

# PET PARENT ADVICE



Packaging & Marketing to  
the New Age of Pet Parents

Presentation by: Jim Morris



MORRIS  
PACKAGING

Heartland  
supply co.



14 US Distribution  
Warehouse Locations

Headquarters in  
•Fayetteville, AK  
•Bloomington, IL

# About Us



## **Integration of Packaging Products & Ingredients**





# Research and Analysis

Home / Market Research / Pet Parent Survey

search

### Pet Parent Advice Survey

Progress:

1. Your Gender?

Male

Female

2. Your Age?

under 18

18-25

26-30

31-40

41-50

51-59

60 - and over

To date almost **4000** people have visited our site and filled out our market research survey online.

# Custom Survey Created ...



“Obtain better insight on the **Pet Parent** consumer habits and trends”

Survey Objective ...

Home About Us Market Research Pet Products Pet News Contact Us

# PET PARENT ADVICE

Welcome! This site was created for Petfood Forum 2009 by Jim Morris, of Morris Packaging and Heartland Ingredients.

## Petfood Forum 2009

Join us April 20-22 at the Hyatt Regency O'Hare near Chicago, Illinois, USA.

Jim Morris will be presenting on April 22, 2009 in Rosemont AB from 11:30 AM - 12:15 PM.

Home search...

### Packaging & Marketing

**VIEW PRESENTATION**

Jim Morris, President of Morris Packaging and Heartland Ingredients is presenting at the Petfood Forum 2009. If you cannot make it to the forum his presentation is available for download on this website. [Click Here For Presentation](#)

### Take Pet Parent Survey

**HELP US WITH MARKET RESEARCH**

Please take our short Parent Parent survey and forward the link to your friends and family. Understanding this niche market better will only help us to improve products and services in this industry. [Click here to take survey.](#)

### Pet Parents Day is April 26th

A recent survey by the American Animal Hospital Association reports that 83 percent of pet owners consider themselves their pet's mom or dad. With the human-animal bond at an unprecedented high in America, it's important to set aside an annual day to recognize the special commitment made by pet owners.

Free Pet Parents Day e-Cards will be available on [petparentsday.com](http://petparentsday.com) through April 26. This year e-Card senders will have the ability to send the same greeting to one or more pet parents (multiple addresses) and time their e-Card to arrive the morning of Pet Parent's Day or to be delivered immediately. [Click here to send your card.](#)

### Petfood Forum 2009

In our presentation at the Petfood Forum 2009 you will learn more about:

- Pet Parent vs. Pet Owner
- Spending Habits of Pet Parents
- Pet Evolutions
- Pet Product Packaging
- Pet Parent Trends

[Click here to download our presentation.](#)

Go to

[www.petparentadvisor.com](http://www.petparentadvisor.com)

To participate in the survey ...

