



Hill's[®]

SCIENCE DIET[®]

VETERINARIAN RECOMMENDED



one-upper
dogs agency

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AGENCY

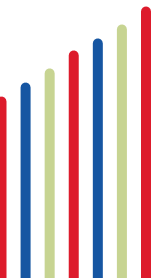
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SITUATION ANALYSIS





COMPANY HISTORY

In the 1930s, Buddy, a German Shepherd and guide dog to Morris Frank, a young blind man, was diagnosed with kidney failure. In desperation, Mr. Frank approached Dr. Mark L. Morris who concluded that Buddy's kidney failure was due to poor nutrition. Dr. Morris then developed a new pet food that he and his wife produced in their own home; this became the first pet food specifically tailored to dogs with kidney disease. In 1948, with hopes to expand his business, Mr. Mark partnered with Burton Hill from the Hill Packing Company which is based in Topeka, Kansas. This helped legitimize Mr. Mark's business, as he licensed Hill to produce his formulas, gave his product the official name of Canine k/d, and expanded his formulas and his line. Both Mr. Mark and Dr. Morris believed in the special capabilities that formulated nutrition had on treating diseases in animals and they brought their beliefs to fruition with Hill's Pet Nutrition.

After Dr. Morris passed, his son, Dr. Mark Morris Jr. continued his legacy and dedicated himself to building up Hill's. The Colgate-Palmolive Company purchased Hill's Pet Nutrition in 1976 and has since helped globalize and exponentially grow the company to what it is today, a go-to premium pet food. The current President and CEO is Peter Brons-Poulsen. As a leader within the animal food industry, Hill's Pet Nutrition caters specifically to dogs and cats of all ages and breeds. The Hill's Pet Nutrition team is composed of veterinarians, food scientists, Ph.D. nutritionists, and flavorists who are dedicated to producing innovative, nutritional pet food. Hill's promotes an environment that emphasizes love and a healthy lifestyle for animals; in testing their products, they only employ non-invasive methods on their dogs and cats. Hill's follows an extensive list of policies to ensure the protection and ethical, responsible treatment of the dogs and cats involved in studies which overall denounce any use of force and emphasize natural, compassionate care that promotes pet welfare.

The Hill's Pet Nutrition Center today, located in Topeka, Kansas, contains an American Animal Hospital Association (AAHA) certified veterinary hospital and also houses teams of veterinarians and acclaimed nutritionists who are assigned to companion pets, working to develop Hill's pet food. Overall, Hill's products are promoted and commercialized as vet-endorsed and recommended prescription dog foods.





INDUSTRY TRENDS

The dog food industry has become increasingly healthier over the past few years with “humanization” becoming a well-developed trend. **This refers to the fact that pet owners are purchasing and feeding their dogs foods that relate to diets they would eat themselves. According to the Association for Pet Obesity Prevention (APOP), 52.6% of the dogs and 57.6% of the cats in the United States are overweight or obese.** This trend of rising obesity among pets mirrors human obesity patterns. As a result, the major players in the pet food market have started to follow human health trends, with foods to support weight loss. This has led to “developments similar to those in the food and beverage industry as a whole -- with a strong focus on health”(Williams, 2019). In fact, “about 82% of global pet food launches used a health positioning of some kind in the 12 months to the end of September 2018, rising to nearly 91% in the US”(Williams, 2019). In addition to this, new products in the industry “used one or more of the following claims involving natural, organic, no additives/preservatives and GMO-free”(Williams, 2019).

Furthermore, pet owners’ have shown a greater interest in products that use grass-fed meats, gluten free formulations, and grain-free options. Consumers don’t want traditional pet foods, which has led to premium options of dog food trending as well. Premiumization of pet foods refers nutritious meat meals, fresh meat, poultry or exotic proteins, grains or legumes, and likely a fruit and vegetable blend that provides pets with additional antioxidants. These specialty options include those “emphasizing protein content, vitamin and mineral fortification, probiotics, and digestive/gut health, omega-3 fatty acids/DHA, skin health and oral health”(Williams, 2019).

Economic forces have impacted these trends. For instance, “the emergence of private label store brands, and growing urbanization” (Wood, 2020) are some of the major driving economic forces propelling the growth of the North American pet food market. The market is driven by heavy influences from human nutrition, which is driving research to better and safer food for pets that have high nutritional and dietary benefits. E-Commerce is another factor that has reshaped the industry. In fact, “U.S. retail sales of pet food and treats and nonfood pet products totaled \$52 billion in 2018, up 4 percent over 2017, and they are projected at almost \$54 billion in 2019. E-commerce has been making enormous strides and will rise from 20 percent of pet product sales in 2019 to 26 percent in 2023”(Lummis, 2020). Consumers are buying more of their products online and it has impacted where brands sell their products and their strategies on how to stand out among competitors, which has led to humanization and premiumization of products.



PRIMARY RESEARCH

To understand what elements affect consumers most when purchasing dog food, we distributed an online survey to collect data. We totally collected 106 responses, 68 percent of which were from females. The majority of our respondents are in the age groups of 19-24 (33 percent) and 45-54 (36 percent) years old. Most responders are white (80 percent). The second-highest number of responses come from Asians (17 percent). Our responders' income levels are various, but most responders (38 percent) indicated that they have \$100000 to \$200000 annually. Among our 106 responders, 80 percent of them are the owners of one or more than one dog.

According to our research data, 29 percent of responders strongly agreed, and 50 percent of them somewhat agree that veterinarians' recommendations affect their dog food brands' choices. **Besides, most responders (71 percent) answered that among price, ingredients, brands, vets' recommendations, and others, they cared most about the ingredients of dog food when purchasing. In addition, most responders (34 percent) somewhat agreed that they would choose the same dog food brand as their family members or friends chose.** Almost 8 percent of responders strongly agreed with that argument. Also, 73 percent of responders preferred to stay loyal to one dog food brand instead of trying new ones.

COMPETITIVE ANALYSIS

Hill's Science Diet is the subsidiary company of Colgate-Palmolive Company. Colgate-Palmolive Company participated in the premium pet food industry through Hill's Science Diet. The major competitors of Colgate-Palmolive Company in this competitive industry are Nestle SA, Mars Inc., JM Smucker Company, and General Mills Inc. These competitive companies also participated in this market through their pet segments, which are the competitors of Hill's Science Diet in the premium dog food industry. **These competitors include Nestle Purina from Nestle SA, Royal Canin from Mars Inc., Natural Balance from JM Smucker Company, and Blue Buffalo from General Mills Inc.** As these brands all offer premium dog food, the key factor for consumers to compare will be their price and nutritional value content (calorie content, protein, fiber, and fat).



Nestle SA has the largest market share in the premium pet food production in the U.S., it participated in this industry through its pet segment Nestle Purina. Comparing the nutritional value of Purina ONE's and Hill's Science Diet's dog food for small breed and adult dogs, Hill's Science Diet has 0.6% more protein content and 7% more fiber content than Purina ONE. Protein and fiber are the two major components as set by the Association of American Food Control Officials (AAFCO). Protein is important for dogs to create energy and keep skin and hair in healthy condition. Fiber can promote a strong body and good blood pressure for dogs, and it provides energy and fat-soluble vitamins. Besides, Hill's Science Diet has 885 less calories per kilogram and 6.8% less fat content than Purina ONE. The higher the fat dog food has, the more chance dogs will absorb calories rather than nutrients, which could cause dogs to become overweight and unhealthy. As a result, Hill's Science Diet' dog food is healthier for dogs than Purina ONE's dog food, but Purina ONE's dog food is cheaper.

Royal Canin's parent company Mars Inc. has the second largest market share in the premium pet food industry. Hill's Science Diet's dog food for small breed and adult dogs has similar nutritional value content to Royal Canin's dog food. But Hill's Science Diet has lower cost than Royal Canin.

The costs of dog food for small breed and adult dogs of Hill's Science Diet, Natural Balance, and Blue Buffalo are similar. Hill's Science Diet has a little higher protein content and fiber content than Natural Balance and Blue Buffalo. Besides, Hill's Science Diet has the lowest calorie content among these three brands, and Blue Buffalo has the lowest fat content.

For the online retailers where can buy dog food from these brands, **Hill's Science Diet sells its products on five online retailers, which is much fewer than Purina ONE and Blue Buffalo, and has not much advantage compared with Royal Canin and Natural Balance. As a result, Hill's Science Diet may be disadvantageous in terms of convenience of purchase.**

Besides normal formulas of dog food, these brands all have formulas for special needs, such as weight management and grain free. **Hill's Science Diet has 14 types of special formulas, which is the most among these five brands.** In this situation, Hill's Science Diet is more likely to reach consumers who have special needs than the other four brands.



Dog food brand (small breed, adult)	Price	Kcal/kg	Protein (min)	Fiber (max)	Fat (min)	Numbers of online retailers	Numbers of formulas for special needs
Hill's science diet	\$2.666/lb	3208	28.6%	10.4%	11.2%	5	14
Royal Canin	\$3.845/lb	3273	28%	10%	9%	3	13
Purina ONE	\$1.688/lb	4093	28%	3%	17%	9	10
Natural Balance	\$2.726/lb	3590	27%	5%	15%	4	6
Blue Buffalo	\$2.666/lb	3306	25%	8%	10%	18	11

1. <https://my-ibisworld-com.ezproxy.library.wisc.edu/us/en/industry-specialized/od6157/major-companies>
2. <https://www.iams.com/pet-health/dog-life-stages/why-your-dog-needs-protein#:~:text=Why%20Your%20Dog%20Needs%20Protein-Share%3A&text=Protein%20is%20best%20known%20for,main%20role%20in%20hormone%20production.&text=The%20protein%20in%20dog%20foods,a%20combination%20of%20the%20two>
3. <https://www.akc.org/expert-advice/nutrition/benefits-high-fiber-dog-foods/#:~:text=Aiding%20in%20Digestion,the%20colon%20recover%20from%20injury>



CONSUMER ANALYSIS

Females are more likely than males to purchase Hill's Science Diet. While percentages for purchases in the last 30 days are only 10% higher for females, the index is above 100, around 109-110. The index for males purchasing in the last 30 days is just around 90.

White people also make up the largest racial group that will purchase Hill's Science Diet. Of respondents who were white, 86.8% said they have purchased with an index of 119. The next closest race is black, and only 5.7% said yes with an index of 69. There are also asterisks next to the numbers to signify that they are most likely not reliable numbers because there were so few respondents there.

Aside from gender and race, trends point heavily towards consumers who are presently married (68.1%, index of 128), employed full-time (55.2%, index of 107), do not have children (66.3%, index of 87), between the ages of 55 and 64 (23.2%, index of 136) and live in the southern region of the United States (48%, index of 126).

The midwest was the next closest region (24.7%, index of 118) and the age of 65+ (20.5%, index of 100) were the only two other areas that stood out much from other consumer demographics. Overall, there is not much interest in purchasing Hill's Science Diet outside of the mentioned data.

As far as lifestyle goes, those who have purchased Hill's Science Diet the most out of all dog food brands put a heavy emphasis on their families. With an index of 110, 68.6% of respondents said they enjoy spending time with their families while a large chunk of them said they like to spend most of their time at home with their families (33.8%, index of 97). Additionally, 33.5% of those respondents also prefer a quiet evening at home to going out (index of 103).

Another lifestyle aspect important to Hill's Science Diet consumers is being ethical and natural. With an index of 122, 58.4% those who purchase Hill's the most believe it is important that a company act ethically. 60.6% of those who have recently purchased Hill's (index of 127) also agree. Moving to nature, 30.5% of those who purchase Hill's the most like to understand about nature (index of 97).

Consumers of Hill's Science Diet also tend to look to the internet for their information. 35.3% of respondents (index of 97) look at the internet first when they need information.

The Simmons data shows a relationship between southern, married workers and purchasing of Hill's Science Diet.

Additional things to consider would be the increase in dog adoption over the past year. Since the COVID-19 pandemic began, animal adoption rates have increased as people are spending more time at home and in need of a companion in some cases. Because there has been an increase in adoption rates, there is an increased need for dog food. And this spans all ages.



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BRAND ANALYSIS

Product. Hill's Science Diet offers dry dog food, specializing in pet nutrition by categorizing each product according to the health benefits it provides. They currently offer Sensitive Stomach & Skin dry dog food as well as Perfect Weight dry dog food. Each product is packaged in a consistent design of a dog smiling, and the back of the packaging has further details of how the food works to help those targeted areas of health. Online, each speciality product is accompanied with a large red label next to the image of the food, with further details on how the food will help the dog, such as "Supports digestive health and nourishes skin" for the Sensitive Stomach & Skin product, and a statistic of "Over 70% of pets lost weight within 10 weeks" for the Perfect Weight product. Hill's also categorizes their products based on the dog's breed size and age. They distinguished themselves from its competitors by prioritizing the quality of their product. Their recipe is developed by veterinarians, technicians, nutritionists and food scientists. Ingredients that go into the food must meet high standards of quality, making sure that there are nutrients within the ingredient and that the ingredients are safe to use.

Price. The price for Hill's Science Diet products ranges based on the size of the bag, as well as the speciality of the product. For a 4 lbs. bag of the Sensitive Stomach & Skin Adult food, the retail price goes for \$15.99, while the 30 lbs. bag goes for \$60.99. In comparison, the largest bag for the Perfect Weight Adult food is only 28.5 lbs and also goes for \$60.99. The Large Breed Puppy food's smallest bag is 15.5 lbs and costs \$34.99 while it's largest bag of 30 lbs. costs \$55.99. Compared to their competitors, Hill's Science Diet costs more money for less food, but their branding of being nutritious and created with the highest quality of ingredients allows their psychological pricing to be higher, by justifying the price with the benefits and quality of the product.

Place. Hill's allows their customers to purchase their product through online retailers listed on their website, including Amazon, Chewy, PetFlow, PetCareRx, PetSmart, and Petco. They also sell their products in-store at many pet speciality stores, pet grooming stores, and through veterinary clinics.

Promotion. Hill's Science Diet is currently holding a promotion for a giveaway of a free year's worth of food on their website. In 2013, they also held a "Vets Know Best" tour that allowed pet owners to sample their new product formula and introduced them to their new packaging. They also do direct marketing by having a newsletter subscription that customers can sign up for on their website, allowing them to receive updates on coupons, deals, and promotions. Along with their website's promotions, Hill's Science Diet spends an estimate of \$250,000 in advertising annually. Online, Hill's Science Diet has social media accounts on Facebook, Instagram, and Twitter. They have a following of 56.8 thousand followers on Instagram, with their posts mainly focusing on tips for taking care of owners' pets. They have 10,430 likes on Facebook, but have not posted since August 2017. On Twitter, they have 21.2 followers and mainly retweet posts pertaining to pet care, contests or promotional events they are doing, and PR recognitions of fundraisers and donations.



MEDIA USAGE ANALYSIS

In a world that relies on media as a means of communication, how a brand reaches consumers is important. There are many channels that can be utilized, though a lot of newer ones take the spotlight. When considering new ones, in the past ten years streaming service usage has skyrocketed.

Music streaming services like Spotify, Pandora and iHeartRadio offer options to stream music for no cost at the expense of the listener having to sit through a few advertisements every now and then. Television and movie streaming services also offer different plans based on how many ads the viewer is willing to watch. Hulu and Amazon Prime Video both show ads based on how much the consumer pays.

Also consider the pandemic in relation to consumption. **Streaming has increased because people are spending more time at home and they have more free time because they are not able to go out. Not only has streaming increased, but so has screen time.** People are spending a considerably larger amount of time on their phones and computers scrolling through social media apps, browsing the internet, playing games, shopping, the list goes on. Smartphone ownership among adults in the United States was at 81% in early 2019.

One app that took on ads during the height of the pandemic was TikTok, which saw an uptick in users. The ads on TikTok are featured when you open the app immediately and that might be the only ads that people notice plainly. But ads can be found in other places. Often, trending hashtags are for certain brands or products. And even more often, popular content creators sign deals with different companies or brands with the promise that they will push products and services in their videos. Product placement is very much a thing on TikTok. This extends across other social media platforms like Instagram and Twitter. **In just the first quarter of 2020, Twitter saw a 23% user increase from 2019 and monetizable users reached around 164 million.**

4. Hill's® science Diet® Perfect Weight adult dog food - chicken. (n.d.). Retrieved from <https://www.petsmart.com/dog/food/dry-food/hills-science-diet-perfect-weight-adult-dog-food---chicken-21059.html>

5. Hill's pet food quality & MANUFACTURING Safety: Hill's pet. (n.d.). Retrieved February, from <https://www.hillspet.com/about-us/quality-and-safety>

6. Hill's® science DIET® sensitive Stomach & Skin adult dog food - chicken & Barley. (n.d.). Retrieved from <https://www.petsmart.com/dog/food/dry-food/hills-science-diet-sensitive-stomach-and-skin-adult-dog-food---chicken-and-barley-570.html>

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8. Hill's® science diet® large Breed Puppy food - Chicken meal & Oats. (n.d.). Retrieved February, from <https://www.petsmart.com/featured-brands/hills-science-diet/dog/hills-science-diet-large-breed-puppy-food---chicken-meal-and-oats-612.html?cgid=5000110>

9. Shop online: Hill's pet. (n.d.). Retrieved from <https://www.hillspet.com/shop-online>

10. MarketLine. (2020, March 16). Company Summary. Retrieved from <https://advantage-marketline-com.ezproxy.library.wisc.edu/Company/Summary/hills-pet-nutrition-inc>



TikTok is not just for younger generations either. Middle aged people and senior citizens have been joining the app more recently and have seen their fair share of success on the app, showing that TikTok would be a valid place to try advertising Hill's Science Diet to the more middle-aged crowd that purchases the products.

Aside from newer platforms, there are some tried and true platforms that still prove successful for advertising, though also costly. Hill's Science Diet has heavily relied on display advertising, mobile web advertising and television advertising. Cable television advertising costs the most for Hill's Science Diet. Canned and dry dog and cat food combined to cost \$1.7 million for advertising on cable television advertising alone. Hill's Science Diet has utilized partnerships with Petco to advertise on channels such as Animal Planet, really playing into their market of people who have free time to watch tv and have money because they are able to afford cable television.

