



COMMUNICATION PLAN

Campaign Key Focus



Drive conversion

For new launch in 2018, best products
that cat and dog can't resist



Lead Traffic to online store

Drive sale



Communication/ Education

Communication channel to engage
with target

OUR CHALLENGE



Sampling

Deliver 45,000 sample (HCM & HN)



Convert into sale

Maximize samplings to convert into E-commerce traffic and track



Improve Pedigree fan

page to align with the current Pedigree fan page

KEY ACTIVITIES

Objective : Drive conversion via sampling and education to provide pet owners the experience and reason why to get them into the categories

Location : HCM & HN

Sampline Set

Adult Sampling Set :

- Adult Pouch 80g *2
- Denta Single
- Leaflet (coupon code)

Puppy Sampling Set :

- Puppy pouch 80g *2
- Leaflet (coupon code)



MEET THE TARGET



Male/ Female

Urban, Class AB

Pet is a family member

Digital savvy

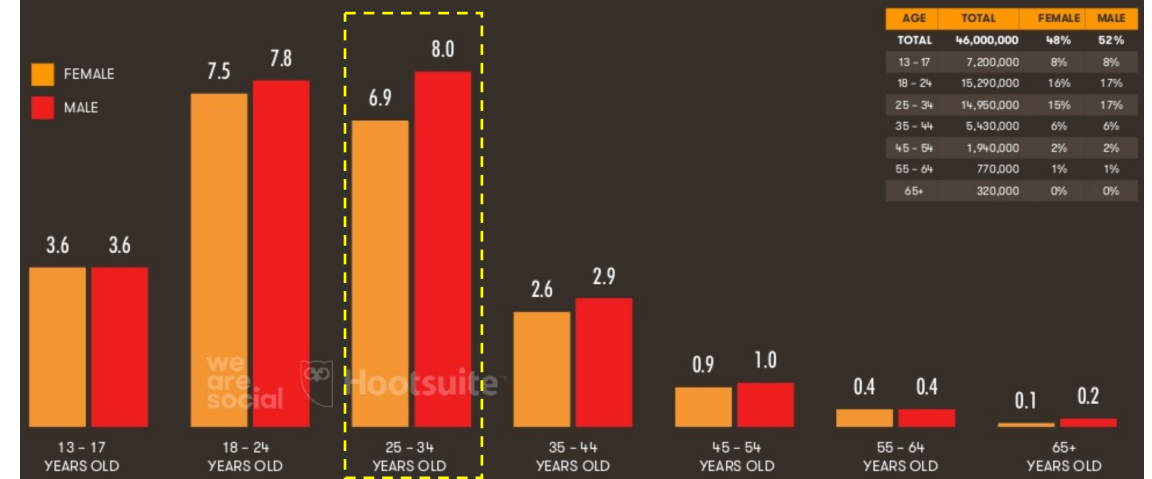
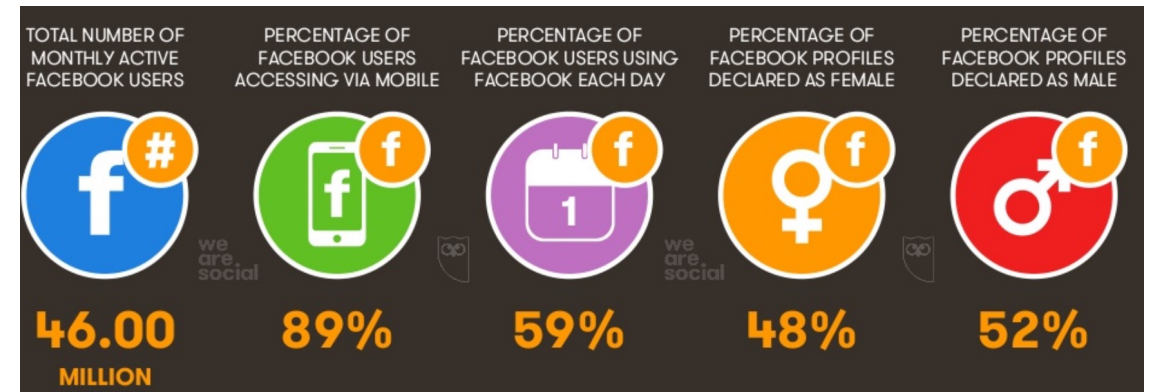
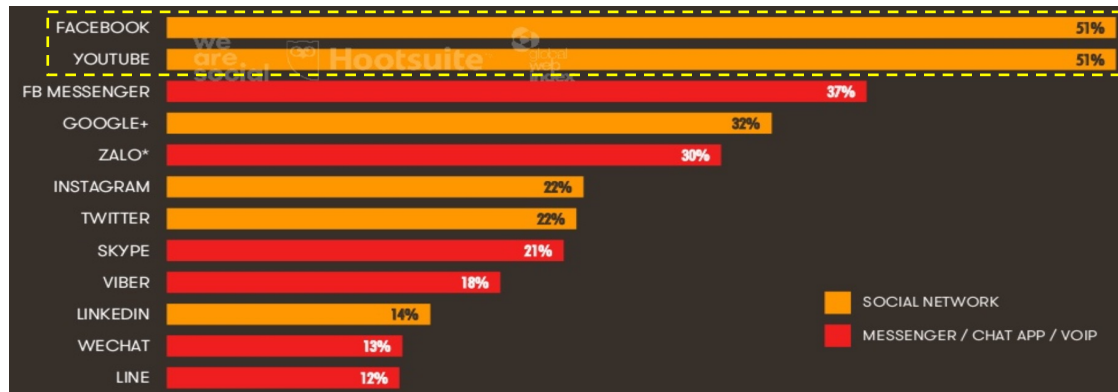
Insight :