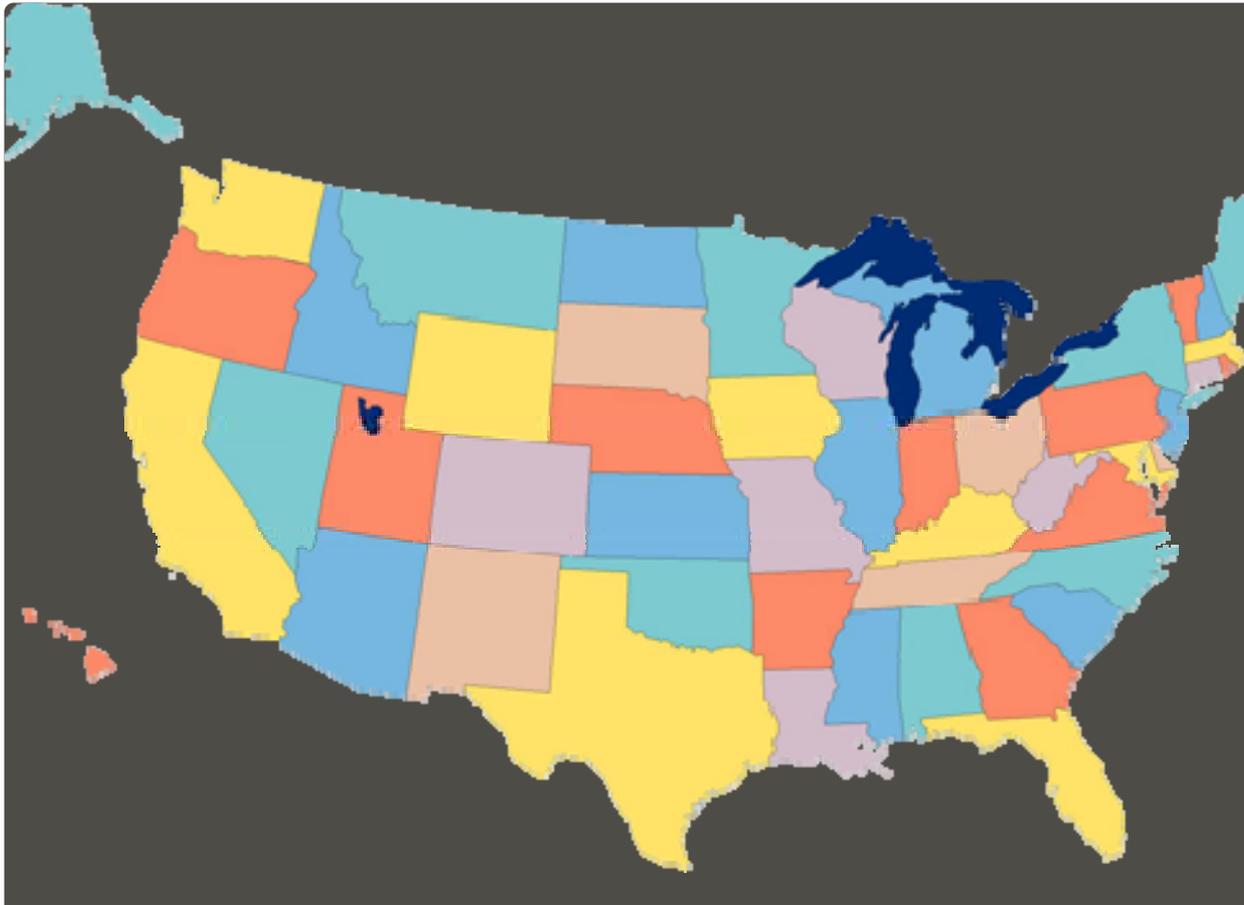


So far we have had respondents that were pet parents of ...

- Dogs
- Cats
- Parrots
- Fish
- Rabbits
- Frogs
- Monkeys
- Pot Belly Pigs
- Horses
- Iguanas
- Ferrets
- Snakes
- Spiders

and so on ...

# Wide Variety of Pet Parents of ...



Currently findings are limited to **US only**

Future data reporting will include;

- US by regions
- Canada
- Mexico
- other countries

## Demographics of Results

## Pet Parent Advice Survey

Progress: 

### 1. Your Zip Code

50 character(s) left.

### 2. Your Gender?

- Male  
 Female

### 3. Your Age?

- under 18  
 18-25  
 26-30  
 31-40  
 41-50  
 51-59  
 60 - and over

### 4. Your Ethnic Background?

- Caucasian - White  
 African American - Black  
 Hispanic  
 Asian  
 Native American Indian  
 Other

Respondent Data Profile Section has questions related to areas like;

- Zip
- Gender
- Race
- Health Status
- Marital Status
- Child Status

All helping to build a demographic model of a typical Pet Parent.

# Respondent Profile



**What is a "Pet Parent"?**

## Definition:

A *feel good* term for pet owners that indicates a relationship between them and their animals that is at a higher level than just “pet owner”.

- A pet is a member of the family
- Responsible for their pet's health and well being
- Set rules of behavior for their pets
- Socialize with their pets
- Needs of the pet are met
- Love their pets unconditionally.
- Experience intense grief over the loss of a pet



## Pet Parent Rules



Advertising Themes  
of:

- Life Time Pet Care
- Increased Interaction
- Intimacy
- Pet Health Needs
- Longer Life Spans
- Deeper Emotional Attachments

**Targets:**

Baby Boomers, Empty Nesters, Dinks and Singles

Pet Parents =  
Humanization of  
Pets

Pet Parents Targeted  
Marketing  
= Increased Sales  
of Pet Food



**Why is it important to understand  
Pet Parenting?**



## Poker Dogs

Common beliefs from the other side:

Pets are companion animals not humans or human like and to treat them as such is wrong.