Another channel for advertising that Hill's Science Diet has spent a decent amount of money on is magazine advertising. The company spent nearly \$340,000 advertising the Youthful Vitality products, mostly in National Geographic and National Geographic Traveler.

Competitors are following the same routes in terms of advertising their products to consumers.

CATEGORY CREATIVE ANALYSIS

To attract and reach consumers, Hill's Science Diet uses messages in their marketing and communication that show how much they care about one's pets. This includes messages conveying that the brand is helping "your best friend live their best life", "creating the quality nutrition your pet deserves", and stating that their entire philosophy is "driven by your pet's needs"(Hill's Science Diet). Their messages show that they have a deep understanding of nutrition based on their significant emphasis on scientific research.

In addition to this, their marketing messages target the pet owner through their mission "to help enrich and lengthen the special relationships between people and their pets"(Hill's Science Diet). Furthermore, the company utilizes the message that their products are "recommended by veterinarians" which allows pet owners to feel more at ease with what they are giving their dogs to eat.

11. Hill's Science Diet Launches 'Vets Know Best' Tour. (2013, Sep 06). *Entertainment Close - Up* <https://ezproxy.library.wisc.edu/login?url=https://www-proquest-com.ezproxy.library.wisc.edu/wire-feeds/hills-science-diet-launches-vets-know-best-tour/docview/1430336285/se-2?accountid=465>

12. *Business Expenditures*. (n.d.). Retrieved from <http://www.referenceusa.com.ezproxy.library.wisc.edu/UsBusiness/Detail/One/f5ca1ae583e7471e8924c4539e5e8411?recordId=009463084>

13. Hill's Pet Nutrition [@hillspet] <https://instagram.com/hillspet/>

14. Science Diet [@ScienceDiet] <https://facebook.com/ScienceDiet/>

15. Hill's Pet Nutrition [@HillsPet] <https://twitter.com/hillspet/>

16. <https://www.pewresearch.org/internet/fact-sheet/mobile/>

17. <https://www.jpmorgan.com/insights/research/media-consumption>

18. <https://www.aarp.org/disrupt-aging/stories/info-2020/tiktok.html>



The product designs use “a distinctive pet character” that is effective in connecting with pet owners as it enables them to “forge a strong emotional connection with the animals”(Design Analytics, 2020). **This portrays the message that the owner’s dog will be just as happy and healthy looking as the dog on the product.** Consumer evaluations indicate that Hill’s does show that they care about their pets.

Brands competing with Hill’s have messages mainly concerning one of three categories: dog health, dog behavior, and dog appearance. It is often the case that dog appearance is found as a secondary part of either of the other two categories.

Companies focused on dog health often introduce their ingredients as a key selling point to dog owners wanting more whole, natural ingredients for their pet’s food. For example, these brands show artistic representations of the raw ingredients. One of Hill’s biggest competitors, Purina ONE, showcases raw ingredients against what appears to be a cutting board to insinuate the freshness and high nutritional value of their food. Competitor Natural Balance falls into this category as well, having their many iterations of diet food labeled the most clearly on most of their product packaging.

The second category of message types is dog behavior, which is also strongly connected with dog-owner relationships. Hill’s competitor Blue Buffalo exhibits this sort of method the most out of the given competitors. Blue Buffalo’s advertisement says “Some dogs need a grain-free diet to be their best...”, strongly enforcing the idea that the brand contributes to dog behavior most inclined to be positive and beneficial with their owners. Hill’s methods can be placed into this category as well, as their commercials also showcase the athleticism and happiness of pets that eat Hill’s food. As likely the broadest category of the three, Hill’s is able to showcase the multifaceted nature of their pet food through imagery of science and real Hill’s pets via a behavioral focus.

While dog appearance is incorporated heavily into the other two categories, Royal Canin uses it as its key method of advertising, showcasing iconic and popular dog breeds to owners with said dog breeds and giving the owner a sense of exclusivity and “tailoredness” when they purchase said food for said breed. Most of their advertisements have visuals of pets as the attention grabber, and then with words they describe the uniqueness of each type of pet. In a world where most people are able to tailor their experiences on a very personal level, Royal Canin offers the same option for the “personalization” of pet food.

Dog Health (Purina ONE)

Photo from <https://www.ispot.tv/ad/ATmR/purina-one-smartblend-no-corn-or-wheat>



Dog Behavior (Hill’s)

Photo from Advertisement by Red Fuse, France | Dog treat packaging.



Dog Appearance (Royal C.)

Photo from Royal Canin - Dan Burn-Forti





PUBLIC OPINION

Customers generally like Hill's Science Diet with a 99% recommendation rate as seen on Hill's Pet Nutrition website. Additionally, customer reviews constantly hover at around 4.8 out of 5, suggesting that those who do order Hill's Science Diet like the food for their pets and their lifestyle. Many of the reviews also stated that the dogs enjoyed the taste of the products while having benefits to their coat, weight, and overall attitude. The only negative review posted on the site suggested that the food made their dog ill, but this was a minority opinion with over 200+ customers affirming they loved Hill's Science Diet products. Reviews continued to advocate that the Hill's Science Diet included natural ingredients leading to healthy dogs.

Dog Blog Opinions

While scouring the internet for "best dog food" many lists include Hill's Science Diet products, although never at the top of the list. According to Dogfoodadvisor.com, **Hill's Science Diet ranks six in the top ten best food for puppies, stating that it was best for small to medium puppy breeds. In another article titled, "10 Best Vet Recommended Dog Food Brands" found on an Emotional Support Animal website called RealESALetter.com, Hill's Science Diet held the top slot of veterinarian recommended food for its high quality, natural ingredients.** However, when googling "best dog food", the first two links are sponsored advertisements of Hill's Science Diet competitors.

The success of Hill's Pet Nutrition has been negatively affected by the 2019 product recall of over 25 variants of Hill's Science Diet canned food. CBS coverage of the recall was trending as news of "dragging feet" in the January recall led to lawsuits. The class-action suit was settled in March of 2021 for 12.5 million dollars distributed to pet owners damaged by Hill's Science Diet products.

General trends affecting the prosperity of Hill's Pet Nutrition are the current and lasting effects of the 2020 COVID-19 pandemic. **During this time, many Americans and international customers have added a new pet to their family, increasing the demand of pet food in 2020.** The sudden increase in customers is predicted to equal out in 2021 as customers continue to buy food, but not add additional pets to their families at the same rate.

19. https://www.hillspet.com/science-diet?gclid=Cj0KCQjwgtWDBhDZARIsADEKwgMasNcHn-UF8LmjRbj4GTt0yY49w1XVks0PNIZRjW6B2_XZuuUzTPwaArAveALw_wcB&gclid=aw.ds

20. <https://www.dogfoodadvisor.com/best-dog-foods/best-puppy-foods/>

21. <https://www.realesaletter.com/blog/vet-recommended-dog-food>

22. <https://www.cbsnews.com/news/hills-dog-food-recall-pet-food-maker-faces-mounting-legal-woes-over-dog-deaths/>

23. <https://www.wtsp.com/article/news/class-action-settlement-reached-after-toxic-levels-of-vitamin-d-found-in-dog-food/67-f0d2ad06-6065-443a-b220-9c0a02d2b945>



STAKEHOLDER ANALYSIS

Hill's Pet Nutrition is owned by Colgate-Palmolive, a multinational company specializing in a diverse array of products from household to healthcare. A public company, some of Colgate-Palmolive's largest stakeholders include the Vanguard Group Inc as well as SSgA Funds Management Inc. At a 8.48% stake, the Vanguard Group owns the largest share in the company while SSgA Funds Management Inc. follows closely behind with a 5.95% stake. As investors in Colgate-Palmolive, companies such as the Vanguard Group and SSgA Funds Management Inc. share a direct stake in the performance of Colgate-Palmolive. The parent company to Hill's Pet Nutrition, Colgate-Palmolive's successes and failures are determined by how well Hill's Science Diet performs in the dog food market.

Additional stakeholders include the general public. Currently at a stock price of \$75.77, Colgate-Palmolive's stock prices are rising, making it a good investment for brokers on the stock market. Those who invest in Colgate-Palmolive are placing a stake in the company's success, as the profits increase, so do dividends to investors. As a public company, Colgate-Palmolive, and therefore Hill's Pet Nutrition, can see a high interest in public engagement.

Employees

Employees of both Colgate-Palmolive and Hill's Pet Nutrition have a large stake in the well being of the company. As they rely on the success of their employer for daily expenses, employees of every level have various stakes in the success of Hill's Science Diet. Employees with the largest stake are highly paid corporate executives such as Peter Brons-Poulsen, President and CEO of Hill's Pet Nutrition, as well as Dr. Mark Morris Jr., the son of Hill's Pet Nutrition Founder Dr. Mark Morris. If Hill's Science Diet continues to perform well in the pet food market, it reflects well on the leaders of Hill's Pet Nutrition and their lower level employees.

Non-Profit Partners

Hill's Pet Nutrition has partnered with numerous animal shelters around the country in a program called "The Hill's Food, Shelter and Love Program". These shelters hold a stake in the success of Hill's Science Diet due to the connection between these organizations and our client, Hill's Pet Nutrition.

Veterinarians and Animal Health Professionals

Many veterinarian clinics as well as pet nutritionists recommend Hill's Science Diet for their patients. Clinics that suggest this food have a stake in the reputation and success of Hill's Pet Nutrition as a reputable brand to advocate for. Issues like the 2019 product recall of Hill's Science Diet canned food decreased animal health professional's support in Hill's products, a reputation Hill's continues endeavors to gain back.

24. <https://money.cnn.com/quote/shareholders/shareholders.html?symb=CL&subView=institutional>

25. <https://money.cnn.com/quote/shareholders/shareholders.html?symb=CL&subView=institutional>

26. <https://finance.yahoo.com/quote/CL/>

[gccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xllmNvbS8&guce_referrer_sig=AQAAAHdA5Unll-](https://www.hillspet.com/food-shelter-love/my-shelter/about/how-to-qualify)

[X8H8_3k3kWwoKtt0XSJA0VFBIRrDDipe3edgUhYpcVzPKB-](https://www.hillspet.com/food-shelter-love/my-shelter/about/how-to-qualify)

[GJCBeOG8xgsTI2PJ7fo6DxfV9z2n6Q5gO3oyNyQ9jYN8WRja2BCe642vgFNwU1eYx-](https://www.hillspet.com/food-shelter-love/my-shelter/about/how-to-qualify)

[PlCexkkqetexXdNyNs9aixwXuFSkOgCJCdIK3SGruUGrFSu3](https://www.hillspet.com/food-shelter-love/my-shelter/about/how-to-qualify)

27. <https://www.hillspet.com/food-shelter-love/my-shelter/about/how-to-qualify>



Consumers

Hill's Science Diet is a product given to pets as their source of energy and nutrition. Consumers of Hill's Science Diet have a stake in the company as its success is tied to the health and happiness of their pet.

Throughout the website, Hill's Pet Nutrition focuses on love, health, compassion, and community. Their website, along with their primary social media accounts, Facebook, Twitter, and Instagram, all evoke a positive, upbeat, and happy presence encompassing Hill's' protagonistic, energetic, and innovative personality. On all four platforms, Hill's advertises a variety of healthy, cute, and cheerful-looking animals while placing an emphasis on the loving relationship between animals and their owners and their companionship.

Hill's Pet Nutrition's Twitter account consists mainly of reposted tweets however it does include several replies and original posts. Most of the content showcases the support and aid Hill's has provided for communities such as the Elderly Foundation, the Humane Society, and the Houston Food Bank. There is a very positive, heartwarming, and chivalrous tone to their Twitter account which shows consumers that Hill's is all about supporting and providing for those in need. Similarly, the posts on their Facebook account are very lighthearted and engaging; Hill's actively engages with their consumer base with a weekly photo competition that gives them a chance to have their pets featured as a pet of the week. Additionally, their posts both on their Facebook and Instagram accounts use inclusive and direct words such as "you" to break the fourth wall and personalize the interaction between the company and their consumers. The Instagram account also includes very short, anecdotal posts that are playful and lighthearted, and easy to repost and share. Along with the Twitter account, in their Instagram posts, Hill's takes a stand on social issues such as celebrating national coming out day.

Overall, Hill's utilizes emotional appeals on its social media platforms and on its website. By emphasizing a healthy, loving image of the pets they feature, Hill's associates this image with their pet food. Their focus on providing aid to marginalized communities and other groups proves their dedication to compassion, which is underscored as a marker of their personality. The lighthearted, warm tone of their posts strengthens their inspirational, and happy spirit. While there is minimal detail on the food in general, **Hill's shows the significance of health by focusing on the behaviors of the pets and includes many informational articles with commonly asked questions about pets.**

28. https://www.hillspet.com/science-diet?gclid=Cj0KCQjwgtWDBhDZARIsADEKwgMGb7cl5W4ZpY6-MSDDOrVwo6F0bn1HU6Zu2V64zcl7plbOiboPmHQaAubTEALw_wcB&gclid=aw.ds



SWOT ANALYSIS



- High quality and healthy content
- The top one veterinarian recommended brands in the U.S.
- Various special formulas that fulfill different special needs



- Products previously recalled
- Aging consumer group base
- underrepresentation of men on social media



- Consumers turning to premium and healthy dog food options
- Increased dog food demand due to the increase in pet dogs during the Covid-19 pandemic
- More commercials on social medias can increase business



- Stiff competition in the dog food industry
- Inadequate online sales channels in the trend of online shopping boom during the Covid-19 pandemic
- People's lower income during the Covid-19 pandemic may make it difficult for them to afford the relatively high priced Hill's Science Diet's dog food.

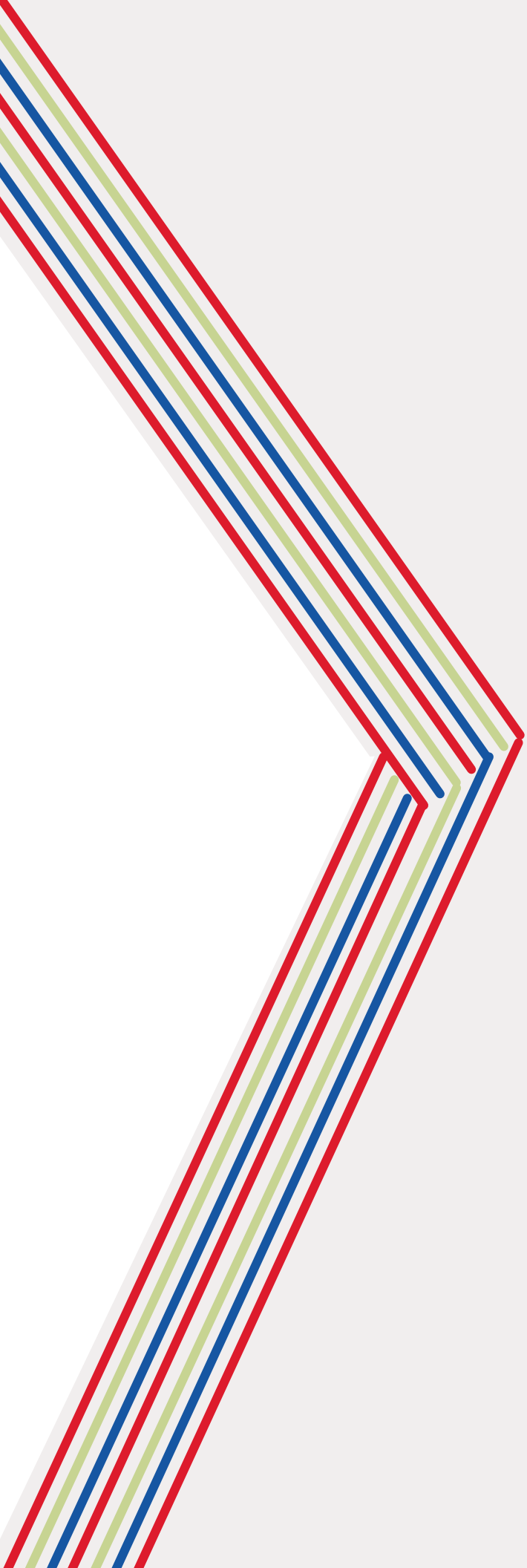


KEY ISSUES & IMPLICATIONS

Through analysis of Hill's Pet Nutrition, three key issues and their implications have become apparent in the current campaign strategies. The first of these issues is an aging consumer base. As our analysis of our clients' brands and customers, we have discovered Hill's appeals to an older population of consumers. The implications of this are shown in Hill's usage of outdated forms of advertising as well as their inability to fully initiate a social media based campaign. By catering to an older demographic through less modern advertising strategies, Hill's Pet Nutrition has ignored the younger generations as a possible consumer base. Additionally, aging consumer bases get smaller as time goes on and older customers no longer add new pets to their households as old pets pass. This creates a customer base that is shrinking rather than growing.

The second issue our team detected in the current marketing strategy of Hill's Pet Nutrition is the overuse of women and underrepresentation of men on social media. According to our situation analysis, women are more likely to purchase Hill's Science Diet than men, but at a small margin. The implication of an excess of women in social media marketing alienates male consumers making it less likely for men to feel represented in the brand. To minimize the gap between gender consumption of Hill's Science Diet, we recommend an increase in equal representation of all genders in Hill's social media imagery.

The final issue our team has identified is rooted in lasting negative effects of the previous 2019 product recall. In this situation analysis, we have established Hill's Pet Nutrition has a good reputation amongst existing customers, but struggles to reach new customers. The implications of the product recall has allowed for a smaller customer base than before and has shown a lasting scar on Hill's. Furthermore, after a product recall veterinarians, animal clinics, and pet nutritionists are less likely to recommend Hill's Science Diet, an endorsement Hill's relies on as part of their organic, healthy dog food.



