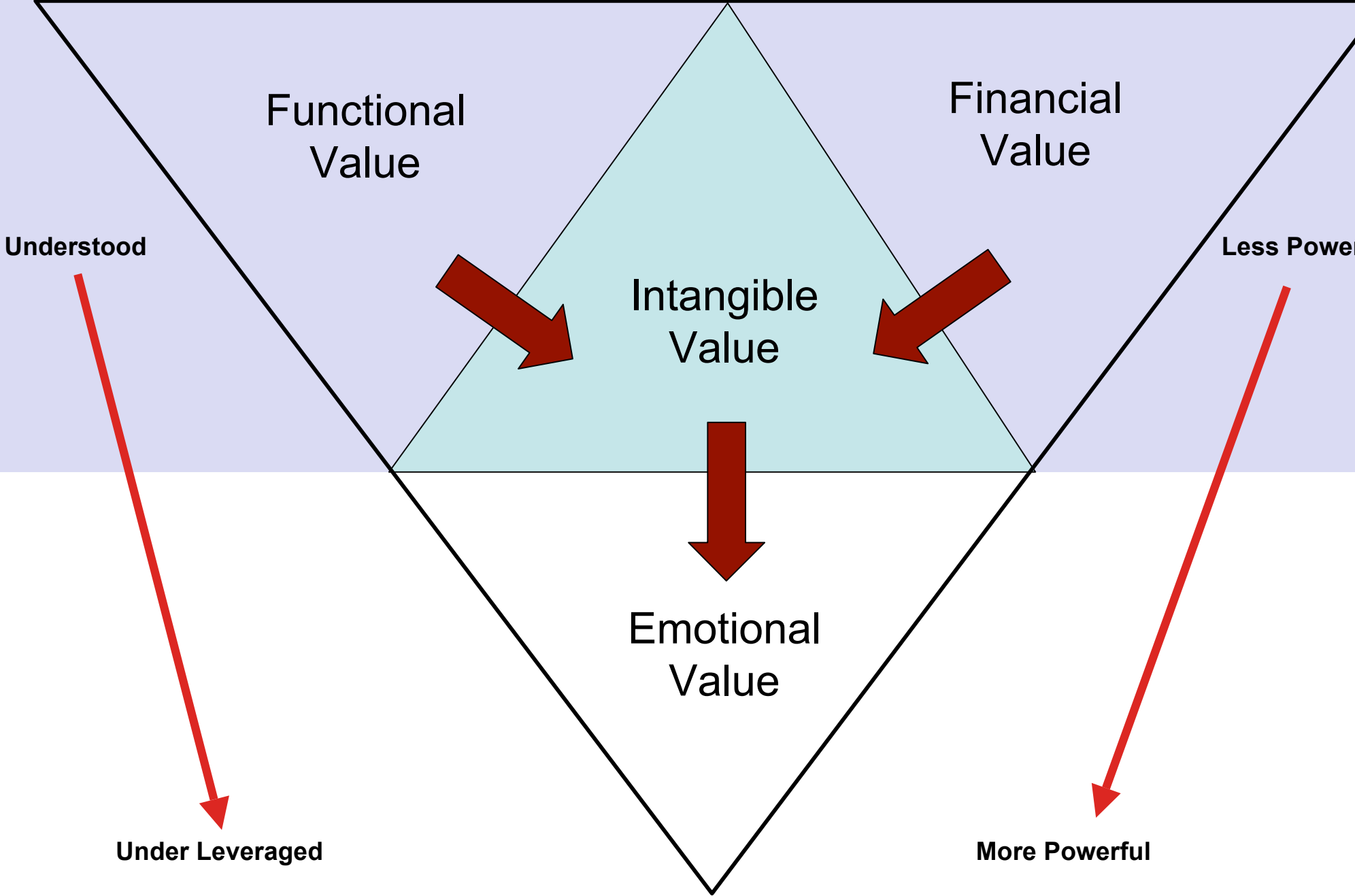


**Relevance...**

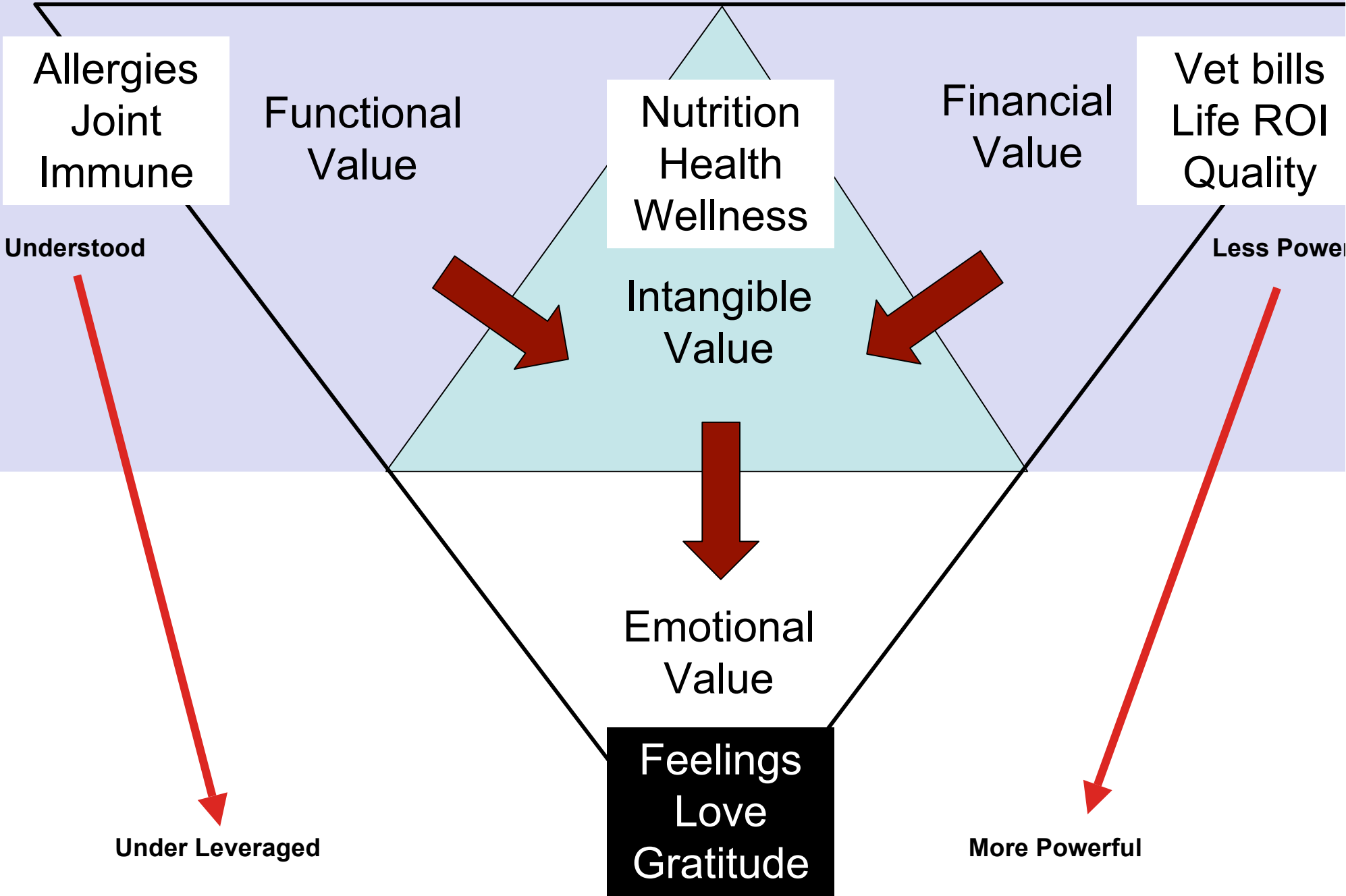
*Consumers truly care about and are interested  
in your proposition*