Pet ownership does not equal parenthood.

Pets are not human beings and do not have the same human rights as people but should be treated humanely.

We should not be caring more for animals than we do children and people all over the world.

## Pet Food



## Human Food



**IMPROVEMENTS AND MIRRORING  
OF FOOD & PET FOOD PACKAGING**

## UNCOMPROMISING NUTRITION



Pet Parents are looking for products that are;

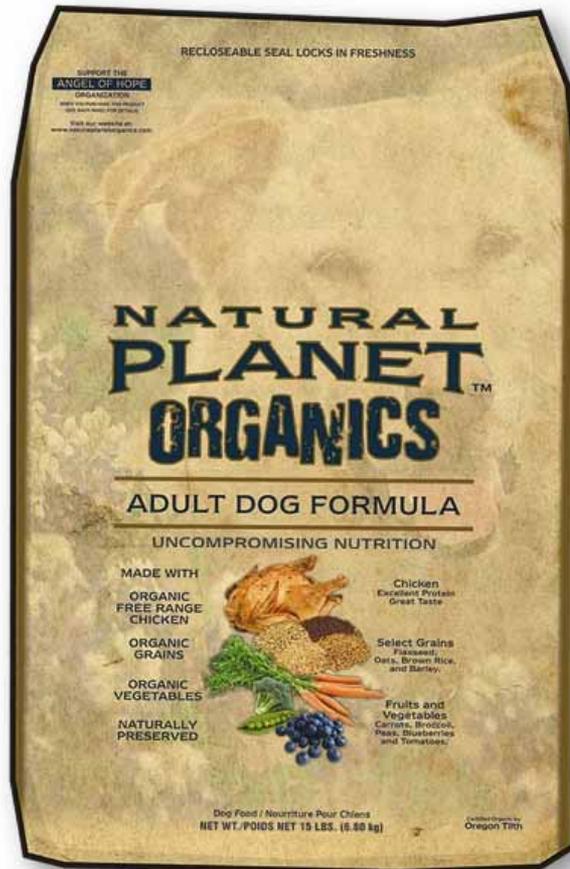
- Low Fat
- Low Sodium
- No Additives
- No Preservatives
- Organically Grown
- Low Allergen
- Functional Digestive

For both their own food and their pet's food

# Similar Products and Labels



**New Rules, New Opportunities and  
New Regulations**



When it comes to the health and nutrition of the people in your family you don't compromise. Why should it be any different for your pet?

## New Pet Parent Marketing Philosophy & Concept



**Legal – Lawsuits – Damages - Liabilities**



**A Good Mix**



**A Good Mix**



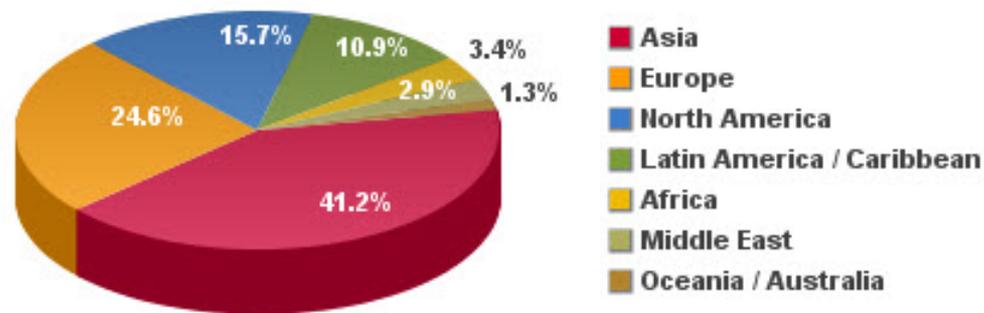
**A Good Mix**



**A Good Mix**

# Google

## World Internet Users by World Regions



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
1,596,270,108 Internet users for March 31, 2009