CAMPAIGN STRATEGY





TARGET MARKET

Primary Target: Millennials

Maddie and Colin Wilson are a 28-year-old white couple living in Chicago. Maddie is a writer working for the Chicago Tribune and Colin works in finance at Chase Bank. The couple live together in downtown Chicago by Lake Michigan and love taking advantage of all the parks, museums and restaurants in the city. Both Maddie and Colin have settled down since their early twenties and prefer nights in playing board games rather than going out on the town. The Wilson's are young and career minded, neither Maddie or Colin are ready to settle down and have kids, so the couple adopted a Boston terrier, Moscow. Moscow has grown out of his puppy years but still has all the energy and playfulness of a young pup. Maddie likes to go on morning runs by the lake and often brings Moscow for companionship. While she runs, Maddie listens to podcasts and music on Spotify. Colin takes Moscow out at nights and the pair can often be found lounging around on the couch watching movies or catching a game. With busy schedules, Moscow is the perfect commitment for Maddie and Colin. He adds a fun loving personality to their apartment without taking up too much space.

A large part of the Wilsons' life is social media. Millennials, Maddie and Colin always have their phones on them for work as well as fun. Instagram, TikTok and Twitter are favorites of the couple and they always check up on Facebook at least a couple times a week. Maddie is a reality TV show fanatic and the couple subscribes to Hulu, Netflix, and Amazon Prime to satisfy her obsession. Colin supports the local Chicago sports teams and enjoys action movies in his downtime.



Health is important to Maddie and Colin and they are mindful of what they put into their bodies as well as Moscow's. Their pup is a part of their family so they only get the best veterinarian-recommended food for their terrier. Family is important to the young couple and they often travel with Moscow to visit relatives in neighboring Wisconsin. Maddie and Colin are too busy to constantly be going to the store so they often buy Hill's Science Diet dry dog food online and have it shipped to their home for convenience.



Why care about Maddie and Colin?

Demographics

Gender demographics reveal that both sexes are likely to buy Hill's Science Diet products with women about 10% more likely to be consumers. Married consumers also make up about 61% of consumers, while employed people make up 55.2%. Consumers without children make up 66.3% of those who buy Hill's. The age range 25-34 currently only makes up 1.8% of the Hill's Science Diet, a demographic we hope to increase throughout our campaign. The race with the most product interaction is white with 86.8% and an index of 119. Additionally, Maddie and Colin have a combined salary of about \$100,000 making them currently part of the household income bracket \$100,000-\$149,999 at about 2.5% of consumers. However, their salaries will increase as they progress in their careers eventually placing them in the \$150,000-\$249,999 household income bracket which makes up a larger portion of consumers. This makes the Wilsons ideal candidates to target at this age range. The Midwest is the second largest region of Hill's Science Diet consumers with 24.7% and an index of 118.

Values & Attitudes

Maddie and Colin care about health and wellness, part of the 16.7% of consumers in the 25-34 age bracket that agree in knowing as much as possible about ingredients before they buy a product. They also care about family, with 16.2% agreeing that they care a lot about spending time with family. 18.7% of consumers in the 25-34 age bracket also agree it is worth more to pay for quality products.



Behaviors

30.7% of consumers in the 25-34 age group state they do most of their shopping online with an index of 137. This age bracket, however, does not have the same brand loyalty as their older counterparts with only 10.3% of the consumers saying they would not buy unknown brands just because it was cheaper; implying that there is currently low brand loyalty for the Wilsons, something we aim to change. Maddie and Colin represent 15.9% of consumers in this age group that usually read the information on product labels. 18.1% of 24-35 year consumers stated they domestically traveled in the last 12 months, with an index of 104, this is consistent with the Wilsons behaviors, meaning the Wilsons are likely to travel domestically to see family. With an index of 141 and 24.6% of consumers, board games are a popular leisure activity for Hill's Science Diet customers 24-35. Maddie and Colin like trying new Chicago restaurants along with the other 19.3% of their demographic.

Media Behaviors

The age range 25-34 is most likely to listen to music on streaming services such as Spotify with a 21.3% and an index of 122. Streaming services like Netflix, Hulu and Amazon also have a high index at 193 and at 33.8% of the consumer market. This age group also is most likely to use social media such as Facebook (23% visit Facebook between 6-20 times in the last 7 days), Instagram (20.6% visit Instagram 3-5 times in the last 7 days) and Twitter (23.6% visit Twitter between 6-20 times in the last 7 days). 24-35 year olds are the least likely to have the TV on all day at 28% and an index of 160 being in the lowest quintile, showing that streaming services rather than television is a priority for this demographic.

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1. <https://pixabay.com/photos/men-women-apparel-couple-people-2425121/>
 2. All research from Simmons
 3. All research from Simmons
 4. All research from Simmons



TARGET MARKET

Secondary Target

Karen Williams is a 57-year-old married, working and white woman living in Miami. She has two children and two Maltese. She values her time with her husband, children and two dogs.



Karen does not like taking risks and prefers a peaceful life. She cares about her family members' health, so she pays attention to the ingredients and qualities of both human food and dog food. Before buying food products, she carefully reads information on product labels. In this era of prevalent online shopping, Karen still prefers to shop in stores rather than online. Her years of work have given her some savings, so she is willing to spend extra money to buy quality food.

She works hard from Monday to Friday and spends time with her family on weekends. Karen and her husband sometimes travel to nearby cities with their dogs on weekends. When she gets some free time, she likes watching birds, gardening and doing some needlework.

Karen uses social media like Facebook, Twitter and Instagram, but not very often. She posts pictures of her dogs on Facebook several times a week. She also likes to check emails and read the newspaper on her laptop after coming home from a tiring day of work. She likes to watch TV programs and will leave the TV on when she is at home. Karen listens to the radio every time she is driving and relies on radio and TV to get updated news. Karen does not rely much on cell phones as she uses her cell phone only for basic calling. For Karen, being with her family, dogs and friends in the real world is better than connecting online.



Why care about Karen Williams?

Demographics

People who are 55-64 years old are 36% more likely to buy Hill's Science Diet dog food than the general population. Also, people who are 65 and older make up 20.5% of those who purchase Hill's Science Diet with an index of 100. As a result, people who are 55 and over are Hill's Science Diet's secondary targets. Besides, females (Index: 110) who are white (Index: 119) and married (Index: 128), have full-time jobs (Index: 113), have children (Index: 122) and live in the South (Index: 126) are more likely to buy Hill's Science Diet dog food than other people. In this situation, people with these traits will be our secondary target consumer group. When asking if people want to know as much as possible about the food ingredients, 22.2% of homemakers agree a lot that they would (index 166). Although these ingredient-conscious homemakers may not be current consumers of Hill's Science Diet dog food, they could be in the future since Hill's Science Diet dog food can provide them with high-quality and nutritional ingredients products.

Values & Attitudes

Like Karen Williams, 55-year-olds and older people do not like taking risks, so Hill's Science Diet is suitable for them because it has a professional development team, a high-standard ingredient supply, a strict product manufacturing system and carefully-examined finished products to make qualified and safe pet food. People have no need to take risks if they buy Hill's Science Diet for their pets. People who are 55+ also value their families, so the high-quality dog food from Hill's Science Diet can help them treat their dog like their family member and protect their dog's health. Besides, 55+ people agree that "it is worth paying extra for quality food," so our premium dog food's relative higher prices will not be a problem for them.

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Media Behaviors

Like Karen, many people who are 55+ do not use social media such as Facebook, Instagram, and Twitter very often. Besides, Only 13.3% of people who are 55-64 and only 11.9% of people who are 65+ agree a lot that they use online shopping more than before. So people in the 65+ age group may be more likely to shop in stores. In addition, many people in this age group rely on TV and radio to be informed, so TV and radio are good platforms for Hill's Science Diet to advertise on.

Key Insights

Primary Target:

- Maddie and Colin's dog Moscow is a part of their family and they treat him as such, giving him the best quality of vet recommended food.
- The 24-35 age group is currently a small percentage of consumers.
- The Wilsons are in the age group that consumes the most media via social media and radio and television streaming services, making them easy to market to.
- Family values are important to this age group.

Secondary target:

- Karen Williams does not like taking risks. Hill's provides the fact checked, vet recommended dog food she is comfortable giving to her beloved dogs. She is more likely to recommend this brand over competitors to those who ask because of this brand loyalty.
- Karen values her family members. Hill's Science Diet's premium dog food provides her dogs, that are also her family members, with nutrition and health protection.
- Karen's savings allows her to afford Hill's Science Diet's relatively high price and give her dogs premium dog food. She will not change brands to an unknown, cheaper option simply to save money.
- Due to age, Karen relies on radio and TV to get updated information and will not use online resources the same as younger generations; sticking to print, radio, and television ads will increase awareness rather than social media messaging.

Relation of our target audiences:

- Both Karen Williams and the Wilsons show strong family values and travel to see family domestically, creating a strong family bond.
- Both Karen and the Wilsons are health-minded when it comes to ingredients for themselves and their pets, often checking the ingredients on the packaging for food.
- A combination of the 25-34 and the 55-64 age market will lead to a continuation of Hill's Science Diet usage throughout consumer lifetimes as our primary target ages into our secondary target, showing generational expansion.



STRATEGY

Competitive Advantage

Our campaign's goal is to differentiate ourselves from our competitors such as Purina ONE, Royal Canin, Blue Buffalo and Natural Balance. While the industry is trending towards the consumer needs of healthy dog foods, Hill's competitive advantage is that they utilize their expert team that consists of veterinarians to formulate the recipe for Hill's Science Diet food, while other companies' expert teams consist of unidentified researchers. Hill's Science Diet employs medical experts who work with animals and can formulate food specific for animal needs. Our competitors use the vague term of "researchers" for their expert team, and cannot claim that these researchers are experts in animal nutrition.

Hill's uses their packaging to show how each bag will benefit the customer's dog whether it be through digestion or skin and hair. Compared to our top competitor, Purina ONE, who also uses their packaging to promote health benefits, Hill's Science Diet tells our customers where our research comes from- veterinarians- while Purina ONE leaves it vague by just implying that their formula is curated through "research".



While our competitors try to compete with us on who supplies the most nutritious food, Hill's Science Diet is the only one that promotes and is honest with where their formula comes from. Most of our competitors go only based on the ingredients they put into the food, without explaining the benefits of such ingredients, and focus more on having "no soy, no wheat", etc. than the science to back the formulas they use for their food.

10. Hill's Science Diet Adult Perfect Digestion Dog Food. (n.d.). Retrieved March 22, 2021, from <https://www.hillspet.com/dog-food/sd-canine-adult-perfect-digestion-chicken-brown-rice-oats-dry>

11. Purina ONE® SMARTBLEND® Joint Health Formula Natural Dog Food. (n.d.). Retrieved March 23, 2021, from <https://www.purina.com/purina-one/dogs/dry-dog-food/joint-health-formula-natural>

12. Small Adult Dry Dog Food. (n.d.). Retrieved March 22, 2021, from <https://www.royalcanin.com/us/dogs/products/retail-products/small-adult-dry-dog-food>

13. Life Protection Formula™ Dry Dog Food Chicken & Brown Rice Recipe. (n.d.). Retrieved March 22, 2021, from <https://bluebuffalo.com/dry-dog-food/life-protection-formula/chicken-brown-rice-recipe/>

14. Limited Ingredient Diets® Lamb & Brown Rice Large Breed Bites® Dry Dog Formula: Natural Balance. (n.d.). Retrieved March 22, 2021, from <https://www.naturalbalanceinc.com/dog-formulas/dry-food/limited-ingredient-diets/lamb-brown-rice-large-breed-bites>



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12. Small Adult Dry Dog Food. (n.d.). Retrieved March 22, 2021, from <https://www.royalcanin.com/us/dogs/products/retail-products/small-adult-dry-dog-food>

13. Life Protection Formula™ Dry Dog Food Chicken & Brown Rice Recipe. (n.d.). Retrieved March 22, 2021, from <https://bluebuffalo.com/dry-dog-food/life-protection-formula/chicken-brown-rice-recipe/>

14. Limited Ingredient Diets® Lamb & Brown Rice Large Breed Bites® Dry Dog Formula: Natural Balance. (n.d.). Retrieved March 22, 2021, from <https://www.naturalbalanceinc.com/dog-formulas/dry-food/limited-ingredient-diets/lamb-brown-rice-large-breed-bites>



Ultimate Business Objectives:

The ultimate business objectives for Hill's Science Diet is to create family brand loyalty that will transfer over from generation to generation. To get this, we will directly approach our primary target's purchasing behaviors, with only 10.3% indicating they have brand loyalty. We will use our secondary target's brand loyalty to influence the continuous purchase of Hill's Science Diet, and therefore get an increase in the 10.3% of brand loyalty in our primary target. We are striving for brand loyalty similar to our secondary target in our primary target. Hill's Science Diet will target our primary target audience, the younger generations, through our secondary target audience; the older generation. Our objective is to have the older, secondary target audience pass down their trust and loyalty of purchasing Hill's Science Diet for their pets, to their children or grandchildren who we will target as our primary audience.

Unique Selling Proposition:

The unique selling proposition is that Hill's uses science and experts behind their recipes, which is something that dog owners have and can continue to trust to allow their pets to consume. Since both of our target audiences want their dogs to eat just as healthy as them, we have the unique selling proposition of relating our veterinarians to nutritionists or pediatricians, allowing customers to make the connection that our experts are similar to those they trust for nutritional advice for themselves or for their children. This will also be used to relate to the family tradition in trusting a family doctor for generations. This is comparable to our recipe being trusted for years and passed down through generations.

Since our competitors utilize their packaging to list the ingredients of their products, we will go one step further and show our customers how we know our products will benefit the health of their pets. Our secondary target is often inexperienced, new pet owners. They will ask themselves "which option is the best" and "how do I know what's good for my dog?" We will ease the concerns and worries of our customers by showing that doctors trust our product and family loyalty backs our recipe. We will show them Hill's is "family and veterinarian recommended."

Current and Desired Brand Personality:

Hill's emphasizes companionship, love and a high-quality life for pets. This creates an emotional appeal to the brand's personality since it assures owners that the science-backed food products will ensure a long, healthy and happy life for their pets. It also bridges the connection between the owners and their pets by emphasizing companionship and certifying the relationship between a pet and their owner.



Product Differentiation

Hill's employs special research and science by expert veterinarians and food scientists which differentiates our food products from other competitors who focus more on informing customers of the ingredients they put in their recipes, rather than addressing benefits.

Hill's stand out in this aspect because while we do list our ingredients, we also tell our customers how we know our ingredients are beneficial to pets' health (through veterinarian curation), and are therefore more trustworthy when we make statements that our products can help with digestion, weight, mobility, etc. Rather than just being a food product that promotes a healthy lifestyle for pets and animals, Hill's gives concrete scientific evidence showing how it does so.

Hill's has in large text on the front of their packaging "veterinarian recommended," allowing customers to immediately make connections with who created the recipe. Similar to a trustworthy brand of toothpaste, consumers will trust doctors and experts who endorse the product. On the back of the packaging, they go into depth on how each ingredient is utilized, giving nutritional information such as prebiotics and antioxidants ingredients. For example, Hill's Adult Perfect Digestion product shows the ingredients in the recipe, explaining why those ingredients have beneficial nutritional value by saying things such as "ActivBiome+ ingredient technology is a proprietary blend of prebiotics shown to rapidly activate the gut microbiome to support digestive health and well-being," explaining how those prebiotics and antioxidants "promotes regulatory & healthy stools."

Our competitors do not go in-depth on how each ingredient was specifically chosen to reach the desired benefits the packaging claims to do. Purina ONE lists the benefits of their ingredients by saying "Healthy Energy - Supported by the natural SmartBlend nutrition in every bag" or "Health Joints - Supported by a natural source of glucosamine" without giving scientific background of how "glucosamine" works towards improving joints. This contrast allows customers to make the decision of who they trust most, a veterinarian endorsed product, or a product keeping their factual information vague.

TARGETED NUTRITION SUPPORTS DIGESTIVE HEALTH
Highly digestible, made with a blend of nutrients and **ENRICHED WITH PROBIOTICS** to support your dog's digestive wellness. 100% nutrition for your adult dog and 0% fillers means every ingredient serves a purpose. That's what makes SmartBlend® smart.

ENRICHED WITH PROBIOTICS
Highly digestible, and formulated to support your dog's digestive health

STRONG IMMUNE SYSTEM
Supported by an antioxidant blend of vitamins E & A and minerals zinc & selenium

HEALTHY SKIN & COAT
Supported by omega-6 fatty acids, vitamins & minerals

HEALTHY JOINTS
Supported by a natural source of glucosamine

HEALTHY ENERGY
Supported by the natural SmartBlend® of nutrition in every bag

BRIGHT EYES
Supported by vitamins E & A

STRONG TEETH & HEALTHY GUMS
Crunchy kibble and calcium help support strong, healthy teeth and gums

STRONG MUSCLES, INCLUDING A HEALTHY HEART
Supported by high-quality sources of protein, including real chicken as the #1 ingredient

TASTE
Crunchy bites and tender morsels help keep him coming back meal after meal

FEED PURINA ONE®

Hill's SCIENCE DIET VETERINARIAN RECOMMENDED

At Hill's, we study pets' biology to understand how nutrition impacts digestive health. Probiotics are nutrients that feed the billions of microbes in the gut microbiome that are essential for good health. Our breakthrough blend of probiotics, **ActivBiome+**, supports each pet's unique microbiome for healthy digestion & overall well-being.

CONTIENE ACTIVBIOME+, AN EXCLUSIVE BLEND OF PREBIOTIC AND WHOLE GRAIN OATS AND FIBER
Contiene ActivBiome+, un blend exclusivo de prebióticos. Fibras enteras de los cereales de grano entero y fibra soluble ayudan a mantener el equilibrio de la microbiota intestinal y a mejorar la salud digestiva y el bienestar general.

ActivBiome+
Le microbiote digestivo, ActivBiome+ contribue au maintien d'un équilibre sain de la microbiote intestinale pour un meilleur appétit et un bien-être général. Le microbiote est essentiel à la santé digestive. Les prébiotiques et les fibres solubles aident à maintenir un équilibre sain de la microbiote intestinale et à améliorer la santé digestive et le bien-être général.

PERFECT TO HELP KEEP YOUR PET'S DIGESTION IN BALANCE
Ideal pour maintenir l'équilibre de la digestion de votre animal. Parfaito para ayudar a mantener un equilibrio de la digestión de su mascota.