They think Home cooked meal show special love to their pets as they are fresh but they don't know what **balance nutritious meal** for their per are



Social media

Facebook & Youtube are most active social media platforms. Facebook is most active platform with more than **46m** of active social media users and within 25-34 year old (**33%** of total).



Online Purchase Behavior

Most of users search online for a product/ service before decision to buy



Ingredients



Ground Whole Corn ⓘ



Animal fat ⓘ



Beet Pulp ⓘ



Ground Whole Wheat ⓘ



Meat and Bone Meal ⓘ



Vegetable Oil ⓘ



Brewers Rice ⓘ



Corn and Gluten Meal ⓘ

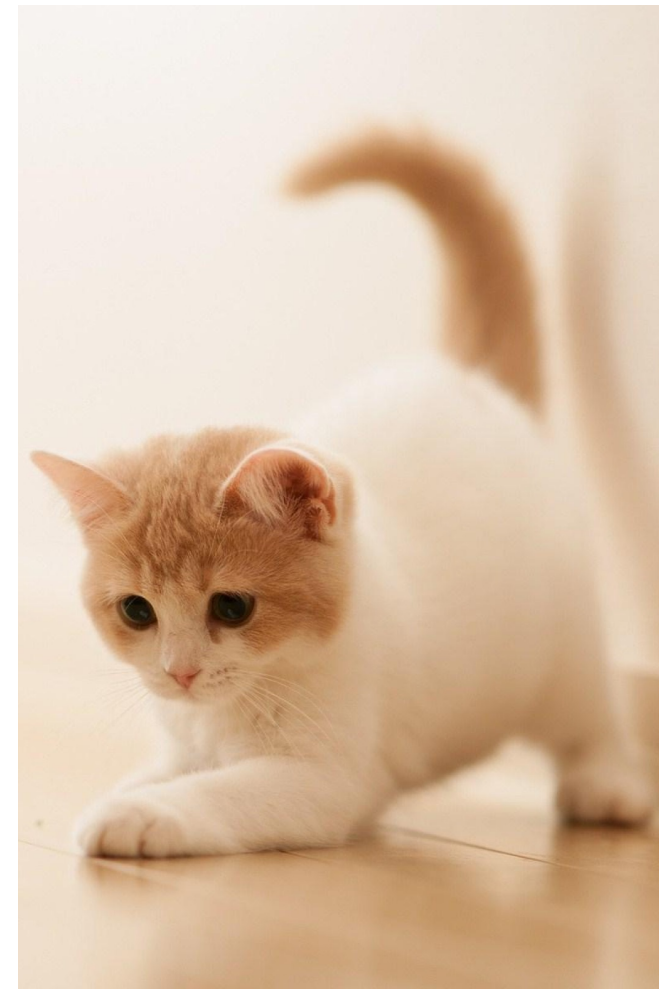
ABOUT PRODUCTS

PEDIGREE recipes are created with quality ingredients and formulated for professional nutrition to bring out the pet's best.





EXECUTION PLAN



BRAND CONCEPT

Consumer Insight

We live in really busy and complex times. Our four legged friends always help us instantly reconnect with the simple things in life.

So because pet deserve the best so ensure we feed the good every day .

Brand promise

PEDIGREE believes that the lovable innocence found in every dog helps us reconnect with our true selves and teaches us valuable life lessons. Simply put, dogs make us better people.