# Pet Brand Value Creation Wedge



# Pet Brand Value Creation Wedge

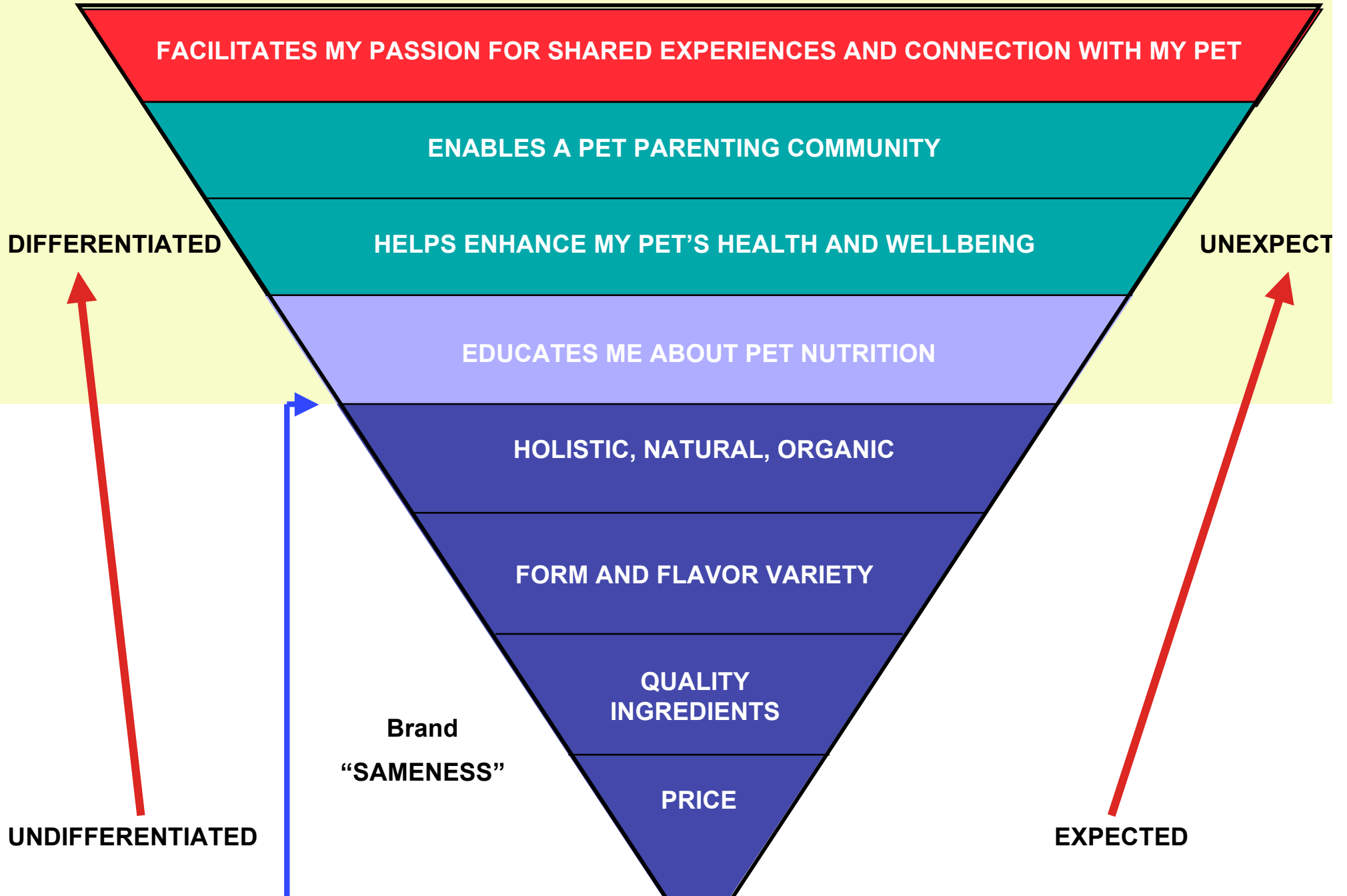


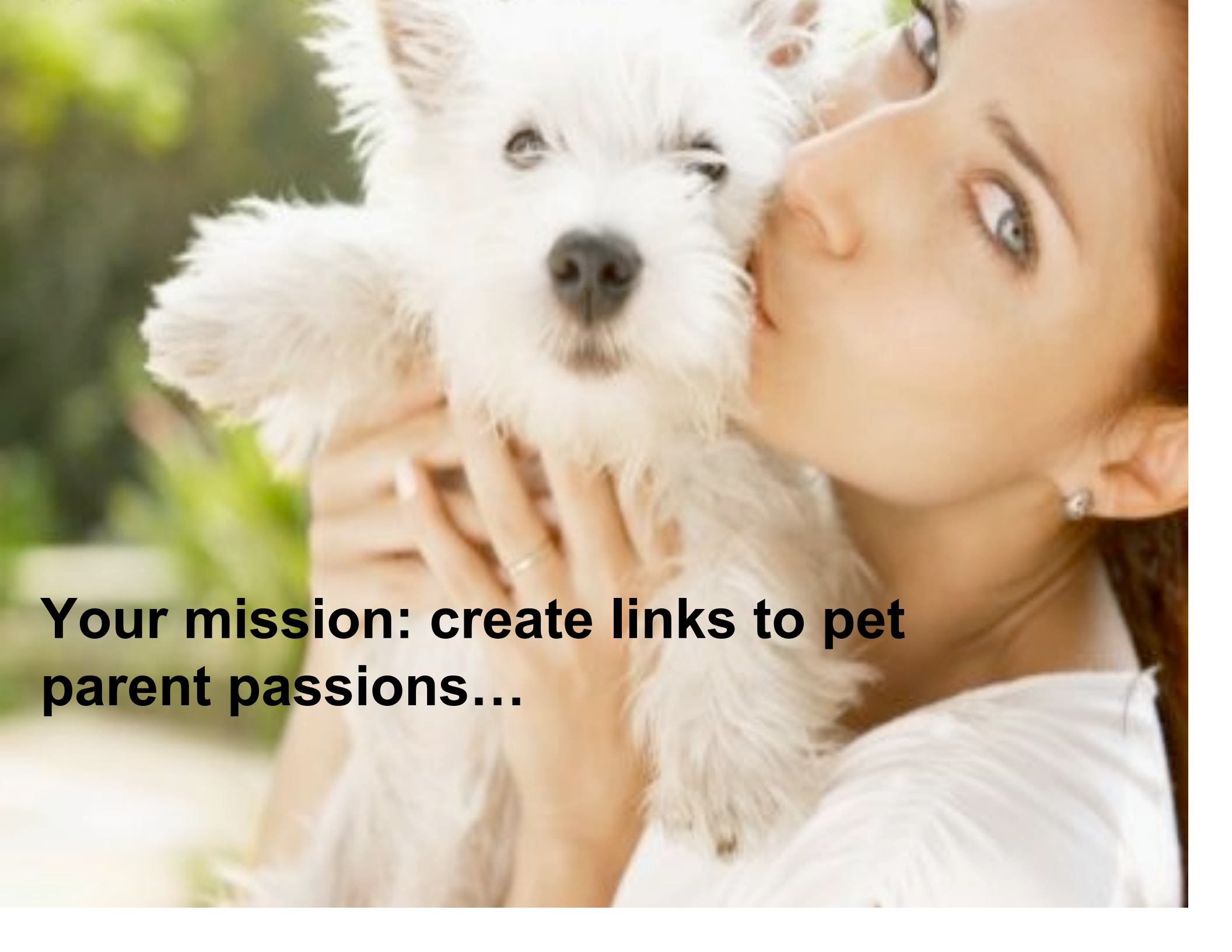
**Emotion drives  
purchase...**





# Pet Food Brand Value Proposition





**Your mission: create links to pet parent passions...**

# Enabling superior care...

## Needs:

- Behavior
- Health
- Nutrition
- Life-stage
- Breed selection

## Pet Lifestyle:

- Exercise
- Walking
- Playing
- Feeding
- Relaxing



“Together we can help  
you do it yourself...”

