

The Creative Brief

Client: Petcurean

Brand: Go! Solutions

Communication Objective

Introduce/launch the Go! Solutions product line to pet owners in the US market.

Industry Trends

- “The trend toward humanization in the pet market is everywhere – perhaps most notably in the pet food and apparel market. Food for pets is looking more and more like food for humans with fresh-baked treats for dogs, organic and natural ingredients, and even lactose-free milk for cats.” [Mintel](#)
- “As pet owners look for the safest and healthiest options for their pets, brands will continue to focus on **recognizable** and **local ingredients**, as explored in *Mintel Trend Locavore* (see *Mintel’s Pet Supplies – US, June 2018*). **Made in America, fewer and recognizable ingredients, and natural and organic claims will continue to gain traction across pet categories.**” [Mintel](#)
- The Pet market is growing: **The market for pet products and services is nearing \$100 billion** (estimated at \$96.4 billion in 2019). This includes consumer spending on pet food, pet supplies and pet services for the year. Growth in the pet market is above average with an annual CAGR (compound annual growth rate) over 5% (compared to a 3% average growth rate across most consumer categories – see *American Lifestyles: Implications of Being On Display – US, April 2019* for comparisons). **The growth rate is anticipated to slow slightly over the next five years, but the market is still estimated to gain 28% between 2019 and 2024.** ([Mintel](#))

Target Audience

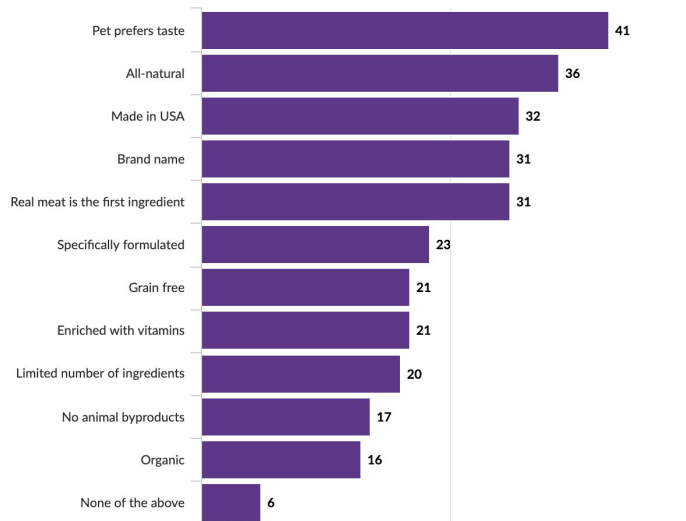
25-35 and 55 + year-old pet owners who are heavily invested in their pet’s health and concerned with their pet’s allergies and dietary needs. Pets play an almost human-role in their life--they view their pets as partners and parts of their family. They take pride in their pet’s appearance. We are targeting childless homes--whether that be single or married people without kids or empty nesters--with enough disposable income to afford to invest in their dog’s food.

Key Insights

- According to a survey by Mintel, the two biggest factors in the purchase decision for dog and cat food is if the pet prefers the taste and if the ingredients are all natural

Dog and cat food purchase factors - NET - Any dog or cat food

Base: 1,607 internet users aged 18+ who purchase dog or cat food/treats

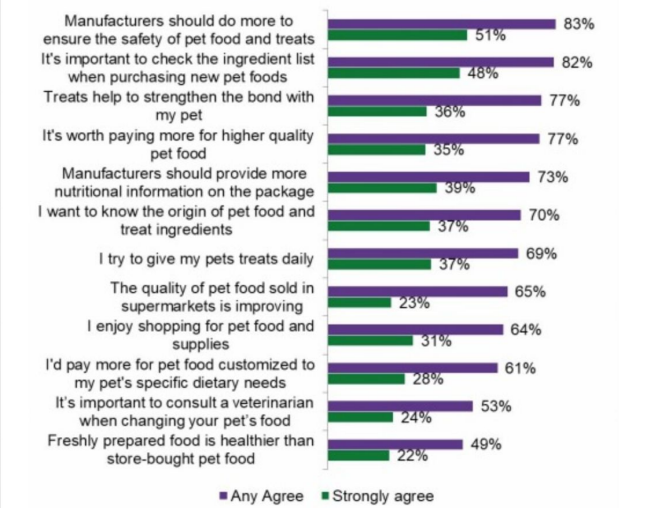


- Many people view themselves as a “pet parent” rather than a “pet owner” (47% of respondents ‘strongly agreeing’ and 30% of respondents ‘somewhat agreeing’)
- Young and new pet owners are more likely to engage in pet food selection. ([Mintel](#))
- Households without children are more likely to own pets and spend more time on their pets ([Mintel](#))
- Pets no longer play a functional role in the household. The pet/people relationship has evolved and strengthened, and this close relationship is driving up the quality of life for pets. 65% of pet owners agree that it’s important that their pet experiences new things, an attitude that suggests pets are on par with friends, if not family members . ([Mintel](#))
- People are invested in their pets health and feel that the food they feed their pets helps strengthen their bond and for that they are willing to pay more
 - 61% of people will pay more for food customized to a pets specific dietary needs
 - 77% of people feel treats strengthen the bond with pets
 - People want to know what the ingredients are and where they come from

Figure 36: Pet food attitudes, March 2019

Base: 1,677 internet users aged 18+ who purchase pet food/treats

"How much do you agree or disagree with the following statements about pet food/treats?"



Source: Lightspeed/Mintel

[Click here to zoom](#)

Points of Differentiation

- Designed for pets with specific nutrition needs
- High quality ingredients
- Organic and sustainable
- Canadian brand

Main Idea

- Though dogs and cats are man's best friends, you are your pet's entire universe. For your pet, their adventure is being with you. Enable them to go on long adventures every day without joint pain, itchiness or stomach problems. Go on their best adventure with Petcurean Go! Solutions!

Supporting Facts

- Top 3 areas identified by consumers as areas for innovation are: treats that provide added nutrition, natural meat treats, and sustainably sourced pet food ([Mintel](#))
- One third of pet food shoppers are concerned about manufacturing practices and the safety of pet food ([Mintel](#))
- Dog allergies most frequently manifest as: dry itchy skin, excessive scratching or licking, bald patches, a high frequency of hot spots, ear infections, skin infections, diarrhea, and vomiting. A balanced diet is important for pets' health and excess weight can lead to joint pain and arthritis ([Hillspet](#)).
- 35% of millennials (Ages 23-38) own a pet, 32% of baby boomers (Ages 55-73) own a pet ([PetFood Industry](#))

Mandatories

- Logo
- Website, social media (Snapchat, Instagram, Facebook, Twitter)

- An app
- Tagline

Additional Resources

[Pet Food-July 2019](#)

[Pet Owners- US - August 2019](#)