That's why it's so important to us to ensure we feed the good in every dog

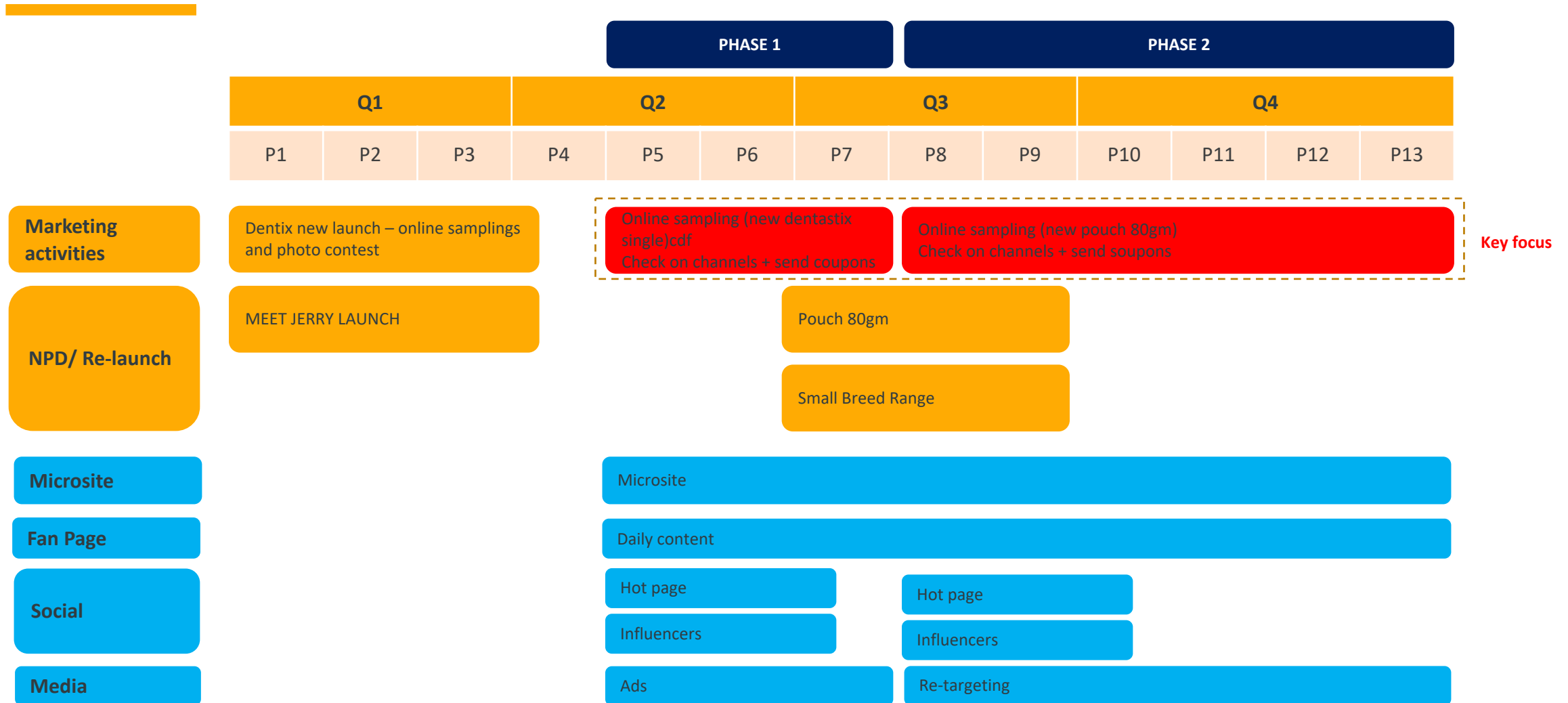
Product core benefits