## Some Interesting Statistics

- 
- Pet Parenting = 7,860,000
  - Child Parenting = 1,540,000
  - Raising Children = 3,300,000
  - Raising Pets = 3,560,000
  - Raising Healthy Children = 383,000
  - Raising Healthy Dogs = 2,100,000
  - Pet Safety = 19,600,000
  - Child Safety = 16,000,000

Google

- 
- Pet Safety Products = 891,000
  - Child Safety Products = 463,000
  - Raising Healthy Infants = 224,000
  - Raising Healthy Cats = 188,000

Google



- Day Care
- Play Dates
- Yoga
- Potty Training
- Cute Outfits
- Strollers
- Warming Mats
- Special Diets
- Professional Portraits
- Spycams
- Vacations
- Psychiatry
- Cosmetic Surgery
- Insurance Coverage
- Custody Issues
- Tax Breaks
- Foundations
- Beneficiaries in Will
- Blogs - Websites

# SPENDING HABITS OF TODAY'S PET PARENT



# SPENDING HABITS OF TODAY'S PET PARENT



# Pet Evolutions



**Pet Parents = Higher Income**



DOG & PET  
FRIENDLY HOTEL



**Pet Parent Trends**



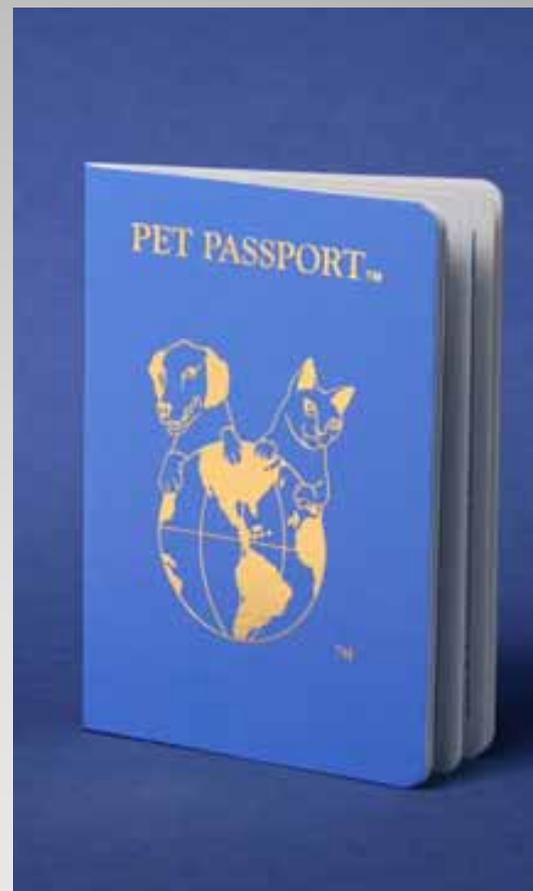
**Pet Parent Trends**



## Pet Parent Trends



# Pet Parent Trends



**Pets on the Go**



- 3000 Polled to date
- What Are They Saying?

**Now What?**

**What Cannot be Ignored**



Pet Food needs to have:

- Natural Look
- Superior nutrition
- Gourmet Taste
- Flavor Variety
- Organic Ingredients
- Clear Labeling
- Enhanced Packaging
- Be Eco-Friendly
- Promote Sustainability

# Pet Food Requirements for Pet Parents



**Go Green**



**Pet Parents 85% more  
likely to be GREEN**



**Packaging Waste**



Go Green means –

- Reduce
- Re-Use
- Renew
- Think Lightweight
- Efficient
- Reduce Energy Consumption
- Minimize Waste Generation

Simple rules regarding Go Green



**68% of Pet Parents Recycle**

# FreshAire

With Bio-Filters™

Invented in America, FreshAire with Bio-Filters cat litter is a responsible choice, combining organic natural ingredients (recycled wood) with traditional litter ingredients (two types of clay) for a bio-friendly litter with terrific odor control, and is 1/3 lighter than regular clumping litters.

