

Pet Products Marketing Campaign

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Abstract: *The marketing campaign, irrespective whether this process is online or offline, is a fundamental task that requires increased attention, so it is important to firstly define the product and establish the competitive advantages, but also very important it is to identify the benefits of the product in relation to the consumers' needs. In my case, namely the development of the market segment for pet products, we need to know that marketing campaign is aimed not only for the animals but it is aimed especially for animal lovers and owners. These campaigns are based on the relationship and affection between the animal and the human being, the animal's healthy lifestyle, its happiness and the emotion transmitted to the public. In my research paper, I will analyze and compare a series of pet products companies and the resources used by them to reach both the owners and their animals.*

Keywords: *website, advertising, pet products, marketing campaign.*

1. Introduction

I have chosen the topic "Pet products marketing campaign" because advertising campaigns made in this area involve a greater degree of difficulty as they have to convince the consumer to buy a product that it is not intended for themselves but for their animal.

The target audience is not just pet owners but also animal lovers because, as I will present later in this article, a lot of marketing campaigns have been created for different brands that send us to help and adopt an animal. These are well-made from an artistic point of view and cultivate the buyer's sensitivity and taste – specialised studies show that these two elements play an important role in purchasing decisions.

In this article, I will analyze four different campaigns of Pedigree Brand that are based on emotion, affection, and the relationship between the human being and the animal. They use reminder advertising like method because it does not provide information about a new product but come to support causes, namely the adoption of animals or reducing the number of euthanasia due to the "inappropriate" or "dangerous" behavior of them. The messages sent by them are clear, they do not bother to promote the product itself, but rather to inform the consumer; this type of message falls into the category of emotional advertising because it emphasizes the intangible emotional characteristics and benefits of the product, addressing the emotional side of the individual.

2. Methods

I have chosen to analyze the most famous brands for pet products, international brands, but also autochthonous brands, ranging from the economic range to the super premium range.

I have used as research method the comparative analysis, as well as bibliographic research using the advertising campaigns from Romania and international ones, but also the offline brands marketing campaigns (posters, banners, events), the advantages and disadvantages offered by them as a support of the communication strategies.

If the ancient Greeks used people screaming or singing in the cities for the arrival of spirits, the ancient Egyptians used papyrus, the

Babylonians used clay tablets, nowadays advertising campaigns are rather "investments" and not a "game of chance", they have the ability to educate, influence, propose, or impose certain patterns. Advertising campaigns targeting pet products are based mainly on consumer awareness.

Any promotion whether it is in the online environment or not has to follow some very important steps, namely defining the product and establishing the competitive advantages, identifying and segmenting the target audience, identifying the benefits of the product in relation to the consumers' needs. Due to the fact that we live in the digital era, the emphasis is on the superiority and the advantages of the online environment, the importance of internet advertising being one of the most important nowadays because consumers are online addicts and prefer to buy the necessary information from there.

In my research paper, I will focus on the analysis of the various advertising campaigns of the most famous international and autochthonous brands that not only promote pet products but also inform or sensitize the customers. Each of them tries to come with their own style, be original and be as far away from the competition.

Apart from the advertising campaigns that these brands use to promote and maintain them on the market, they carry out much of their work on websites and social pages. I will present below some information that can be found on these online platforms.

General information:

- specialty articles about the animals that they target with their products;
- the advice of veterinarians about what it means to own a pet and not only, and also about the needs it has;
- for the company and its history;

Useful information for animal owners:

- the correct feeding grid of the animal;
- order food directly from the site
- doctor's advice with general situations about pets

Information for animal lovers:

- specialized articles about the responsibility to own a pet;
- addresses of animal shelters;

4. Results

In this article, I will present four advertising campaigns of the Pedigree Brand, various campaigns, namely, a video campaign based on TV spots, another based on an augmented reality application, a campaign developed as an interactive educational video game, and the one using experiments with medical devices.

The first campaign, "Child Replacement Program," ran in New Zealand and had a strong emotional impact on the public. They addressed families where children had already become adults and left the parental home. This campaign encourages parents whose children have left home to adopt a dog to replace the gap left by the children.