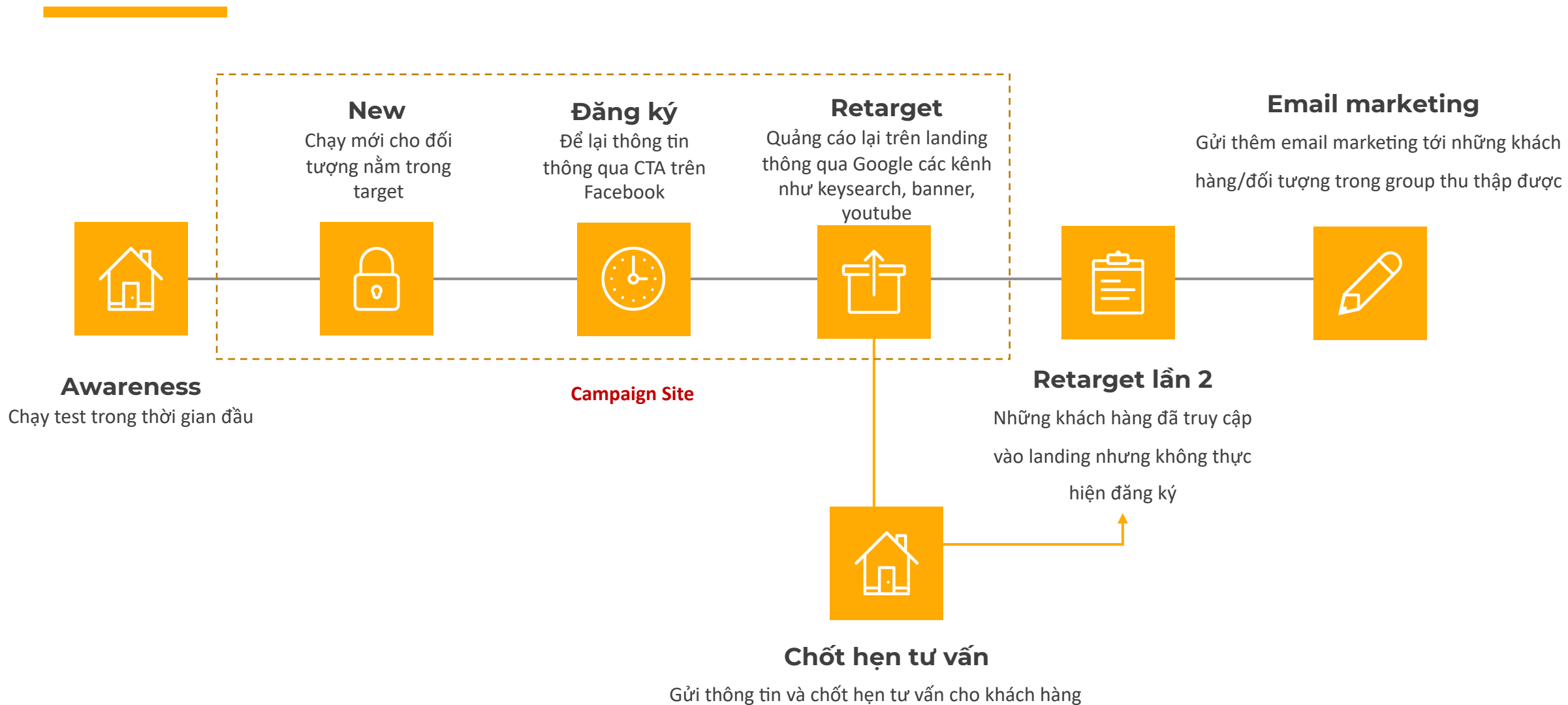
PEDIGREE recipes are created with quality ingredients and formulated for professional nutrition to **bring out the pet's best.**