For more information click on the links below:

[Consumer Inquiries](#)

[Store Locations](#)

[Press Inquiries](#)



Naturally controls odor without chemicals or fragrances

The world's first

**HYBRID**  
CAT LITTER™



**Celebrate Earth Day: April 22**

**Example of Go Green Ad**



**Think Treats for Profits**



## **Fresh Pet Sushi**

**Bring the Human Element**



**Bring the Human Element**

## Halloween Dog Treats

Party Platter



Bushel



**Bring the Human Element**

**Ingredients:** Ground Whole Grain Corn, Chicken By-Product Meal, Animal Fat (preserved with mixed tocopherols and citric acid), Soybean Mill Run, Flaxseed, Chicken Liver Flavor, Corn Gluten Meal, Dried Egg Product, Potassium Chloride, vitamins (L-Ascorbyl-2-Polyphosphate (source of vitamin C), Vitamin E Supplement, Niacin, Thiamine Mononitrate, Vitamin A Supplement, Calcium Pantothenate, Biotin, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Riboflavin, Folic Acid, Vitamin D3 Supplement), Calcium Carbonate, Choline Chloride, Vitamin E Supplement, L-Lysine, Iodized Salt, L-Tryptophan, Dicalcium Phosphate, Glucosamine Hydrochloride, Taurine, L-Arginine, minerals (Ferrous Sulfate, Zinc Oxide, Copper Sulfate, Manganous Oxide, Calcium Iodate, Sodium Selenite), preserved with Mixed Tocopherols and Citric Acid, Chondroitin Sulfate, Beta-Carotene, Rosemary Extract.

**Guaranteed Analysis:**

Crude Protein .....	Min. 16.0 %	Sodium .....	Max. 0.25 %
Crude Fat .....	Min. 12.0 %	Vitamin E .....	Min. 450 IU/kg
Crude Fiber .....	Max. 5.0 %	Ascorbic Acid* (Vitamin C) .....	Min. 75 mg/kg
Moisture .....	Max. 10.0 %	Glucosamine* .....	Min. 375 ppm
Calcium .....	Min. 0.4 %	Chondroitin Sulfate* .....	Min. 37 ppm
Phosphorus .....	Min. 0.3 %		

\*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

**AAFCO Statement:** Animal feeding tests using AAFCO procedures substantiate that Science Diet<sup>®</sup> Mature Adult 7+ Small Bites Dog Food provides complete and balanced nutrition for maintenance of adult dogs.

Protect from moisture. Store in a cool, dry place.

# Communicate

## Provenance

The Source of Origin, of Our Ingredients



### Organic Chicken

**Quality Quick-Fact:** Later this year, our chicken will be 100% Certified Organic, Free-Range, Sustainably Farmed and Humanely Raised! This is the exact same chicken you can buy in Whole Foods and many other reputable natural food stores and will be used in Force, Thrive & Prowl!

**Place of Origin:** Currently Midwest, USA. (Organic Chicken will be California raised).

**Nutrition Note:** Did you know that organic chicken is healthier for your pet and for the planet?

# Communicate



**Digestibility of Product**



**Consumer Role**



**Convenience**



“Convenience  
relates to higher  
end perceived  
valuation of the  
product “

- Portability – Easy to Carry
- Easy Open and Pouring
- Laser Score Openings
- No sharp corners or edges
- Safe for Children
- Reclose - Reseal

**Convenience**



Convenience



Differentiate  
with your ...

- Packaging
- Message
- Clarity
- Ingredient base and formulations

# Differentiate



THE HUMANE SOCIETY  
OF THE UNITED STATES



[Pets](#) [Wildlife](#) [Farm Animals](#) [Animals in Research](#) [Horses](#)

- ❖ [Pet Care](#)
- ❖ [Issues Affecting Our Pets](#)
- ❖ [Pet Adoption Information](#)
- ❖ [Animal Shelters](#)
- ❖ [Pets Related News and Events](#)
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**Press Room**

**Animal Channel**

**Events & Education** >>

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**Join Our Online Community**

Receive action alerts, tips, news and special offers via e-mail.