DELICIOUS BROWN WITH SALMON PROVIDES SALANCED NUTRITION FOR OVERALL WELLNESS TO HELP YOUR PET FEEL THEIR BEST
Our delicious recipe uses real salmon that has been responsibly sourced for a healthy protein and omega-3 fatty acid source. Delicious recipe use real salmon that has been responsibly sourced for a healthy protein and omega-3 fatty acid source.

PROMOTES REGULARITY & HEALTHY STOOLS WITH OUR OWN SPECIAL BLEND OF PREBIOTICS
Favorece la regularidad de sus heces gracias a nuestra mezcla especial de prebióticos. Promueve la salud digestiva y el bienestar general gracias a nuestra mezcla de prebióticos.

U.S. VETERINARIANS' #1 RECOMMENDED
El #1 recomendado por veterinarios de los EE.UU.

PROUD TO HAVE HELPED 11 MILLION SHELTER PETS FIND A FOREVER HOME & COUNTING

SALMON
Ingredient #1
In salmon comes protein and omega-3 fatty acids.

NATURAL ingredients with added vitamins, minerals and amino acids
Ingredientes naturales con vitaminas, minerales y aminoácidos añadidos.

NO chicken by-product meal
NO carne de ave procedente de plantas
20% carne de despojos de pollo

CLINICALLY PROVEN antioxidants
Vitamin C & E, for a healthy immune system
Antioxidantes clínicamente comprobados, vitamina C & E, para un sistema inmunológico sano.

15. <https://www.hillspet.com/dog-food/sd-canine-adult-perfect-digestion-salmon-oats-brown-rice-dry>
16. <https://www.chewy.com/purina-one-smartblend-probiotic/dp/192839>



Current and Desired Brand Position:

The position of Hill's promotes scientific research and food that is backed by expert veterinarians and leading research. Hill's is a leading food product and the first to be backed by scientific research with a team of expert veterinarians and scientists. Our desired position remains consistent; we will focus on the fact that Hill's food is recommended by veterinarians and is the healthiest food option for pets. Our desired position is to be a trustworthy brand that people feel they can consistently rely on and feel loyalty towards. We want to focus on creating reproduction within generations; we want families to feel committed to and loyal towards Hill's and for Hill's to run in the family. We aim for first-time pet owners to seek out advice and recommendations from their parents and other older family members who are Hill's consumers. Creating this liaison within families will increase brand loyalty, as younger generations will take after their parents and older family members and also use Hill's food. Because of the close relationship with their parents and their experience as pet owners, younger people would prioritize their recommendations and suggestions.

Branding:

Based on the research done, the strategy will have some aspect of social media to attract younger groups, since our new target audience will be younger people. However, to keep our current demographic engaged, we will also be using radio and television ads. Since the pandemic has promoted a shift towards online platforms and social media, we will be using a combination of Facebook (which is a popular platform among adults, and older adults), Instagram, and Twitter (which are both popular among younger generations). Our branding will focus on Hills' holistic foods and the longevity of pets' lives using science as a basis; additionally, we will focus our branding on following family traditions. Our primary target audience, young people, will most likely be first time pet owners and we will direct them to their parents and older family members for food recommendations. We will also be emphasizing the critical role expert veterinarians play in developing and researching our food products. Recommendations coming from family members and veterinarians will increase Hill's Science Diet's trustworthiness since veterinarians would be considered experts and family members hold a special bias when providing recommendations.

Our branding strategy will be centered around the idea that your pet is a family member. Hill's focuses on the relationship and the companionship between owners and their pets, and our desired branding strategy will bridge this connection in a deeper way by reasserting pets as family members similar to children. As parents trust their pediatricians to take care of their kids and give advice that will promote a healthy, and long life for their children, Hill's will position their veterinarians in a similar manner. Pet owners want what is best for their animals so we will be emphasizing the importance of trusting your veterinarian. Since Hill's products are recommended by veterinarians, with an increased trust in veterinary medicine, Hill's product will be viewed as more reliable. This will especially attract more inexperienced pet owners, who are typically younger people, since they will look to their veterinarians for advice on what to feed their dogs. Additionally, we would like our older audience to pass down their knowledge about pet food and their loyalties towards Hill's to their younger generations; our focus will be on promoting longevity and keeping Hill's within families and maintaining a cycle.



Emotions and Values

The emotions we want our consumers to feel is a sense of trust and nostalgia. Since we will be focusing on recommendations from family and veterinarians, we want our customers to feel they have the best intentions towards them. With the family recommendation and incorporating the older generations who have used our products for years, we want our younger generation to feel nostalgic and familiar with the brand's presence in their childhood pet's life and household. Since our secondary target focuses more on older customers who are less likely to change their brand loyalty, we can conclude that if they purchased Hill's Science Diet for previous pets, this is a product that has been in their household for years. This constant repurchase of our product can therefore create this nostalgic and familiarity with the product for children who grew up in that house, and now that they are older and getting their own pets, they will choose Hill's Science Diet themselves. With the veterinarians' recommendation, we want our customers to feel just as trustworthy in them as they do in their own doctors and nutritionists. This will create the value of treating pets as their children, and wanting the best for their health. We want our customers to have a value of loyalty and staying with family traditions as well as treating their pets as well as they would if they had their own kids.



TIMING

The Hill's Science Diet campaign will start July 1, 2021 because that is the start of the next fiscal quarter. The summer is also the peak season for dog adoptions. The campaign will run for one year. Hill's Science Diet has no priorly scheduled events or new partnerships, so starting at the beginning of the next quarter makes sense. This time frame will make it easier to record and track progress as it matches up with the fiscal calendar and allow Hill's to see which quarters they have a bigger impact in and which ones don't generate as much revenue. Summer in general is also a good time to start because kids are home from school and families are taking more vacations and doing other activities together.

For the most part, the budget will be dedicated to digital advertising. As indicated from consumers' responses in Simmons research, people who purchase Hill's Science Diet more than any other brand of pet food look to the internet as their first source for information. Our consumers are mostly married, working full-time jobs and like to spend time with their families. The consumer base is leading a busy lifestyle, so it is likely that the only downtime they have is at night or when they are listening to music in the car on the way to work. Per Spotify's fourth quarter 2020 financial report, the company has 155 million premium account holders and 345 million active users monthly. This means that 190 million people hear ads when they listen to Spotify. Advertising through Spotify and other streaming services like Hulu and Amazon Prime will reap the most benefits for Hill's Science Diet.

Facebook, Instagram and TikTok are other valuable avenues to advertise on. While the focus should heavily remain on advertising through streaming services, social media outlets are also a great place to reach our target audiences. Facebook is popular among older crowds and those with families. Using Facebook makes sense because a large portion of the people who purchase Hill's say that spending time with their families is important to them and it is likely that they're using Facebook to stay connected with their families.

Instagram and TikTok are going to hit that younger, millennial target audience, with an added small reach to the older audience. TikTok usage in particular is on the rise and advertising is now customizable within the app. The app recently reported 689 million users are active each month and of those users, 62% are between the ages of 10 and 29. TikTok has also seen recent growth in the use of the app among adults. In 2017, TikTok reported 2.6 million adults were using the app. By March of 2019, that number had risen to 14.3 million.

It would make the most sense to have ads running from 7- 9 a.m. and 4-6 p.m. local time on Monday- Friday to hit the rush hour traffic going to and from work. Focusing on work hours is important because both of our target audiences are working adults, but also adults are going to be the people who own dogs. Many businesses or people who work in divided offices also listen to music during the work day, so there may be value in doing some ad broadcasting from 9 a.m.- 5 p.m. on weekdays as well. Switching over to television streaming services, families will often sit down to watch together from 7- 10 p.m. on Monday- Thursday. Other popular times for families with kids are Saturday and Sunday mornings. Both of these would be good times to advertise with places like Hulu and Amazon Prime.

The big picture for the budget is to spend the majority of the budget on execution and timing of the ads. It is important that the ads go out at the specified times so that they can hit the target audiences on the platforms that they're using the most. As for reach, it is best to advertise in the southern and midwestern regions of the United States as these are where a large majority of our consumer base lives.



CREATIVE BRIEF

Three key issues that this campaign must address:

1. You can trust Hill's Science Diet. Throughout this campaign for Hill's Science Diet, the first and foremost issue that we must address is the fact that Hill's works endlessly to formulate their dog food to ensure the safety of people's pets. The product recall in 2019 has led to many consumers losing trust in the dog food Hill's provides. The company's dedication to detailed testing and review of their products will be highlighted and addressed thoroughly. This will come from messages illustrating Hill's responsibility to help enrich and lengthen the special relationships between a pet owner and their pet. Dogs are a part of one's family, and this campaign will convey that Hill's has an understanding of that and cares deeply about one's pets.
2. Hill's is a family-loyal brand. A second key issue that will be addressed throughout this campaign is that Hill's Science Diet has been the go-to brand for our older generation target for years. The main message the company will convey throughout this campaign is the generational pass-down and recommendation to stay loyal to Hill's Science Diet. Our primary target is inexperienced with owning a new pet and is looking for advice. Who better to go to than their parents. Hill's not only has the science to give the best care possible for their pet's, but it's a brand consumers can feel familiar and safe with because of their family's history and trust in purchasing it.
3. Expert veterinarians recommend and trust Hill's. The third key issue that will be addressed throughout the campaign is that when it comes to your pet, your veterinarian is your best source of information. It's their unbiased feedback that helps Hill's maintain and refine their pet food formulas, which is why veterinarians worldwide recommend and feed their own pets Hill's products more than any other brand of pet food. Your pet is your family. Just as parents trust physicians, pet owners trust vets who in turn trust Hill's

What do we expect our target to do, feel or understand as a result of this advertising?

We want the consumer to do a couple things after seeing our campaign. First, we want you to feel inclined to pick Hill's Science Diet over any other dog food brand, with the understanding that it is the most nutritious and higher quality than most. Secondly, we want you to feel comfort with feeding your dog Hill's products and understand how much the company cares about creating food that positively impacts your pets life. Lastly, we want you to feel emotionally drawn to Hill's as it is a generational brand. A pet food that your parents fed your childhood pet when you were younger, and a pet food that you can trust and feed your own pet now that you are older. Targeted consumers should associate Hill's as a brand that cares about your pet and conducts a great amount of scientific research to ensure that your dog receives the best care possible.



Key Insights

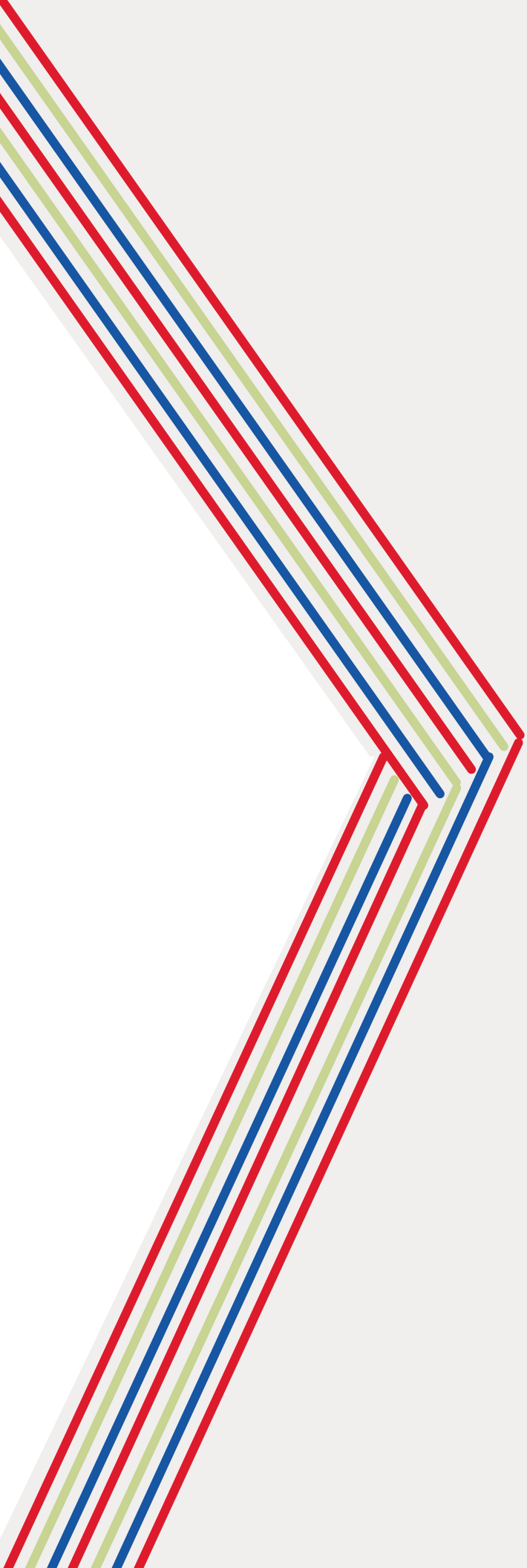
When it comes to finding an aspect of our consumer base that will play an effective role in our strategy, our biggest insight is that Hill's is a family brand that is used between generations. With a majority of our consumer base being in an older age group, we are seeing a shift in the responsibility of pet care towards younger family members as the current majority begins to exceed an age fully capable of independently caring for a pet. Solidifying a trust within our older consumers will then support the transferral of trust as Hill's pets and Hill's recommendations are being given to younger generations. Highlighting this familial aspect will then strengthen our bond with consumers throughout the campaign, as consumers will be able to strengthen their bonds with their pets during healthy lifetimes with Hill's food.

Our "One Thing"

The most essential part of this campaign is conveying that Hill's is indeed a brand that all consumer participants can trust. We want to be dependable through trustworthy sources of family and experts. Our current relationship with veterinarians should be reinforced and built upon, as we want these trusted professionals to see us as qualified means of improving pet health. We want pet owners to know that Hill's works hard to improve as time goes on and that we are an accountable, honest company with their pets' health at the forefront of our minds at all times. Being direct about pet food ingredients and openly explaining the research behind them will offer trust an opportunity to be solidified and shared with our current and future supporters (and will additionally offer insight as to why the product is slightly expensive). Emphasis on trust will secure the consumer base in a way that goes beyond simply being the "preferred pet food choice."

Tone

With goals being rooted in trust and familial bonding, we want consumers to know that Hill's has empathy for pet owners, and thus the target tone to be struck is one of both compassion and professionalism. Our dedication to understanding pet health is based on prolonging and supporting the strength of relationships between people and their pets. Presenting ourselves as a company founded on that fundamental notion is a perfect way to present empathy, to increase the trust between us and consumers and to do so in a compassionate and professional manner.



CREATIVE PLAN





Hill's Science Diet is a dog food brand that has proudly cared for dogs for generations. Our creative alters our current brand positioning as it places greater emphasis on the generational aspect of our company's products. Our campaign appeals to both older and younger pet owners through designs that generate feelings of nostalgia creating an emotional connection to Hill's. All of the creative designs were drafted to pull at the heart strings of our target market with meaningful yet simplistic copy. Our copy was strategically crafted with phrases that tie in your pet being your family, which aligns with our Big Idea that Hill's creates dog food made for generations to keep families together. The campaign slogan, "love at first bite" creates a visceral feeling that becomes associated with Hill's and is repeatedly used throughout all of our marketing as a unifying device. The slogan corresponds with the trend of humanization in the current market. "Love" is a very strong feeling that encompasses what a family is, and Hill's provides that same meaning of love from the very first bite a dog has of their food.

Big Idea

Our large idea is focused on making Hill's dog food a brand that you pass down through generations and generates feelings of nostalgia and long-term loyalty. A dog food that holds familial meaning and carries memories for each and every pet. A dog food that cares about keeping your pet healthy and by your side through life.

Unifying Elements

Our slogan "love at first bite" encapsulates our big idea that Hill's products provide consumers with feelings of comfort knowing that their pet is getting the best food for them. Our loyal consumers trust Hill's and have a sentimental tie to the brand. Our campaign will ignite a feeling of nostalgia within them leading consumers to share our brand with their children, grandchildren, and friends. You knew it was love at first bark when you adopted your dog into your family, but your pet knew it was love at first bite when enjoying a Hill's Science Diet meal. It is a phrase that almost all of our demographics can understand and relate to. The slogan also corresponds with the hashtag #loveatfirstbite which allows us to reach a younger generation in our media.

Appeal to Customers

A trend that we recognized in our Situation Analysis is that as far as lifestyle goes, those who have purchased Hill's Science Diet the most out of all dog food brands put a heavy emphasis on their families. A emotion that is associated with family is oftentimes nostalgia, including happy personal associations. Our advertisements and creative messages aim to remind loyal customers that Hill's holds the same values while also attracting new customers who have the potential to become loyal customers.

Brand Emphasis

At the core of Hill's Science Diet is the scientific research that goes into crafting their food. Our creative draws upon this throughout the entire campaign while providing adoring, sweet and light-hearted messages that will attract the intended audiences.

Altering the Brand

The "Love at first bite" campaign puts emotion into a very scientific brand allowing Hill's to be associated with more than just research and science, but also care and love towards owners and their dogs.



Interactive Ads



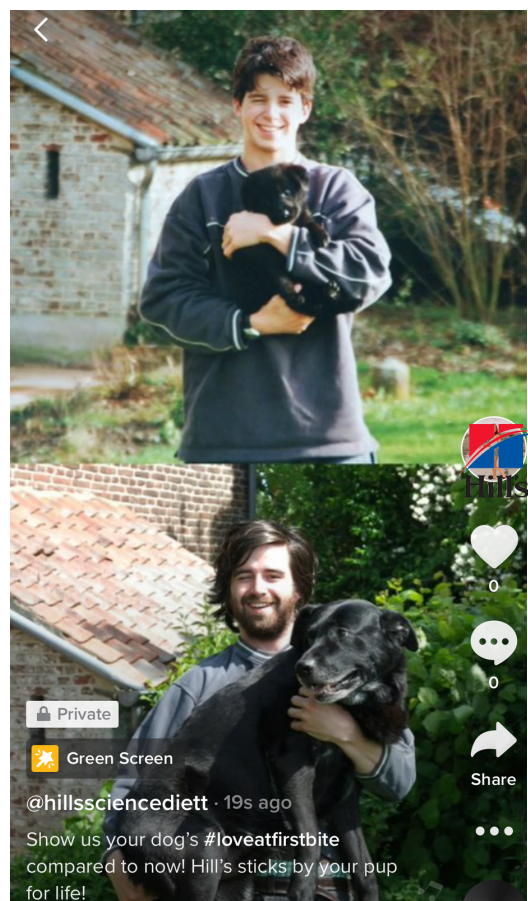
TikTok

The intended message of this interactive piece is to draw on nostalgia by expressing that you and your dog grow up together and Hill's is there every step of the way. Our intended audience are people ages 25-34 like our "Maddie and Colin" character who have increasingly begun to use TikTok and share videos of their families. The sentimental aspect of this video will draw in the attention of our audience. It will inspire them to make their own videos of them when they were younger with their dog and compare it to them with their dog now.