Feed your dog
**a bowl of
goodness**
and fuel their
positive energy



CAMPAIGN CALENDAR





1. Awareness

Media drive consumers to landing page to register and receive the sample to their door.



2. Q&A

Consumers fill out the form to receive free sample :

Pet owners simply had to register with their dog name, breed, email and address to receive the products set from PEDIGREE.

Consumers'll be asked for mobile number, full name, mailing address, and a few details about your dog.

Pet owners simply had to register with their dog name, age, breed, gender, email and what kind of food are you currently feeding so they can send the right set of samples for your fur babies.



3. Pets identification

Consumers 'll be asked few details about their pets to identify the matchin product.

During the waiting time for confirmation, they will experience a short video (15s) to introduction about product's benefits.

The video help to educate consumer about the products that they'll receive in the sampling set.



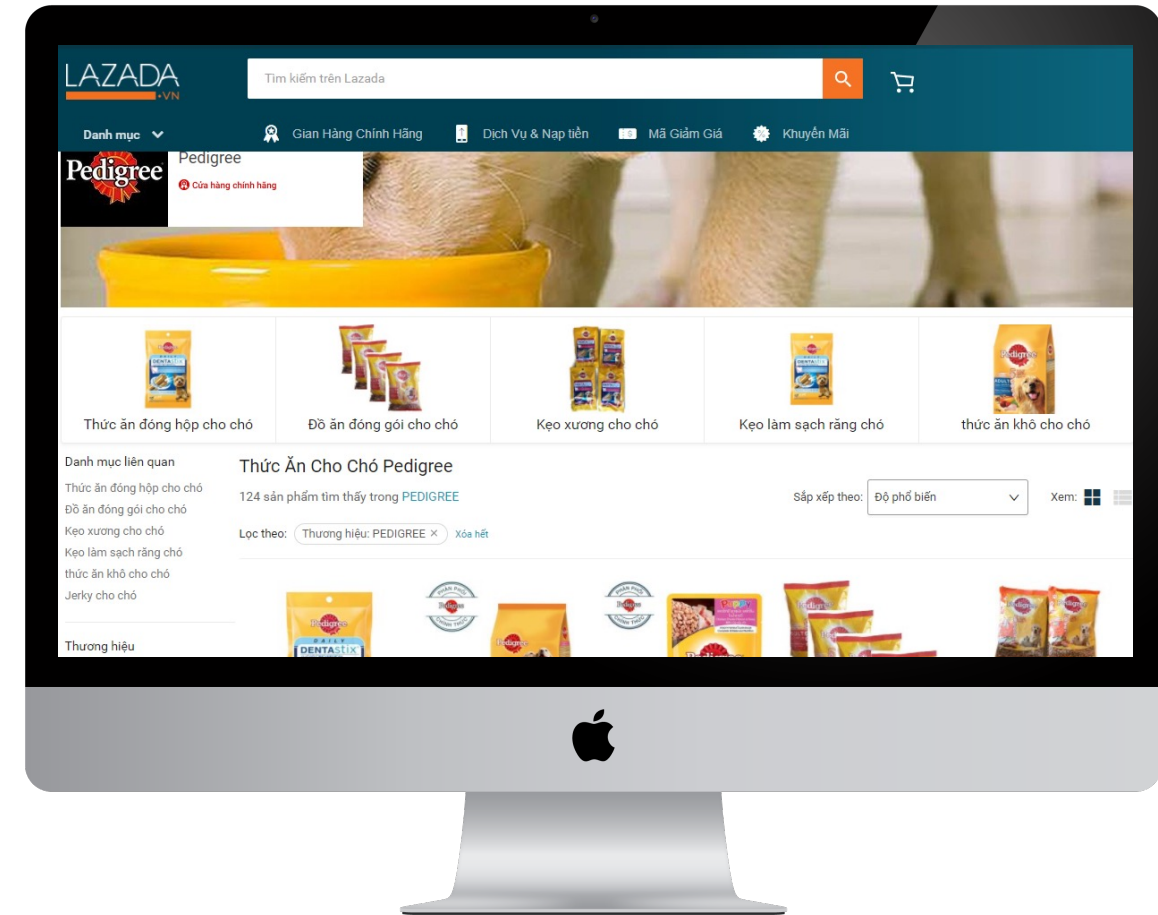
4. Confirmation

After receive confirmation, just wait for your goodies to be delivered to your registered mailing address within 14 days from date of registration.



5. Online purchase

After confirmation, consumers will receive a code and invite to explore full line or Pedigree on online store such as Lazada, Shopee,...



6.Receive sample

Pet owners receive the products set that include PEDIGREE adult or puppy food.

PEDIGREE also provides a booklet to educate owners about Dog Food Ingredients & Nutritional Value and the different nutrients requirements for dog vs. humans.



7. Email marketing

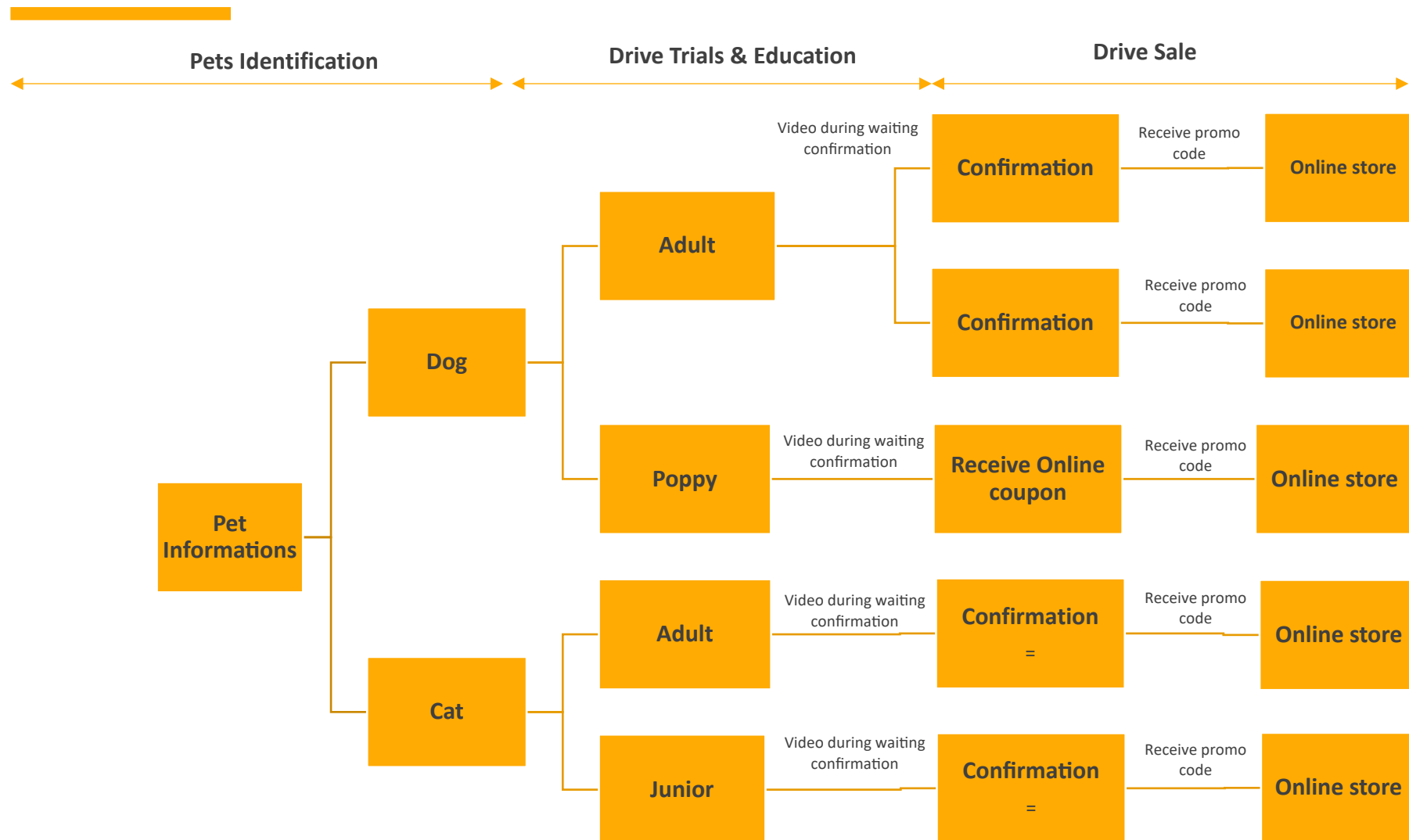
For those who have already shown interested and got in contact with our brand, we want to make sure they are actually go in store and make a purchase by reaching out to them regularly with our latest products information and available deals.