HSUS >> [Pets](#) >> [Pet Food Safety Center](#)

## Pet Food Safety Center

### April 10, 2009: Latest News

Find out which pet food and treats are being recalled during the nationwide peanut butter recall [more](#)



### Recalled Pet Food and Treats

Check out our list of tips and guidelines to help you make healthy decisions for your pet. Stay up-to-date on pet foods and treats to avoid by regularly reviewing the list of recalled pet products. [more](#)



### What You Can Do To Protect Your Pet

Check out our list of tips and guidelines to help you make healthy decisions for your pet. [more](#)



### Avoid These Foods

Some foods that are considered good for people can be very dangerous for pets. This list highlights some of the most common foods that can be dangerous to animals. [more](#)

# Safety



Search

Enter Model # or Name

Products by Lifestyle

Allergen Control Products

Pet Lovers' Products

- MVP Photo Contest 2009
- Petfinder Partnership
- Animal House
- Pet Behavior FAQ
- Pet Careing FAQ
- Rules of Housebreaking
- Lost Pet Contests
- Lostpetusa.net

Earth Friendlier Products

Share/Email This

BISSELL's Lifestyle Solutions



PET PRODUCTS & TIPS

HOME & ALLERGEN PRODUCTS

Home > products by lifestyle > pet lovers

Pet Products

If you have pets, you probably feel like you've spent more than a century cleaning up after them. Well, BISSELL actually has. All this accumulated knowledge and experience has led to the most advanced machines and formulas for dealing with pets. From vacuums with HEPA filters and pet hair lifters to PowerBrushes, Surround Suction®, and detachable canisters, we've got quite a range of choices, even auto-cleaning robots.



Pet Hair Eraser® Vacuum



\$169.99

Add To Cart

More Details

Parts & Accessories

Stores

User Guide (PDF)

Manual del Usuario

Compare



Pet Pack®



\$29.99

Add To Cart

More Details

Stores



ProHeat 2X® Select Pet



\$269.99

Add To Cart

ProHeat 2X Select Pet

More Details

Parts & Accessories

Stores

User Guide (PDF)