**What's Your Higher Purpose?**

**Human**

**Life-support**

**System...**

Dr. Marty Becker



# **Trailblazer**

**Relationship driven**

**Relevant communication**

**New category creation**

**Disrupt conventions**

**Exude uniqueness**





**Power Positioning --  
unique, different =  
new category  
creation...**



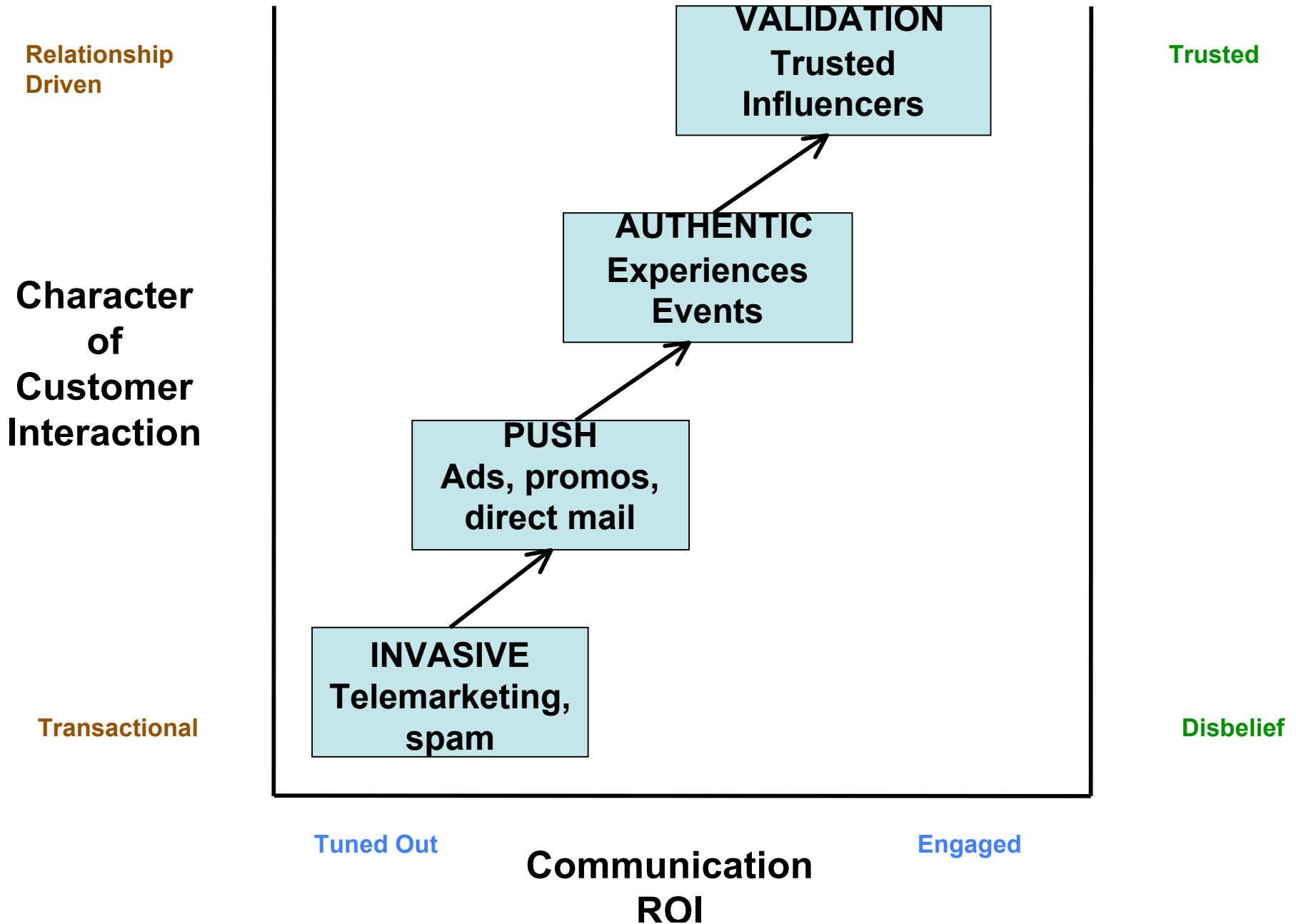
**No, Really Different...**



**TRUST**



# The Brand Trust Ladder

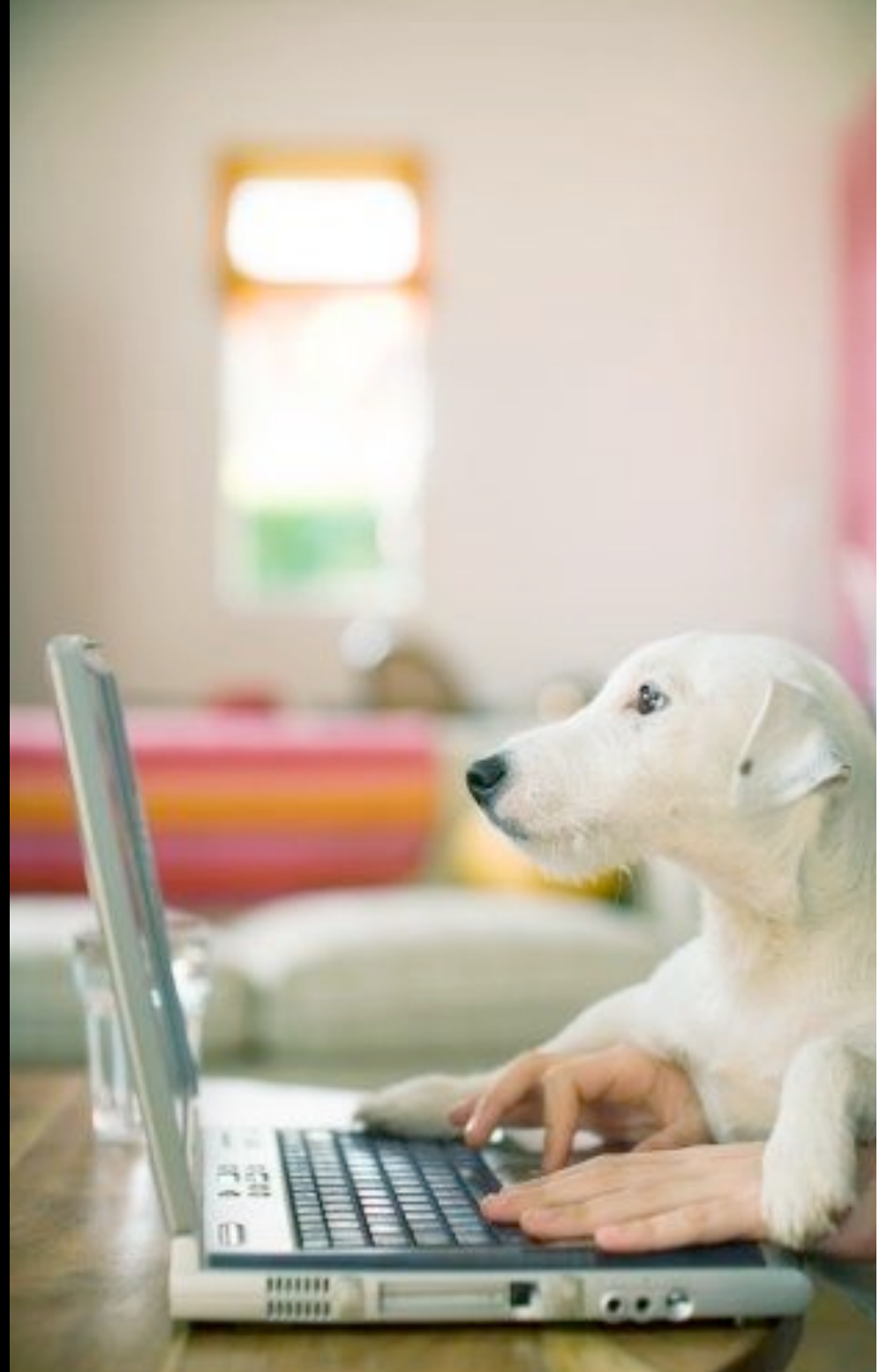


A close-up photograph of a muscular man's face and arm. He is looking intently at a clear plastic bottle filled with red capsules, which he is holding in his right hand. The background is a dark, tufted leather surface. The image is overlaid with two semi-transparent text boxes.

**Social media is word of mouth on steroids**

**Social media can help create customers**

**Engaging in  
conversations  
and creating  
communities**





# Your new digital media tool kit...

- Social media platforms
- Videos
- Podcasts
- Blogs
- Links
- Community
- webcasts
- E-newsletters
- Experts and credible third parties



# Generating Word of Mouse...

## Owned Media

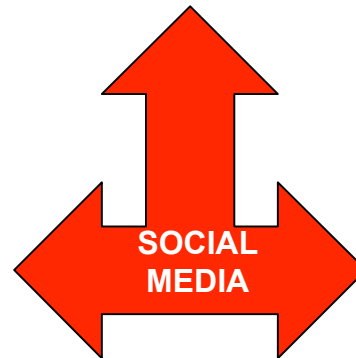
- Video
- E-books
- Platforms

## Earned Media

- Bloggers
- TV
- Print

## Paid Media

- Ads
- Direct mail
- Promotion



# Trailblazer

**A higher purpose leads to a relationship...**

**A relationship leads to engagement, mattering and preference...**

**And that generates sales.**



# Thank You!

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