Snapchat Discover

Snapchat Discover offers interactive stories that users can tap through to learn more. The consumers most likely to use this platform are the "Maddie and Colin" types who are starting new families—likely one where their "children" are of the canine sort.

To build trust between this audience and Hill's, offering tips and tricks to give their "children" happy and healthy lives will encourage consumers to stick with Hill's for not only the products, but also for that reliable and familial trust.





Hill's Pet Nutrition

A perfect representation of what a delicious home-cooked meal can do, and your dog can't help but feel the same after eating Hill's Science Diet.



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Like Comment Share

Instagram

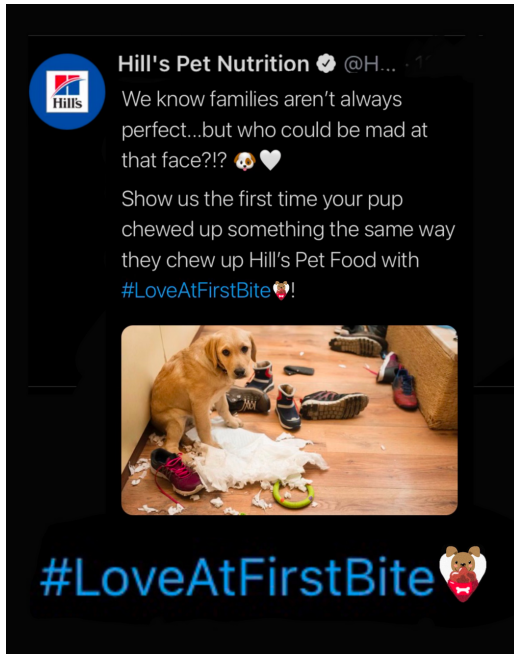
The intended message of this Instagram ad is to pull at the heart strings of our audience regarding their love for their families. Parents will do anything for their children and that includes their beloved dogs. We want to convey that Hill's is a brand that families can share and love together. Our intended audience are people who have children or want to start a family. They understand the importance of taking care of a child as well as taking care of a pet, and want the best for them both. The sentimental and touching aspect of this creative will draw in the attention of our audience. Our goal is that it will inspire them to go out and purchase Hill's and trust Hill's to keep their family happy and healthy.

Facebook

The intended message of this Facebook post is to tie in human emotions to food with the same reaction a dog has after eating Hill's.

To emphasize that dogs are often treated like human members of the family, the comparison of a dog's and a human's blissful "post meal nap" is shown here. The intended audience of this post is someone like "Karen," who is 55-64 years old and quite familiar with the satisfaction of good home cooking. This social media platform greatly attracts this demographic. The humor of it will draw in our intended audience, potentially leading to people sharing it with their friends and ultimately attracting more consumers to our brand.



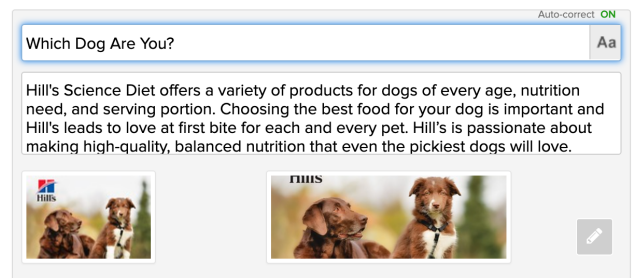


Buzzfeed

The intended message of this interactive piece is to add humor to science by asking a variety of questions that not only pair up a person to what dog they are, but what dog food they should eat. It incorporates the scientific research that Hill's employs in their formulation process. Our intended audience are younger people. They can relate to the questions that humanize the animals. The questions still hold on to our key element of nostalgia as they tie into familial memories that people have with their pets from when they were puppies up until they are older dogs. In addition, the comedic and light-hearted nature will draw them in and leave them remembering Hill's Science Diet the next time they buy dog food. Our goal is to inform consumers on the diversity of products Hill's offers while gaining new consumers.

Twitter

To target the young adults who are likely to consume Hill's Science Diet and related products, a promoted tweet with an air of funny, familial experiences and an interactive hashtag will be used. Users will have the opportunity to share the relatable experience of a misbehaving dog caught in the act, exemplifying a face that they just could not be mad at. Hill's starting this hashtag (with the added graphic) will establish the casual, family-like exchange and dialogue that Hill's and its consumers aim to share.



What words describe your dog?



Puppy

Under Age 1 From lean protein to high-quality fish oil, Hill's puppy food is specially formulated to keep up with a pup's energetic lifestyle, as well as support healthy brain, eye & skeletal development. When it comes to your dog's nutritional needs, there are plenty of things to consider. And providing them with the best food throughout every stage of their life



Adult Dog

Ages 1-7 To keep dogs healthy in their prime years, adult dog food should provide the right balance of high-quality ingredients, plus antioxidants and omega-6 fatty acids to help support their everyday needs. Nutrition at each stage of your dog's life is important. Has your dog reached a milestone birthday like one year or seven years? It may be time to switch to an age-appropriate dog food. Hill's life stage dog foods can give your puppy, adult or 7+ dog the nutrition he needs.



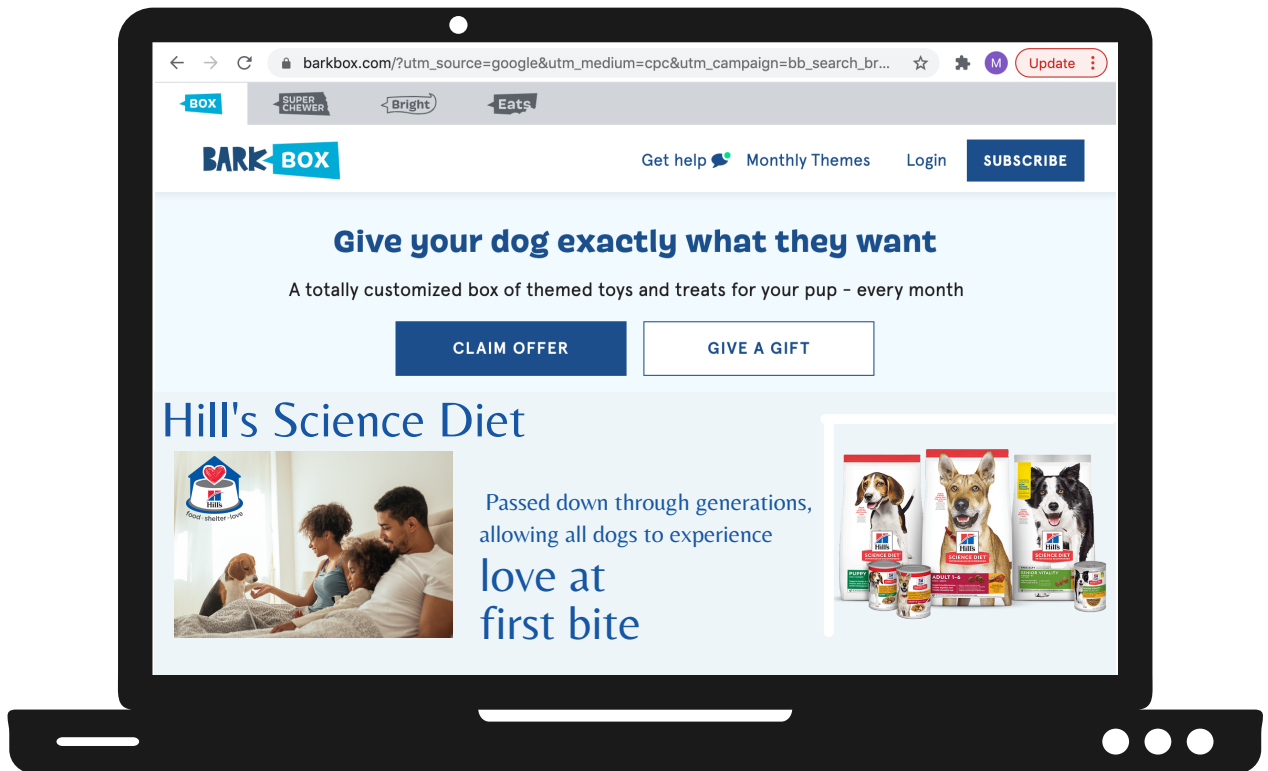
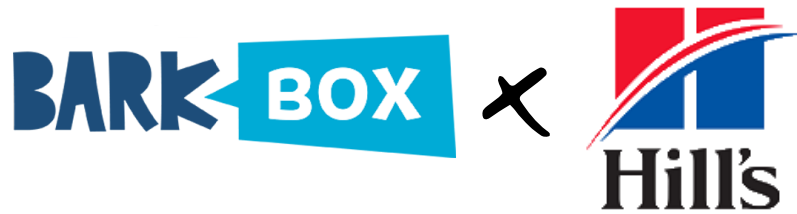
Older Dogs

Age 7+ As your dog enters his golden years, his nutritional requirements will need to support more specific needs for mobility and brain function, such as phytonutrients and L-carnitine. Hill's is passionate about making high-quality, balanced nutrition that even the pickiest dogs will love. Learn more about the types of dog food we offer, and which one is best for your furry friend.

Hill's Science Diet



Homepage Takeover



Our homepage takeover on the Bark Box website is intended to feature the familial aspect of Hill's products and their values as a brand. Our goal is to broaden our reach to people who purchase monthly subscriptions to Bark Box and touch them in the same way as the rest of our campaign does. Our intended target audience are those who have the income to consistently get toys, treats, and food for their dog to be happy. They will pay attention to our brand and interact with it because if they are willing to purchase Barkbox, they will hopefully be willing to purchase Hill's quality, scientific products for their pet. In addition, our creative features a family enjoying their time with their puppy and would do everything they can to take care of them and make them happy, which will be relatable for our intended audience.



Television Ads

The intended message of our television and streaming service advertisements is to draw on nostalgia by conveying how Hill's Science Diet is a part of your family and can be passed down from pet owner to pet owner.

The intended audience of our first television ad is people ages 25-34 like our "Maddie and Colin" character. They can connect with becoming first time pet owners who seek the advice from their family members on what dog food to buy. The sentimental aspect of this video will draw in the attention of our audience. They will feel comfort seeing that Hill's is passed down from parents to children as a company you can trust. Our goal of this advertisement is that we want you to feel inclined to pick Hill's Science Diet over any other dog food brand, with the understanding that it is a family brand that reminds you of home.

The second advertisement will be made for video streaming services such as Hulu and will be directed to both the younger and older portions of the target audiences for this campaign. The basis for this ad is to acknowledge the many different types of families that are Hill's patrons and therefore validate and accept those various types of families who may have different reasons for owning pets. With various and nostalgic imagery of people and their pets, this ad appeals to the older portion of the audience; and with narration structured in a poetic, catchy dictation, the younger audience is inclined to pay attention as well. Overall, this ad is designed to allow consumers to tie individualistic family values to the name "Hill's."



TV



*Light and sentimental music plays throughout the duration of the ad

Shot 1: A couple is driving in the car excited to reach their destination
Voiceover: Special moments in your life become memories forever
Natural sound: wind blowing outside, windows open



Shot 2: Shot of the couple pulling up at the adoption center and parking
Voiceover: With a wagging tail and licks on your face, no one can say hello like your dog. Because every moment you spend together is special, we strive to give you more of them.
Natural sound: dogs barking



Shot 3: Couple walks through the center and see a labrador retriever. They immediately know he is the dog for them as he starts barking happily and licks their hands
Natural Sound: dog barks



Shot 4: The couple return home and celebrate adopting their first dog. The woman snaps a picture of the three of them.
Natural sound: laughing



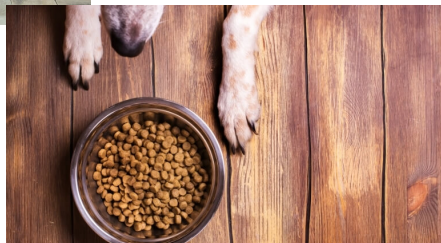
Shot 5: The woman shares the picture with her mother
Text bubbles: New addition to the family is finally here! Any advice?
Natural sound: text noise



Shot 6: Her mother sees the text and smiles with excitement for her daughter
Voiceover: Hill's Science Diet has been a family brand for years helping your dog get the best nutrients to enrich their life.



Shot 6: A shot of Hill's Science dog food being delivered to the woman's house that the mother sent her.
Voiceover: Your mom knows best and so do the scientists crafting each Hill's Science Diet meal specifically for your pet.



Shot 6: A shot of the dog eating Hill's Science Diet dog food
Voiceover: Meeting your dog was love at first sight, so why not give them a love at first bite with Hill's Science Diet.



Streaming Services

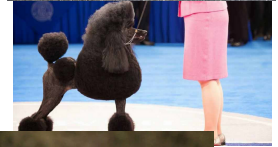


*soft but upbeat music will play throughout the duration of the advertisement
Female Narrator, softer, caring tone

Shot 1-2: Child and dog playing together, transition to similar looking older versions of the two
Voiceover: For partners in crime that last a lifetime.

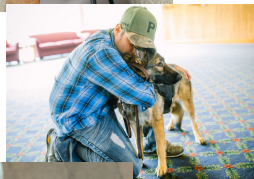
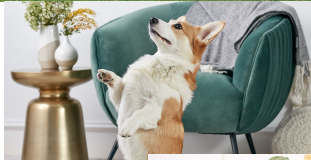


Shot 3-6: [respectively] children and puppies; greying dog with senior citizen; service dogs with their owners; show dogs with their showers]
Voiceover: The generations young; old; kind; and bold.

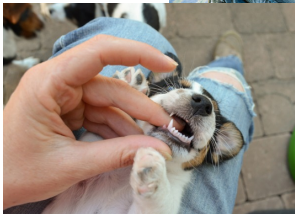


Shot 7-8: show slo-mo of dog playing; on "obedience," show dog doing tricks

Voiceover: Hill's Science Diet provides all healthy, needed ingredients to support a long life of energy or obedience.



Shot 9: Show dog acting as emotional support animal
Voiceover: Hill's is there for them, so they'll be there for you day or night,



Shot 10-11: show puppy teething at adoption center; end with logo

Voiceover: Because just like your dog, we're love at first bite. Hill's Science Diet





Audio Broadcast

Radio and Music Streaming Services

AUDIO - 30 SECONDS

*LIGHT AIRY MUSIC WITH WIND AND NATURE NOISES *

Wife: "fetch boy, fetch"

PUPPY BARKS AND YOU HEAR HIM RUN AFTER BALL

Female: *excitedly* Good boy! Wait to go buddy!

HUSBAND CHUCKLES

Husband: come on you two it's time for dinner

PUPPY PLAYFULLY BARKS

HEAR THEM BOTH RUN INSIDE

NOISE OF DOOR BEING SHUT

Wife: wow this looks delicious!

NOISE OF PUPPY EATING FOOD OUT OF BOWL

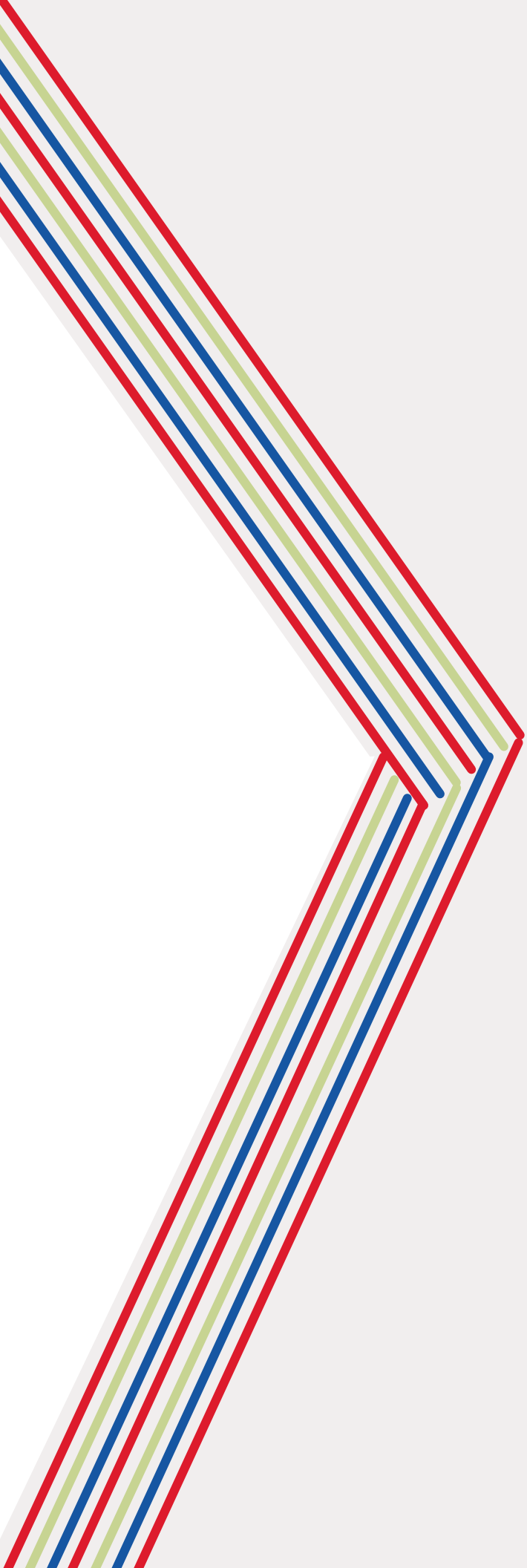
PUPPY BARKS IN AGREEANCE

WIFE AND HUSBAND LAUGH

Husband: "looks like someone else thinks so too!"