Our target consumers always looking for better deals on their purchases. Coupons seem to have more influence over their purchasing decisions.

Using Emails to get in contact with them with coupons and interesting information regularly would be a good way of accomplish that.



Campaign site map



DESIGN LANGUAGE

Descriptive words : Friendly , modern & lively

Color :

Brand color and bright color

Web language :

HTML5 (Well support on Mobile, Tablet,...)

Typography :

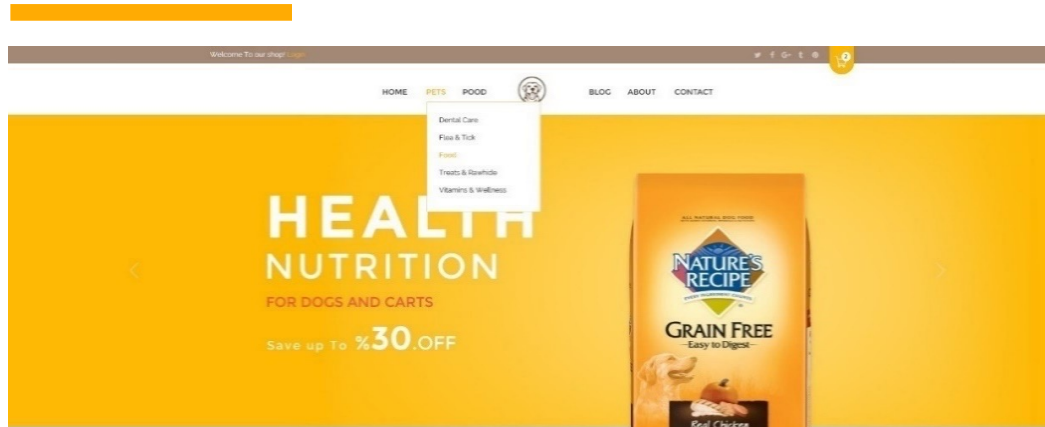
Bold, clean & clear , easy to read

Image quality :