The campaign is made up of 3 TV spots, all three having the same message: "When they're gone, go ahead." The campaign is also accompanied by prints as fun as video footage, where older photos of parents with their children are recreated with parents at the current age, and children are replaced by puppies. Spots direct their viewers to a web page where they can find the perfect dog for them through the adoption program created by Pedigree.

They also wanted to support the people who adopted pets through this program and if parents send Pedigree the child's old stuff, they will instead receive dog products.

New Zealand Pedigree Marketing Director said about this campaign: "A dog can bring a lot of love, joy and affection to a home. Bring what's best of us and fill our lives with happiness, just like a kid. The difference is that they will not grow and move to London. We hope that through this campaign we will be able to take as many puppies out of shelters and bring them to the homes they need. "

The second campaign was based on an augmented reality application and was made in collaboration with Facebook. Their goal was to determine as many users as possible to adopt a dog. The campaign is based on a personalized application on the Facebook page, where the user can create selfies to add as a face mask to a puppy. The app offers the user the choice of multiple breeds of puppies. Revolutionary from the point of view of marketing and technology, when the user chooses the mask of his favorite breed, he is offered a list of all the shelters near him where he could find and adopt a puppy of that breed.

“The new Pedigree Facebook camera effect is not only fun and entertaining, but it also supports pet adoption, a cause that’s at the core of our brand,” said Elizabeth Barrett, Pedigree Brand Manager. “We’re constantly looking for ways to stay relevant when talking to consumers, and this digital format delivers our adoption message in a way that’s both unexpected and impactful. We want consumers to selfie with the doggy-faced overlays to help raise awareness for dogs in need of a forever home.”

The third campaign also took place in New Zealand, and it took place as an interactive educational video game. The aim of the campaign was to bring the dog closer and reduce the number of euthanasia due to the "inappropriate" or "dangerous" behavior of the animal.

Pedigree has collaborated with experts in canine behavior to launch "The Story of a Dog", an interactive adventure for children and parents, to help them feed more on dog safety.

It is said that you cannot teach an old dog new tricks, but you can certainly educate children and their parents to learn together about the safety of dogs and to build long lasting, healthy, and happy relationships between the animal and the human being.

Every year in New Zealand there are nearly 9,000 cases of dog bites, and about one-third of them are children under the age of nine. Approximately 75% of these incidents occur in the home or in an

environment where the dog is known to the child and most often because the child does not understand how to behave properly and with care around the dogs. This can sometimes lead to animal euthanasia.

Oliver Downs, marketing director at Mars Petcare, which owns and distributes Pedigree in New Zealand, said the company's goal was to make the world a better place for the animal and humans to live together in harmony and the application is an important educational tool which contributes to achieving this goal.

The last campaign analyzed in this article used experiments with medical devices and had as Motto: "Puppies are the Nature Xanax".

The campaign took place in Australia, and its purpose was to demonstrate the importance of a pet in human life. The Pedigree team made an experiment in which they monitored the heart beats of a man and a puppy, firstly when they were separated and then when they spent time together. The results of the experiment have shown what for the puppy owners is not a novelty: both the man and the animal are much calmer in each other's company.

What was less obvious, yet hard to believe, was that the hearts of the two were almost in sync. At the same time, campaigners have demonstrated the usefulness of having a dog around a man: a woman who has lost her hearing, but gets clues from a pet or a man suffering from a physical disability but is less depressed and anxious with the puppy.

5. Conclusion

Successful advertising campaigns are those that turn consumer stories into a Brand Story like Pedigree did. They conducted a recent study carried out by the University of Western Australia in collaboration with the UK's Waltham Center for Pet Nutrition on the important role that animals play in saving social relationships and supporting people's relationships.

The most important thing was that when the Pedigree marketing team tried to give a direction to the research, they saw that the results of the study were actually confirmed by their own stories. The most successful campaigns were those based on real-life stories, with the support of animal-friendly customers.

I found out from the study that the most successful campaigns were those that have a high degree of emotion on consumers and not those that rely on the product and ingredients because we can understand what the effect the animals have on humans.

Campaigns have evolved over the years and with an explosion, but the competitive pet food market and the brand has expanded its platform to the entire globe.

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