Voiceover: Hill's Science Diet has been providing nutritionally balanced meal options for your family's pets for over 50 years. We'll stick with them, so they'll stick with you. Hill's: it's love at first bite. (more dog/barking audio(?)) #LoveAtFirstBite)

The intended message of this piece is that your pet is part of your family and receives the best treatment and care when they are eating Hill's pet food. Their dinner is a part of your own just as if they were your child, and should be provided with the same nutrients in a meal to keep them energized and playing all day long. Our intended audience people ages 25-34 like our "Maddie and Colin" character. The calm and peaceful nature of this radio ad will draw in the attention of our audience while the humor of the dog digging into his meal will be something pet owners can relate to and laugh about.



MEDIA PLAN





Media Objectives

OneUpper Dogs plans to deliver effective advertising to both existing markets and potential audiences. Our media plan targets a primary audience of young, ambitious couples, a new market with high potential, and a secondary audience of older, working adults who value tradition. We have carefully selected a handful of avenues for advertising, keeping in mind time, region and lifestyle to ensure that we will reach customers with both efficiency and effectiveness.

In order to ensure a successful campaign that will help us grow our audience, we plan to advertise during high-exposure events and also to utilize new media in order to reach those new audiences. Our media plan puts a special emphasis on reaching a new target audience, which will be young adults. In order to do this, we will focus less on television advertising, which is decreasing in popularity with younger generations, and turn towards advertising with streaming services and social media. We will continue to advertise a bit on television to maintain engagement with our current market and reach younger audiences who still watch larger televised events. Between our primary and secondary audiences, we span a large age and interest range, so we will have to be versatile in our advertising, taking advantage of many different channels in order to ensure we get the reach we need and to maximize exposure of the brand.



Media Aperture

The Hill's Science Diet campaign will start in July 2021 and end in June of 2022. Our campaign will follow a flighting strategy with impact media and a pulsating strategy with non-impact media. This makes the most sense for the company as there are no large partnerships or events in the near future and July marks the start of the third quarter. Over the year-long period, we will step up advertising just before and during times of the year when people are adopting dogs and buying puppies at a higher rate. This is during the spring and the summer. In order to spread the meat of the campaign out, we will hit hard early in the spring and late in the summer to help boost interaction.

Starting light in early July as the third quarter begins, the campaign will ramp up activity with the beginning of the Olympics, the largest impact media event in that quarter. The first cycle of impact media will continue through August, ending as many sports leagues, like the PGA and MLB wrap up, closing with the MTV Music Awards the last week of August. We picked sporting events for the most part because people who own dogs often lead active and sporty lifestyles. This is also a transitional time for the seasons and a good time to pause the campaign. We will spend the next six months gathering data, analyzing sales numbers and then reevaluating ads to prepare for the spring season.

Starting in March, advertising will ramp back up as March Madness begins and flows into other large events like the Masters. We will then retire impact media advertising at the end of April.

Non-impact media will have a presence throughout the entire year, but it will be minimal in those impact-media off-months and amplified to match impact media in July-August and March-April. Our campaign will take center-stage during these four months. This is particularly important as these are popular times for buying puppies and pet owners are looking for trustworthy products for their new furry family members.

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1. <https://pethelpful.com/dogs/What-Time-of-The-Year-Are-Most-Puppies-Born>
 2. <https://www.bbc.com/sport/30326825>
 3. <https://www.mtv.com/movie-and-tv-awards>
 4. 29.4% of people who own one dog exercise at least once a week (index of 100), Simmons OneView



Timing

A huge focus for us is to work around the work day. People who have the money and are responsible enough to own dogs are going to be people who are working. Careers take up a large portion of a person's life and people plan their lives around their jobs, so it's important that we also advertise around their jobs. Putting extra emphasis on radio and streaming service (think Spotify and Pandora) advertising in the morning from 7-9 a.m. and then in the evenings from 4-6 p.m. is going to cover a majority of rush-hour traffic. Advertising from 7-10 p.m. on streaming services such as Hulu and Amazon Prime will also allow us to reach our audience during their downtime, especially as use of television streaming services have skyrocketed in the last year. It will be useful for us to avoid late night and early morning advertising, though it may be beneficial to include advertising during the daytime on the radio and music streaming services, especially as businesses stream and employees often listen to music while they work.

Geographic Allocation

The Hill's Science Diet campaign will focus on two regional markets; the South and the Midwest. These two regions cover a large portion of our two target groups. We plan to stick mostly to these two regions for the duration of the campaign, though national reach during impact media events will likely prove important to the company and produce other new customer bases. According to Simmons, 48% of Hill's Science Diet customers live in the southern region of the United states and 24.7% live in the midwest. These two regions combined make up almost three quarters of our customer base.

Reach and Frequency for Traditional Media

The goal for our reach and frequency of traditional media is to reach as many people as possible over a handful of outlets so as not to overwhelm customers with the platforms they can find us on. We believe it will be more effective for our company's brand if we choose to focus on a few places with heavy presence instead of a small presence in lots of places. Small presence tends to go unnoticed or is easily forgotten. While heavy presence may sometimes be annoying, people are more likely to remember the messages since they have repeatedly been exposed. During the on-months of our media plan, the early spring and late summer months, we will push our messages frequently and boldly to ensure that people are seeing our ads and they're going to remember our ads.

5. <https://www.augusta.com/masters/faq>

6. <https://newsroom.spotify.com/2019-06-12/your-daily-drive-music-and-news-thatll-brighten-your-commute/>

7. <https://www.pandoraforbrands.com/article/cracking-the-commuter-code>

8. <https://advertising.hulu.com/2020/12/16/looking-back-on-2020-hulus-year-end-report/>

9. <https://www.cnn.com/2009/LIVING/worklife/03/23/cb.tuned.in.at.work/>

10. For people who buy Hill's Science Diet the most often of all dog food brands, the south is 48% with an index of 126 while the Midwest is 24.7% with an index of 118, Simmons OneView

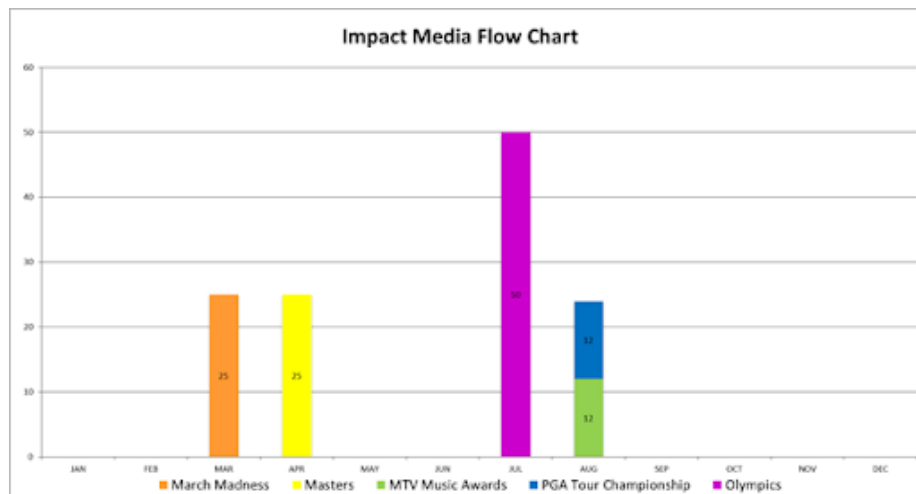


Impact Media

NCAA Round of 64 through Elite Eight
 The Masters Spot
 MTV Music Awards
 PGA Tour Championship Spot
 Summer Olympics

OneUpper Dogs has chosen these impact media events because of timing and exposure. Additionally, you will notice that four of the five choices are larger sporting events. We did this intentionally because people with dogs are often active and sporty themselves. Dogs are great exercise companions and should live an active lifestyle in order to keep healthy. People who care about their own bodies and health will care about their dogs' too. That being said, it is likely that sporty people, when taking the time to sit down and watch television, will likely be watching those largest sporting events of the year. The one event that is not centered around sports- the MTV Music Awards- appeals mostly to younger people. Our primary target audience is younger couples, not a market we have fully tapped into in the past but one we aim to expand with this campaign as dog adoption rates have gone up recently, especially during the COVID-19 pandemic.

Media Flow Chart Worksheet													
IMPACT MEDIA	(in units)												
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
March Madness			25										25
Masters				25									25
MTV Music Awards								12					12
PGA Tour Championship								12					12
Olympics							50						50
SUM TOTAL	0	0	25	25	0	0	50	24	0	0	0	0	124



11. <https://www.nytimes.com/2019/05/29/well/move/dog-owners-get-more-exercise.html>
 12. <https://www.statista.com/topics/2113/sports-on-tv/>
 13. <https://www.statista.com/statistics/266768/mtv-video-music-awards--number-of-viewers/#:~:text=According%20to%20the%20source%2C%204.9,5.23%20million%20a%20year%20earlier.>
 14. <https://www.washingtonpost.com/nation/2020/08/12/adoptions-dogs-coronavirus/>



Non-Impact Media Traditional

Primetime Cable Television
Primetime Network Television
Late Night Network Television
Morning Drive National Radio
Evening Drive National Radio

We have elected to focus on digital advertising and turn away from print because of the rapid growth of digital content. With what remains of the \$20 million budget after impact media, digital flat-rate media and digital CPM, we will aim for cable television and network television primetime advertising, as well as network television late night and national radio for both the morning and evening drive. We observed viewing and listening patterns for people who own one dog and people who own two or three dogs. For cable television, the channels between the two groups with the highest viewership in the past seven days are ESPN, FOX News Channel, HBO, HGTV, History Channel and USA Network.

For primetime network television, there is high viewership for general drama, news/documentary, reality and situation comedy. People who own between one and three dogs are viewing primetime network television from 7- 11 p.m and consuming a mixture of 30 minute programs and hour-long programs. The specific channels we will focus on are the ones with the highest viewership, ABC, CBS and NBC.

For radio, a large portion of dog owners listen for an average of half an hour between 6- 10 a.m. and 3- 7 p.m. on weekdays and an hour between 3- 7 p.m.

-
15. <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media-telecommunications/in-tmt-rise-of-on-demand-content.pdf>
 16. 17.4% with an index of 104 for 1 dog, Simmons OneView
 17. 15.6% with an index of 98 for 1 dog and 15.4% with an index of 96 for 2 or 3 dogs, Simmons OneView
 18. 18.2% with an index of 110 for 1 dog and 16.2% with an index of 98 for 2 or 3 dogs, Simmons OneView
 19. 18.7% with an index of 110 for 1 dog and 18.2% with an index of 107 for 2 or 3 dogs, Simmons OneView
 20. 17.9% with an index of 106 for 1 dog and 16.1% with an index of 95 for 2 or 3 dogs, Simmons OneView
 21. 15.6% with an index of 110 for 2 or 3 dogs, Simmons OneView
 22. 47.5% with an index of 106 for 1 dog and 45.1% with an index of 101 for 2 or 3 dogs, Simmons OneView
 23. 19.4% with an index of 101 for 1 dog, Simmons OneView
 24. 41.9% with an index of 104 for 1 dog and 39.8% with an index of 99 for 2 or 3 dogs, Simmons OneView
 25. 32.3% with an index of 107 for 1 dog and 33.4% with an index of 111 for 2 or 3 dogs, Simmons OneView
 26. 67.2% with an index of 105 for 1 dog and 65% with an index of 101 for 2 or 3 dogs, Simmons OneView

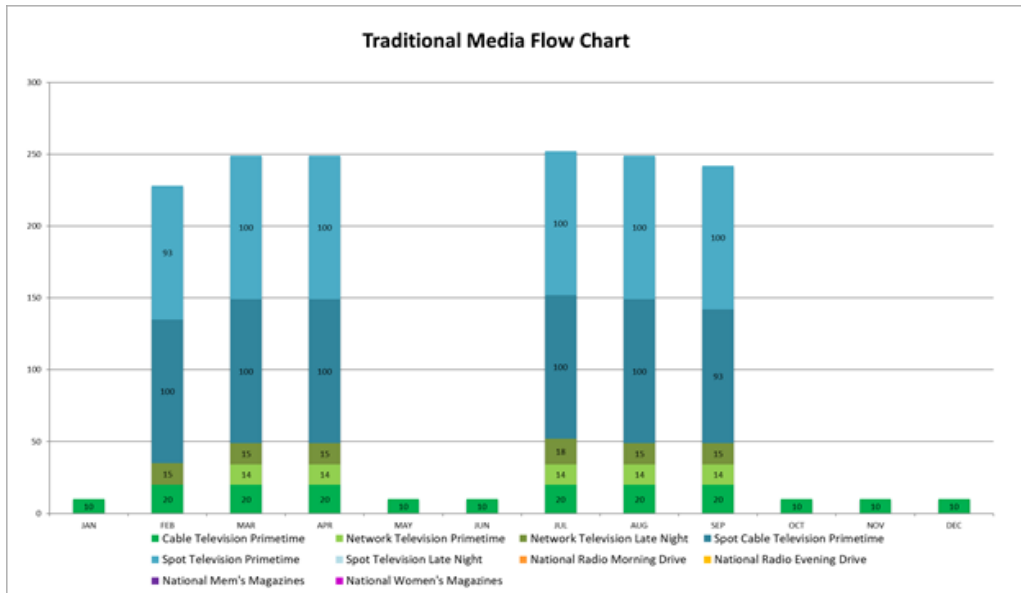


Non-Impact Media Traditional

Media Flow Chart Worksheet

TRADITIONAL MEDIA													
(in grps)													
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Cable Television Primetime	10	20	20	20	10	10	20	20	20	10	10	10	180
Network Television Primetime			14	14			14	14	14				70
Network Television Late Night		15	15	15			18	15	15				93
Spot Cable Television Primetime		100	100	100			100	100	93				593
Spot Television Primetime		93	100	100			100	100	100				593
Spot Television Late Night													0
National Radio Morning Drive													0
National Radio Evening Drive													0
National Men's Magazines													0
National Women's Magazines													0
SUM TOTAL	10	228	249	249	10	10	252	249	242	10	10	10	

Traditional Media Flow Chart



11. <https://www.nytimes.com/2019/05/29/well/move/dog-owners-get-more-exercise.html>
12. <https://www.statista.com/topics/2113/sports-on-tv/>
13. <https://www.statista.com/statistics/266768/mtv-video-music-awards--number-of-viewers/#:~:text=According%20to%20the%20source%2C%204.9,5.23%20million%20a%20year%20earlier.>
14. <https://www.washingtonpost.com/nation/2020/08/12/adoptions-dogs-coronavirus/>



Digital Flat-Rate

Homepage Takeover

We plan to take over the homepage of BarkBox.com in two different months, one in the spring and one in the summer. This website is the right choice for us because the people visiting BarkBox.com are going to be people who like or are looking to buy things like treats and toys for their dogs. It can be assumed that just about every person visiting BarkBox.com either has a dog or is interested in buying one, so they will need food.

Google Keywords

For keywords, we choose dog, pet, animal, puppy, shelter, vet, kibble, leash, bone and chew toy. These keywords are the best option because they are words that dog owners are searching frequently, especially when researching foods for their dogs. These keywords will hold July through June. By using these keywords, we are going to get people who have dogs, the primary characteristic of our market.

SEO

Search Engine Optimization will last July through June. SEO is a good choice because it helps us boost clicks and we don't have to create specific advertising for it, just pay.

Buzzfeed Sponsored Article

There will be a sponsored quiz article running February through April on BuzzFeed. BuzzFeed reaches the younger crowd that we are trying to target, particularly Millennials.

Snapchat Discover

We will do a Snapchat Discover video ad for 20 days spread over two months. Snapchat will also be crucial in reaching the younger audience, though there is a growing number of people from older generations using the app.

Bing Keywords

We will use the same keywords on Bing as we did with Google just to keep consistency. These keywords will also run July through June.

27. For 30 minute programs, 41.1% with an index of 107 for 1 dog and 40.9% with an index of 107 for 2 or 3 dogs. For hour-long programs, 61.9% with an index of 105 for 1 dog and 58.2% with an index of 98 for 2 or 3 dogs, Simmons OneView
28. 44.6% with an index of 106 for 1 dog and 43.2% with an index of 102 for 2 or 3 dogs, Simmons OneView
29. 46.8% with an index of 107 for 1 dog and 44.1% with an index of 101 for 2 or 3 dogs, Simmons OneView
30. 36.2% with an index of 101 for 2 or 3 dogs, Simmons OneView
31. 35.6% with an index of 112 for 1 dog and 34.5% with an index of 108 for 2 or 3 dogs, Simmons OneView
32. 31.3% with an index of 115 for 1 dog and 30% with an index of 110 for 2 or 3 dogs, Simmons OneView
33. https://www.barkbox.com/?clickid=0i02LSx3bxyLWFDwUx0Mo3bzUkES1I2Is2LvyA0&utm_campaign=bb_affiliate.impactradius.Rover&utm_medium=Rover_Online%20Tracking%20Link&utm_source=affiliate&subid=&adid=44431



Digital CPM

Hulu

Hulu is a big avenue for advertising for Hill's Science Diet because streaming services are on the rise and starting to beat out cable. This isn't just younger generations but older generations as well, so streaming services will allow for our reach to expand.

Spotify

We are utilizing Spotify because it was the largest music streaming service in the world in 2019. Our target audiences are working people and are often driving or commuting to work in some way. Music streaming is heavily used in the car going to and from work, but also sometimes in the office. Utilizing streaming services for music will be beneficial because we can reach people even when they're not seeing ads on social media apps or watching tv.

Pandora Audio

Pandora was the most popular streaming service in the United States in 2019. Pandora reaps all the same benefits as Spotify, as far as reaching our audience during commutes and also during the workday when other forms of advertising might not be getting through to consumers.

Facebook Native Ad

A large portion of Hill's Science Diet consumers reported that family was important to them. A lot of what Facebook is about is updating family members and close friends on things that happen in your life. Advertising with Facebook is a smart choice because we're going to reach that audience who likes to stay connected with their families.