Manual del Usuario

Compare



ShedAway™ Pet Grooming Vacuum Attachment

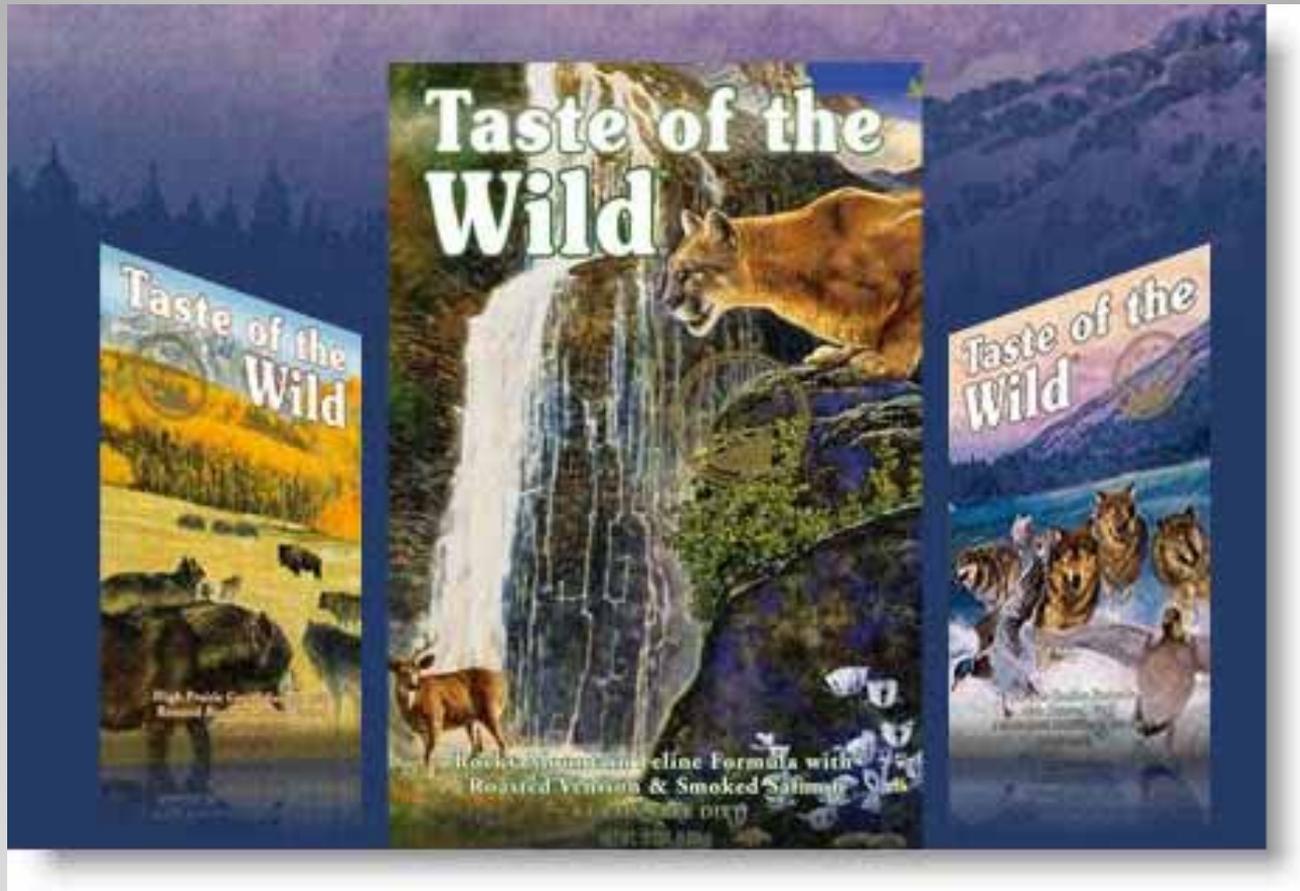


More Details

Stores

User Guide (PDF)

Cross Over Companies



**Nature Works**



**Premium Wave**



**Premium Wave**



40%-45% of Human Population suffering from some type of food intolerance

Rising number of pets allergens being diagnosed at almost 10%

## Allergens & Food Intolerance



87% of survey response indicated women are the primary buyers or frequent buyer of pet products

Women's emotional commitment to pets transfer more easily into spending more money on accessories, treats and toys for pets

## Cater to the Female



**Packaging to Women**



- Packaging Colors
- Shape
- Product Image
- Text

Decisions influenced by Packaging

### Age: Human Equivalents for Older Pets

Cat years	Human years	Dog years	Human years (*dog size lbs)
7	45	7	Small – Medium: 44-47 Large – Very large: 50-56
10	58	10	Small – Medium: 56-60 Large – Very large: 66-78
15	78	15	Small – Medium: 76-83 Large – Very large: 93-115
20	98	20	Small – Medium: 96-105 Large: 120

\*Small: 0-20 lbs; Medium: 21-50 lbs; Large: 51-90 lbs Very large: >90 lbs

The oldest recorded age of a cat is 34 years. The oldest recorded age of a dog is 29 years.

# Senior Pet Population is Up



- cancer
- heart disease
- kidney/urinary tract disease
- liver disease
- diabetes
- joint or bone disease
- senility
- weakness

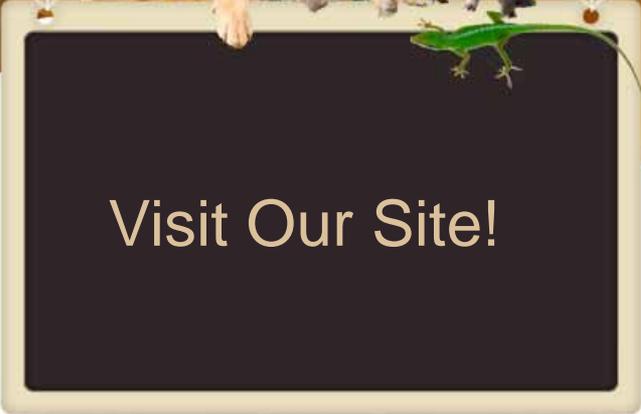
## Geriatric Pets



- Segmentation by age and lifestyle should be supported heavily by science
- Formulations by age, by breed

## Science & Health

# PET PARENT ADVICE



Visit Our Site!



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