Media Flow Chart Worksheet													
DIGITAL MEDIA	(in units)												TOTAL
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
BuzzFeed Sponsored Article		1	1	1									3
Bing Keywords	1	1	1	1	1	1	1	1	1	1	1	1	12
Google Keywords	1	1	1	1	1	1	1	1	1	1	1	1	12
Homepage Takeover			1				1						2
SEO	1												1
Snapchat Discover				10				10					20
Facebook Native Ad			1	1			1	1					4
Hulu			2	2			2	2					8
Instagram Native Ad			2	2			2	2					8
Pandora Audio							2	2					4
Spotify	1	1	2	2	1	1	2	2	1	1	1	1	16
TikTok Video Ad			2				2						4
Twitter Promoted Tweet			3				3						6
Fixed Digital Total	3	3	9	18	2	2	17	21	2	2	2	2	
CPM Digital Total	1	1	12	7	1	1	14	9	1	1	1	1	
SUM TOTAL	4	4	16	20	3	3	17	21	3	3	3	3	

32. <https://insights.newscred.com/50-of-millennials-read-buzzfeed-why-marketers-should-care/>

35. <https://www.aarp.org/home-family/friends-family/info-2018/snapchat-app-affairs-fd.html>

36. <https://www.forbes.com/sites/chrisbrantner/2019/03/20/americans-now-pay-more-for-streaming-services-than-cable-tv/?sh=29ee226dfcdd>

37. <https://www.statista.com/statistics/653926/music-streaming-service-subscriber-share/#:~:text=Spotify%20may%20be%20the%20biggest,achieved%20global%20domination%20just%20yet.>

38. <https://www.statista.com/statistics/798715/most-popular-us-music-streaming-services-ranked-by-reach/>



Digital CPM

Twitter Promoted Tweet

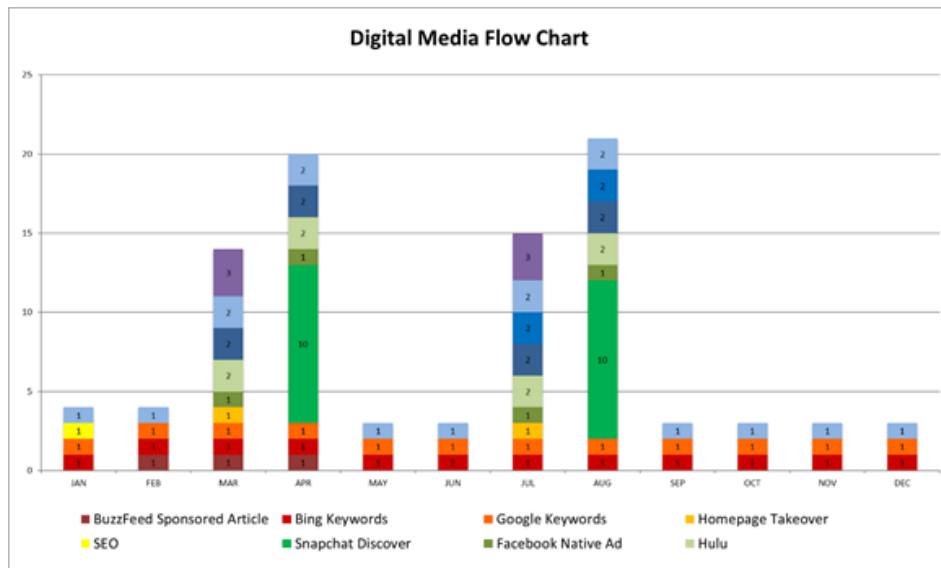
Twitter is another platform that is going to majorly reach our younger target audience, but will have a bit of crossover with the older target audience. Twitter is one of the top social media platforms internationally, with 192 million daily monetizable users.

Instagram Ad

Instagram has proven to be an effective avenue for advertising products to consumers. Additionally, the average audience on Instagram is young adults, which is exactly who we are trying to target with our primary target audience.

TikTok Video Ad

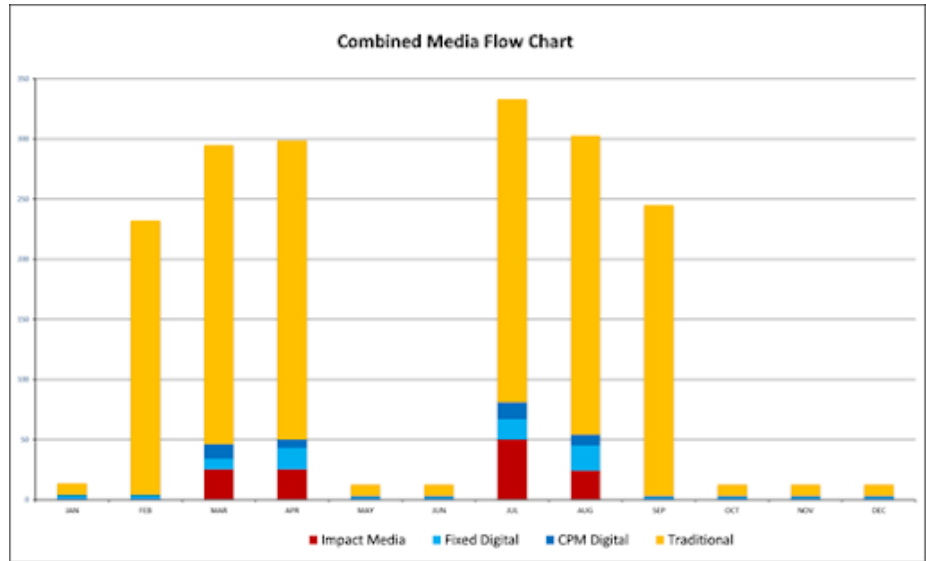
Just in the past year, the number of users on TikTok has skyrocketed. While the app does boast many users who are under age, TikTok also has grown in popularity among older generations. Advertising on TikTok will again, allow us to reach a range of age groups and cover both of our target audiences in one place.



39. <https://www.pewresearch.org/fact-tank/2011/12/22/using-social-media-to-keep-in-touch/>
40. [https://www.statista.com/topics/737/twitter/#:~:text=According%20to%20recent%20social%20media,active%20users%20\(mDAU\)%20worldwide.](https://www.statista.com/topics/737/twitter/#:~:text=According%20to%20recent%20social%20media,active%20users%20(mDAU)%20worldwide.)
41. <https://www.marketingdive.com/ex/mobilemarketer/cms/news/research/21841.html>
42. <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/#:~:text=As%20of%20January%202021%2C%20it,aged%2034%20years%20or%20younger.>
43. <https://www.forbes.com/sites/johnkoetsier/2020/09/14/massive-tiktok-growth-up-75-this-year-now-33x-more-users-than-nearest-competitor/?sh=682310c34fe4>
44. <https://www.aarp.org/disrupt-aging/stories/info-2020/tiktok.html#:~:text=According%20to%20a%20report%20published,numbers%20are%20on%20the%20app.&text=%E2%80%9Cin%20a%20year%20from%20now,will%20be%20on%20TikTok%2C%20too.>



Combined Flow Chart													
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTA
Impact Media	0	0	25	25	0	0	50	24	0	0	0	0	124
Fixed Digital	3	3	9	18	2	2	17	21	2	2	2	2	83
CPM Digital	1	1	12	7	1	1	14	9	1	1	1	1	50
Traditional	10	228	249	249	10	10	252	249	242	10	10	10	1529
Sum	14	232	295	299	13	13	333	303	245	13	13	13	



Total Budget	Impact Total	Digital Total	Contingency	Remainder
\$20,000,000.00	\$4,222,144.00	\$4,264,000	\$0.00	\$11,513,856.00

IMPACT MEDIA

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
NCAA- Round of 64 through Elite 8	25	\$35,674	\$891,850	Must be purchased in 25 GRP increments
Masters Spot	25	\$35,674	\$891,850	Must be purchased in 25 GRP increments
MTV Music Awards	12	\$28,888	\$346,656	Must be purchased in 12 GRP increments
Tour Championship (PGA)	12	\$25,674	\$308,088	Must be purchased in 12 GRP increments
Summer Olympics	50	\$35,674	\$1,783,700	Must be purchased in 25 GRP increments
SUM TOTAL			\$4,222,144	

DIGITAL MEDIA - Fixed Cost

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
Homepage Takeover	2	\$400,000	\$800,000	BarkBox, for two months
Google Keywords	1	\$50,000	\$50,000	Dog, pet, animal, puppy, shelter, vet, kibble, leash, bone, chewtoy
SEO	1	\$25,000	\$25,000	SEO flat cost for 1 year
BuzzFeed Sponsored Article	3	\$20,000	\$60,000	"What dog are you?" article, Feb.-April
Snapchat Discover	20	\$50,000	\$1,000,000	20 days on Discover, same video as on TikTok
Bing Keywords	1	\$10,000	\$10,000	Same as for Google
SUM TOTAL			\$1,945,000	

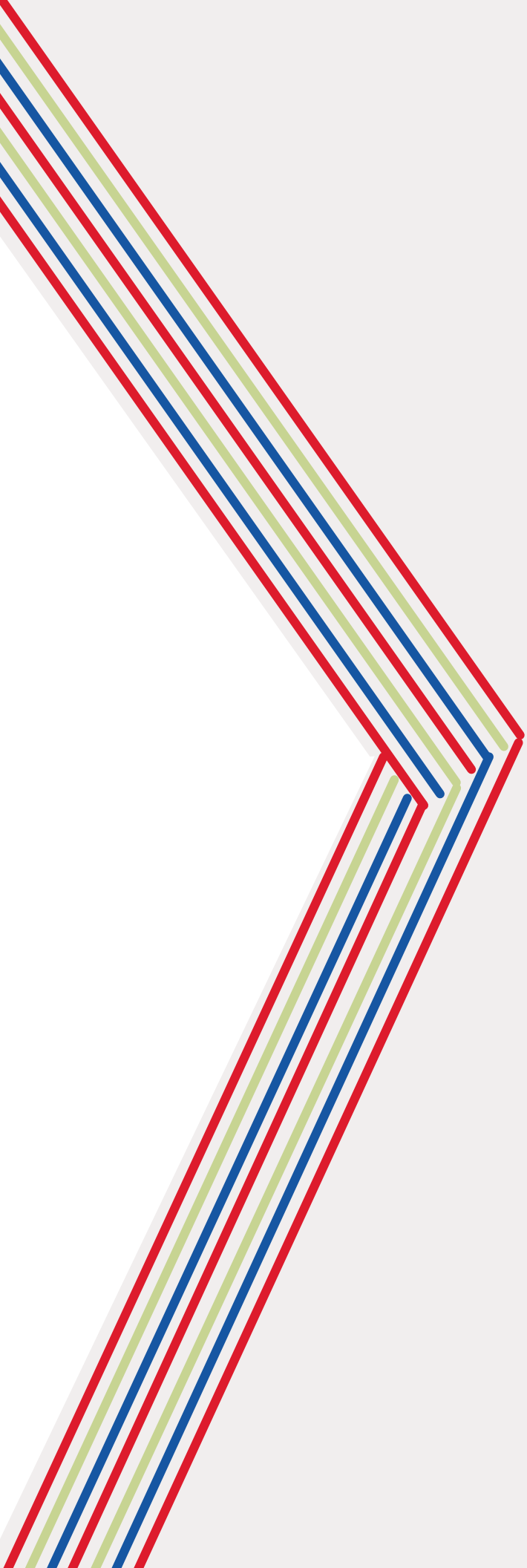


DIGITAL MEDIA - CPM Cost

MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS	\$ ALLOCATION	NOTES
Hulu	8	\$10.00	1,000,000	\$80,000	2 commercials for 4 months each
Spotify	16	\$10.00	10,000,000	\$1,600,000	2 audio ads, one a month, plus an extra for four months
Pandora Audio	4	\$10.00	5,000,000	\$200,000	2 audio ads for 2 months each
Facebook Native Ad	4	\$10.00	1,000,000	\$40,000	4 ads for 1 month each
Twitter promoted tweet	6	\$1.30	5,000,000	\$39,000	6 tweets over 2 months
Instagram Ad	8	\$5.00	5,000,000	\$200,000	2 ads for 4 months each
TikTok Video Ad	4	\$8.00	5,000,000	\$160,000	2 ads for 2 months each
SUM TOTAL				\$2,319,000	

TRADITIONAL MEDIA (Television, Radio, Print)

MEDIA CATEGORIES	% ALLOCATION	CPP TOTAL	\$ ALLOCATION	GRPS	Notes
Cable Television Primetime	30%	\$19,227	\$3,454,156.80	180	
Network Television Primetime	20%	\$33,103	\$2,302,771.20	70	
Network Television Late Night	20%	\$24,776	\$2,302,771.20	93	
National Radio Morning Drive	15%	\$2,913	\$1,727,078.40	593	
National Radio Evening Drive	15%	\$2,913	\$1,727,078.40	593	
Spot Cable Television Primetime	0%	\$12,324	\$0.00	0	
Spot Television Primetime	0%	\$32,066	\$0.00	0	
Spot Television Late Night	0%	\$14,688	\$0.00	0	
National Men's Magazines	0%	\$28,618	\$0.00	0	
National Women's Magazines	0%	\$21,240	\$0.00	0	
	Must = 100%			1528	Note: Use this GRPS calculation for flowchart
SUM TOTAL			\$11,513,856.00		



PR & PROMOTIONS
PLAN





Public Relations Strategy

Our primary stakeholders include employees of the Hill's Science Diet company, both at the administrative and sales levels, and also employees and other shareholders of Colgate- Palmolive Company, since Hill's is a subsidiary of the Colgate-Palmolive Company. Along with the general public, consumers and pets serving as stakeholders, Hill's dedicates itself to giving back to the community so it has partnered with a variety of pet shelters around the United States as part of the "Hill's Food, Shelter and Love Program;" these non-profit partners also make up part of Hill's' stakeholders. Hill's also emphasizes the importance of their food being recommended by veterinarians, so veterinarians would also be an important stakeholder along with the clinics that also recommend Hill's food to their patients. The quality and success of Hill's pet food is crucial to these stakeholders, since they reflect the competence and reputation of veterinarians and clinics, impact the overall lives of employees and give other shareholders monetary interests.

Hill's customer reviews average a 4.8/5, indicating that consumers of Hill's products generally like the food for their pets. Overall, the reviews praised Hill's Science Diet's food formula specifically because of the natural ingredients being used that promote pet health. Although a negative review mentioned Hill's food giving their pet a bad reaction, this was only one out of more than 200 other reviews that applauded Hill's.

As shown on the website, Hill's has a 99% recommendation rate, proving customers generally like the products. Throughout different "best dog food" lists, Hill's is always listed as an option, however it is not the top recommendation. Dogfoodadvisor.com ranks Hill's as the sixth out of ten best options for puppies. However, the 2019 product recall has had a significantly negative impact on the Hill's brand; the CBS reports on the scandal were trending in the lawsuits.

34. https://www.hillspet.com/science-diet?gclid=Cj0KCQjwgtWDBhDZARIsADEKwgMasNcHn-UF8LmjRbj4GTt0yY49w1XVks0PNIZRjW6B2_XZuuUzTPwaArAveALw_wcB&gclid=aw.ds

35. <https://www.dogfoodadvisor.com/best-dog-foods/best-puppy-foods/>

36. <https://www.cbsnews.com/news/hills-dog-food-recall-pet-food-maker-faces-mounting-legal-woes-over-dog-deaths/>



Along with an emphasis on the quality of the taste of the food and the natural ingredients, many reviews also indicate that Hill's' customer base and audience values the effects the food has on their pets' coats, weight and overall attitude and demeanor. Hill's' audience sees the importance of giving back to the community and contributing to animal shelters around the country. Hill's reflects this important issue by emphasizing love, compassion, companionship, health, nutrition, research and science. These are all characteristics that are consistently repeated and apparent throughout their social media and their website. Knowing this, we plan to continue to emphasize these qualities within our branding and marketing to influence our customer base. Using an emotional appeal, we will build a deeper connection between pets and their owners to highlight that pets are members of people's families. We will show that pets are like people's children and veterinarians are like pediatricians and these are the people you trust the most with your loved ones' health. This will hopefully create a trusting opinion surrounding the Hill's brand and will increase brand loyalty since people will associate Hill's with their families. Additionally, we will direct younger generations who are first time dog owners to their parents and veterinarians for pet food recommendations which will create a lineage; family and experts such as veterinarians and clinics are those who first-time pet owners will trust the most with recommendations.

Media Relations Strategy & Target Vehicle Selection

With hopes to reach new audiences, we plan to make use of new media and place advertisements during high-exposure events to increase our reach. We also plan to focus on advertising on streaming services and social media since they are gaining popularity and television is becoming increasingly unpopular. We plan to have this campaign run from July 2021 to the end of June 2022; we will specifically increase advertising in the spring and the summer, since this is the period of time where dog adoptions and purchases are at the highest rate. Advertising efforts will be at an all time high especially during early spring and late summer to increase engagement. Additionally, since Hill's does not have any major partnerships or events in the near future, following the campaign, we will utilize a pulsing strategy with impact and non-impact media.



We will focus our advertising and marketing towards a few places with a heavy presence rather than having lower presence in a multitude of locations. Smaller presence is less likely to be memorable since it can easily go unnoticed and be overshadowed by other advertisements. Heavy presence does tend to occasionally annoy audiences, however, it is more likely to be remembered because of how often ads are repeated and the high, consistent exposure. During the early spring and late summer months, our on-months of media strategy, our messages and advertisements will be more frequent and persistent to establish a deeper exposure and assure our audience will remember our messages. We believe these outlets will engage and interact with the audiences we plan to target. The combination of the timing, the outlets and the contacts that will disseminate our messages will ensure our audiences are exposed to our messages consistently and frequently. Listed below are our contacts.

1. Modern Dog Magazine

- a. Dog Magazine
- b. (604) 734-3131
- c. info@moderndogmagazine.com
- d. National media outlet
- e. @ModernDogMag | Twitter

2. Just Labs Magazine- Katie Rollert

- a. Dog Magazine
- b. (844) 963-1402
- c. katie.rollert@vpdcs.com
- d. @JustLabs | Twitter
- e. National media outlet

3. Healthy Pet Magazine

- a. Pet Magazine
- b. (888) 799-8387
- c. media@vetstreet.com
- d. @HealthyPetMag | Twitter
- e. National media outlet

4. Everyday Dog Mom Blog

- a. Dog Blog
- b. hello@EverydayDogMom.com
- c. @EverydayDogMom | Twitter
- d. Local media outlet

5. Dogs of Madison

- a. Social Media account
- b. dogs.of.madison@gmail.com
- c. @dogs.of.madison | Instagram
- d. @dogs_of_madison | Twitter
- e. Local media outlet



19. 1barked

- a. Pet influencer
- b. barked@9gag.com
- c. @9GAG | Twitter
- d. National media outlet

20. 2husketeers

- a. Pet influencer
- b. 2husketeers@gmail.com
- c. HoyaTheJindo@gmail.com
- d. @2husketeers | Twitter
- e. Local media outlet

21. Jessie Opoien

- a. Opinion Editor
- b. Capital Times
- c. jessieopoien@gmail.com
- d. The local media outlet
- e. @jessieopie | Twitter
- f. Local media outlet

22. Linda Falkenstein

- a. Feature editor and journalist
- b. Isthmus
- c. lindaf@isthmus.com
- d. @lafalkenstein | Twitter
- e. Local media outlet

23. Doug the Pug

- a. Pet Influencer
- b. info@dougthepug.com
- c. @itsdougthepug | Twitter
- d. National media outlet

24. Jiffpom

- a. Pet influencer
- b. mgmt@jiffpom.com
- c. @jiffpom | Twitter
- d. National media outlet

25. Bosco and His Big Stick

- a. Pet Influencer
- b. boscoandhisbigstick@gmail.com
- c. @boscoandhisbigstick | Twitter
- d. National media outlet



Social Media Strategy

We will continue to emphasize a loving, compassionate tone that utilizes an emotional appeal. To support the Hill's brand, we plan to make our social media platforms more interactive with our followers and consumers since currently the posts seem to be slightly disconnected from audiences as they feature pets who are not associated with their owners. We plan to make our media platforms more interactive and continue the Facebook trend of "Pet of the Week." Since we plan to emphasize the idea of "family" within our audiences, we will continue to use Facebook as a platform to advertise since a large portion of Facebook users use the platform to stay connected to their family members and close friends. Additionally for our Instagram account, we will create a filter that pet owners can use on themselves or on their pets, creating a lighthearted, and fun interactive experience with Hill's. Instagram has consistently proven itself as a productive and effective way to advertise and reach consumers and young adults represent the average Instagram audience which is crucial to our strategy, since this includes our target audience. We will also continue to use Twitter to spread our messages, since it has 192 million daily users and is considered as one of the top international social media platforms. Additionally, we plan to utilize TikTok as it has gained exponential popularity and the number of users has increased significantly. The older generations are also increasingly using TikTok, making it an important platform. Utilizing these social media platforms will allow us to reach our audiences, build and increase the presence of Hill's.

Throughout these various platforms, we will use engaging, direct language that will help "break the fourth wall" and allow our consumers to feel more deeply connected to the Hill's brand. Additionally, we will focus our advertising on the idea of family and trust to increase brand loyalty and show consumers that Hill's is the best, most trustworthy brand. Stakeholders will also be included in advertisements to promote Hill's itself as a loving and lighthearted brand. Engaging stakeholders will show that Hill's cares about not only its consumers but also the people who depend on it and help it succeed and evolve.

36. <https://www.pewresearch.org/fact-tank/2011/12/22/using-social-media-to-keep-in-touch/>

37. <https://www.marketingdive.com/ex/mobilemarketer/cms/news/research/21841.html>

38. <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/#:~:text=As%20of%20January%202021%2C%20it,aged%2034%20years%20or%20younger.>

39. [https://www.statista.com/topics/737/twitter/#:~:text=According%20to%20recent%20social%20media,active%20users%20\(mDAU\)%20worldwide.](https://www.statista.com/topics/737/twitter/#:~:text=According%20to%20recent%20social%20media,active%20users%20(mDAU)%20worldwide.)

40. <https://www.forbes.com/sites/johnkoetsier/2020/09/14/massive-tiktok-growth-up-75-this-year-now-33x-more-users-than-nearest-competitor/?sh=682310c34fe4>

41. <https://www.aarp.org/disrupt-aging/stories/info-2020/tiktok.html#:~:text=According%20to%20a%20report%20published,numbers%20are%20on%20the%20app.&text=%E2%80%9CIn%20a%20year%20from%20now,will%20be%20on%20TikTok%2C%20too.>

2020/tiktok.html#:~:text=According%20to%20a%20report%20published,numbers%20are%20on%20the%20app.&text=%E2%80%9CIn%20a%20year%20from%20now,will%20be%20on%20TikTok%2C%20too.



PR Events

Free dog food with every Humane Society adoption:

Hill's Science Diet will partner with Humane Societies across the midwest to donate one 15lb package of dry dog food for every newly adopted pup throughout the beginning of the 2021 school year (July-September). Hill's has an array of age specific nutritional kibbles to pair with the needs of dogs from adolescence to adulthood as they are welcomed into new families. Focusing on the United States Midwest as a primary target, Hill's Science Diet will pick 5 Humane Societies locations in the following states (Minnesota, Wisconsin, Michigan, Ohio, Indiana, Iowa, and Illinois) for this promotion to diversify need across the region.

Hill's has chosen the summer months for this event due to the increased dog adoptions seen in the summer, allowing Hill's Science Diet products to reach the largest audience it can. This promotion will produce a string of new customers able to try Hill's Science Diet at no cost, while actively seeing the positive effects Hill's dog food has on pet nutrition. Every new dog owner needs the fundamentals, and Hill's is dedicated to making Hill's Science Diet an essential part of canine health and wellness across families.

Through the partnership with Humane Society summer adoptions 2021, customers will effectively sample Hill's Science Diet kibbles, aiding new families with their pet's needs while increasing familiarity with the brand. We hope this promotion insights new dog owners, unfamiliar with current dog food brands on the market, to become loyal to Hill's as their family brand. As a vet and nutritionist recommended dog food, Hill's is the best for pups of all ages continuing to make them the most relevant brand for all shapes and sizes of dogs. We hope that by introducing our pet products free of charge, customers will continue to stick with Hill's for its positive effects on their canine and community. This promotion will also help lessen the initial, and often unforeseen, cost of dog ownership, increasing the ability for more adoptions.



Human Society Adoption

FREE 15LB DRY DOG FOOD WITH EVERY ADOPTED PUP



Cities

MADISON, WI
MILWAUKEE, WI
OSHKOSH, WI
MONROE, WI
DODGEVILLE, WI

NORTH JUDSON, IN
ANDERSON, IN
LINTON, IN
BRISTOL, IN
PLYMOUTH, IN

MURPHYSBORO, IL
HINSDALE, IL
CANTON, IL
GREENVILLE, IL
URBANA, IL

HAMILTON, OH
BOWLING GREEN, OH
TWINSBURG, OH
MARIETTA, OH
DELAWARE, OH

DETROIT LAKES, MN
NEW ULM, MN
ST. CLOUD, MN
LAKE CITY, MN
ST. PAUL, MN

ANN ARBOR, MI
WEST BRANCH, MI
BOYNE CITY, MI
GRAND RAPIDS, MI
ST. JOSEPH, MI

COUNCIL BLUFFS, IA
MILFORD, IA
DECORAH, IA
IOWA FALLS, IA
DAVENPORT, IA



Hill's will continue to build on their existing partnership and donation work with Humane Societies across the United States, while also promoting adoption throughout the Midwest as a target market. The free food adoption promotion will act as unpaid advertising for Hill's Science Diet as a 15lb complimentary bag of dry dog food will be placed in homes across the Midwest paired with a newly homed pup.

This promotion will function as product sampling to new consumers and incentivize brand loyalty to Hill's Science Diet. Our hope is that Hill's becomes a brand passed down within families from generation to generation, continually increasing consumption as children grow up and purchase their own pets.

Dogology: loyalty program phone app:

Hill's Science Diet will create Dogology, a loyalty app for iPhone and Android users attached with coupon opportunities, a purchase based rewards system, and canine health information. Dogology will allow users to gain rewards for purchasing Hill's Science Diet products such as wet and dry food or treats. With these rewards, customers can receive discounted or free items to redeem online, on the app or in store. Also available on Dogology will be digital coupons for users to apply to purchases. To appeal to a changing market, Dogology can be linked up to Alexa and Google Home devices to allow for smart assisted shopping at home with ease.

Registration to Hill's loyalty program will be free of charge and allow for customers to include information about their pet's specific breed and age in order to receive Hill's Science Diet recommended products. Dogology will also function as a tool dog owners can use to keep updated on current animal health science. Like a doggie database, Dogology will have sections on pet hygiene, proper diet, and exercise to answer quick questions pet parents might have.

Dogology's built in loyalty program will allow customers to receive coupons, promotions, and discounts with ease, strengthening the likelihood for continued product use. Through app development, Hill's will inspire customer loyalty in their brand as a company rooted in animal health science innovation and dog wellness. This promotion will encourage consumer interaction as customers can purchase and review products on Dogology, supporting current public opinion trends that Hill's has strong customer service.

Hill's Science Diet loyalty program and subsequent deals will improve customers' likelihood to continue to return to Hill's products as their family dog food brand. This promotion appeals to younger consumers in the 25-34 age demographic who are familiar with purchasing products online. Dogology will attract millennial customers as its primary target user, increasing consumption in young adults beginning to add pets to their family units.



Eco-friendly packaging:

In a continuation of a movement towards eco-friendly packaging, Hill's Science Diet will make all packaging compostable and/or recyclable as well as include less packaging material for sustainable shipping methods. As of 2019, Hill's Science Diet changed some of its packaging to recyclable materials and will make the switch to a fully eco-friendly packaged company in January 2022. By adapting to these green efforts, Hill's will continue to build on the existing values that modernization and innovation are the most effective tools in the future of animal sciences.



Issued by: Hill's Pet Nutrition
Contact: Sabine Hansen
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EMBARGOED UNTIL: 6 A.M. C.D.T. MONDAY January 3, 2022

HILL'S GOES GREEN: HILL'S SCIENCE DIET PRODUCTS ADAPT TO FULLY ECO-FRIENDLY PACKAGING

TOPEKA, Kan. -- Hill's Pet Nutrition is launching an eco-friendly packaging initiative for all Hill's Science Diet products to help combat the effects of climate change on the environment.

Hill's Science Diet products will be packaged in compostable or recyclable packaging to lessen the carbon footprint of the company and its customers. To further their efforts towards green action, Hill's will also reduce shipping packaging materials in a push towards more sustainable product transportation.

This packaging transformation will be a continuation of the 2015 to 2020 sustainability strategy Colgate-Palmolive, Hill's Pet Nutrition's parent company, recently finished. Colgate's original strategy included water conservation, responsibly sourced commodities, and a reduction of landfill bound waste.

As Hill's Science Diet products make the switch, Hill's customers will be notified of the change on Hill's Pet Nutrition's official social media accounts as well as through on package recyclable instructions.

Hill's hopes to inspire other companies to make the switch to green alternatives and remains an innovator in the field of science research.

For more information, please visit Hill's website <https://www.hillspet.com/>.

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Many of Hill's Science Diet's current customer base identifies as caring about family values. To further this demographic, Hill's will aim to reduce their carbon footprint to protect the next generation in the fight against climate change. We hope that by giving back to not only Hill's customer base, but also the earth, customers will continue to see Hill's Science Diet as a family friendly, science based brand. Additionally, through the use of eco-friendly packaging and shipping methods, Hill's will hope to bring new customers who are drawn to the brand for its earth conscious programs.

This promotion will extend Colgate-Palmolive's 2015-2020 sustainability strategy. By transitioning to completely eco-friendly packaging, Hill's will show its consumers they are dedicated to continuing generational consumption by leading efforts to clean up the planet for future generations.

America's Funniest Home Videos: All Animal Extravaganza on TikTok, Instagram, Snapchat

A play on the 1990's reality TV show, *American's Funniest Home Videos* (AFV), Hill's Science Diet will revive the comedy with an all pet viral video campaign featured on social media. Through TikTok, Instagram and Snapchat, this Hill's promotion will provide a space for the public to share their pet's most hilarious memories, fails and tricks.

A new take on an old classic, Hill's will create filters on TikTok, Instagram and Snapchat for users to capture their pet's funniest moments and submit them to Hill's Science Diet sponsored AFV: All Animal Extravaganza social media pages for public viewing. With submissions from both longtime customers as well as general social media users following the trend, Hill's will post daily submission compilation videos on Hill's verified TikTok as well as Instagram and Snapchat stories. The created social media filters will feature the Hill's Science Diet logo as well as the AFV logo to show the partnership between brands. This viral marketing strategy will act as digital word of mouth, and spread brand awareness throughout the pet food market.

Beginning October 2021 and going until the end of the month, Hill's will capture media buzz and brand awareness as families help create and spread the campaign. Supporting customer recognition of Hill's brand, the AFV: All Animal Extravaganza promotion will appeal to internet and social media users who do not currently have pets, but enjoy funny pet videos and are likely to share them online. Additionally, as *America's Funniest Home Videos* was popular in the 90's, support for the campaign is multi generational as our younger target audience grew up watching AFV with their families. Through nostalgia, our target audience as well as their parents will feel connected to the viral video promotion while also including new media aspects to gain brand recognition amongst generation Z. Increased customer interaction through video submissions will strengthen brand loyalty in existing customer bases and draw in new customers from competing brands.



MIssued by: Hill's Pet Nutrition
Contact: Sabine Hansen
(513) 313-9471
snhansen@wisc.edu

EMBARGOED UNTIL: 6 A.M. C.D.T. MONDAY January 3, 2022

Funniest Pet Videos: Hill's Features Furry Friends' Funniest Moments on Social Media

TOPEKA, Kan.-- Hill's Pet Nutrition will be holding a viral video campaign on TikTok, Snapchat, and Instagram featuring pets in their funniest moments.

As a spinoff of America's Funniest Home Videos, the 1990's reality TV show, pet owners will have the chance to have their pets' most hilarious videos spotlighted on Hill's Science Diet's TikTok, and on Instagram and Snapchat stories which can be found at @HillsPet.

Pet owners can submit their funniest home videos of their furry friends to Hill's Science Diet sponsored AFV: All Animal Extravaganza social media pages. Daily compilations of the videos will be posted starting September 2021.

Hill's will be partnering with AFV and bring back a '90s classic while adding a more modern trend by providing a filter on TikTok, Instagram, and Snapchat for pet owners to use. These filters will combine Hill's Science Diet's logo as well as the AFV logo as a representation of the partnership.

The two brands aspire to provide light-hearted humor to both pet owners and social media users while promoting engagement with the Hill's brand.

For more information, please visit the Hill's website <https://www.hillspet.com/>.
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Donations to Animal Health Research:

Hill's Science Diet will donate 10% of their profits from dry dog food sales to animal health research in April and May of 2022 to celebrate National Pet month, recognized in the U.S. in May and the U.K. in April. This donation will help Hill's give back to the pet community and continue to be an innovator in the field of animal sciences. Hill's will execute this promotion in support of National Pet month in both the U.S. (a strong existing market base) and the UK (an international market not yet fully utilized).

This donation will help counteract the Hill's Science Diet 2019 product recall scandal and show its customer base Hill's dedication to forwarding scientific discovery. Hill's Science Diet will advertise donating 10% of their profits on social media sites throughout April and May to allow customers to actively participate in philanthropy. At the end of the donation period, Hill's will post the final donation amount on their social media pages as well as their website for customers to see.

This promotion is a continuation of existing Hill's Science Diet brand themes such as scientific leadership and the prioritization of animal health. Additionally, these donations bring in elements of social media to appeal to our primary target, 25-34 year-olds, while having aspects of old campaigns our secondary audience is familiar with.



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Free dog food with every Humane Society

Adoption cost: \$1.7 million

50,000 dogs approximately adopted in
summer in Midwest

\$32.99 per 15lb bag

$50,000 \times 32.99 =$ approximately 1.7 million

Dogology: \$620,000

\$120,000 app development

\$500,000 customer coupons and promotions

Eco-friendly packaging cost: \$1.7 million

\$1.50 per "green" package

\$1.20 per plastic package

About 5,630,000 packages sold a year

$\$1.5 \times 5,630,000 = \$8,445,000$

$\$1.20 \times 5,630,000 = \$6,756,000$

$\$8,445,000 - \$6,756,000 = \$1,689,000$

Donation to Animal Research: \$3 million

10% of sales in April and May

\$3,002,666.70

Instagram, TikTok, Snapchat Filters: \$1.5 million

\$500,000 per filter per day

$\$50,000 \times 30 = \1.5 million

Social Media Stories (Instagram, Tiktok, Snapchat): \$750,000

\$250,000 story design for a month

3 social media sites

$\$250,000 \times 3 = \$750,000$

Press Kit

\$30,000

Media Relations

\$50,000



Frequently Asked Questions (FAQ)

What is being donated and why does this matter?

Hill's Science Diet will be donating profits from dry dog food sales to animal health research. One of Hill's Science Diet's core values is to give back to the community and help support research and science; these donations will contribute to innovative scientific research while reflecting Hill's' commitment to the community in the U.S. and in the U.K.

When is this happening? And for how long will this be going on for?

In commemoration of National Pet Month in the United States, Hill's will be rallying donations in May 2022. Additionally, as National Pet Month is celebrated in April in the United Kingdom, this promotion will be in effect in April 2022 in the U.K.

Following the product recall incident in 2019, Hill's has devoted itself to scientific discovery and research, and this initiative will help advance our mission to produce innovative pet food products.

How much is being donated?

Hill's will be donating 10% of our profits from dry dog food sales.

How can I contribute?

It's simple and easy; if you are a dog owner, all you need to do is purchase Hill's dry dog food for your furry friend! You can also help spread the word to fellow dog owners about the importance of innovative scientific research surrounding animal health; Hill's will be using Instagram (@HillsPet), Twitter (@HillsPet), Facebook (@HillsPet), and our website (<https://www.hillspet.com/>) to promote this donation, so make sure to repost and share any relevant information.

Where can I follow up with my donation?

Hill's will be consistently posting updates about this drive on Instagram, Twitter, and Facebook accounts which can be found @HillsPet. You can also find information about this promotion on our website at <https://www.hillspet.com/>.