High quality graphics & hi-res quality JPEG image



DESIGN MOOD & TONE

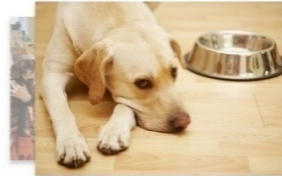


OUR STORY FOOD FACTORY

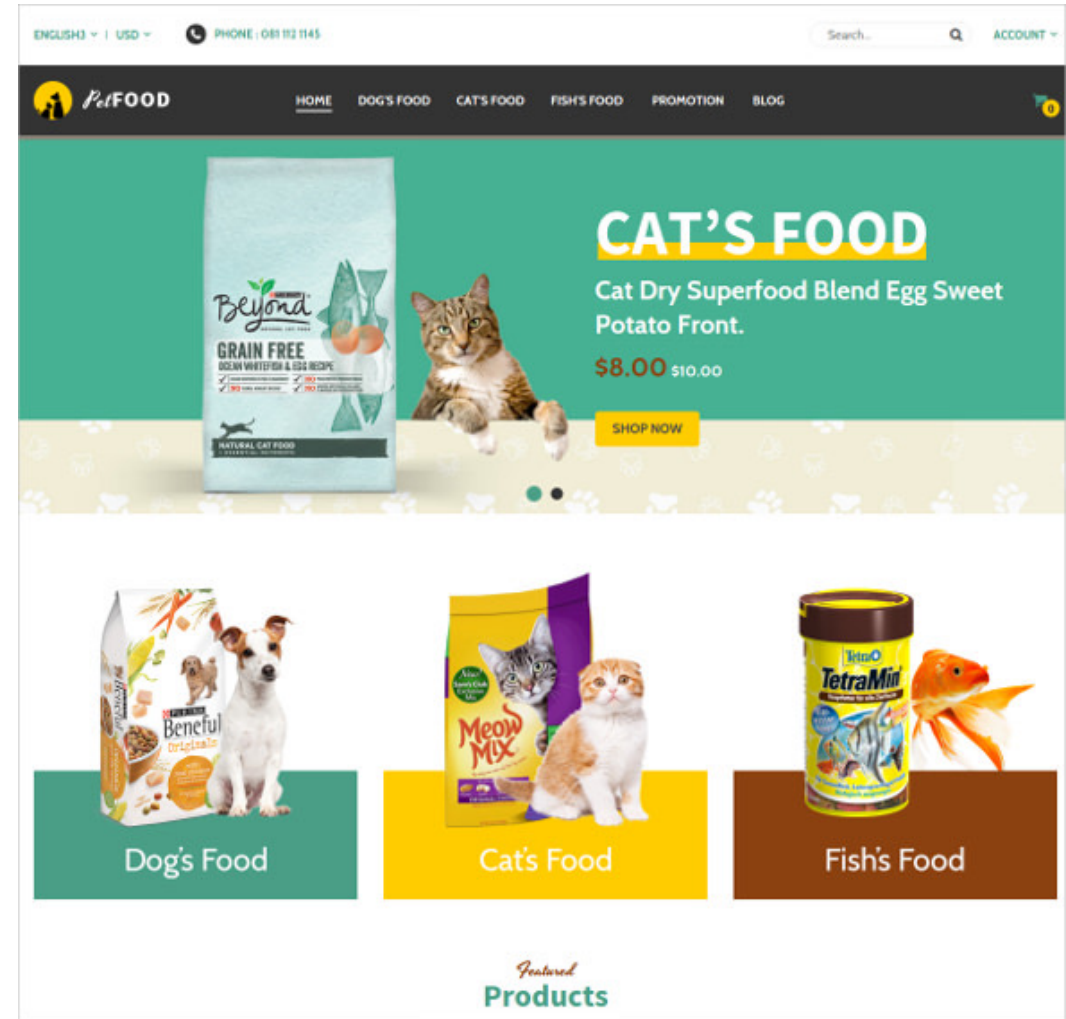
FROM 1989 TO 2015 AND NOW

Verbum ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

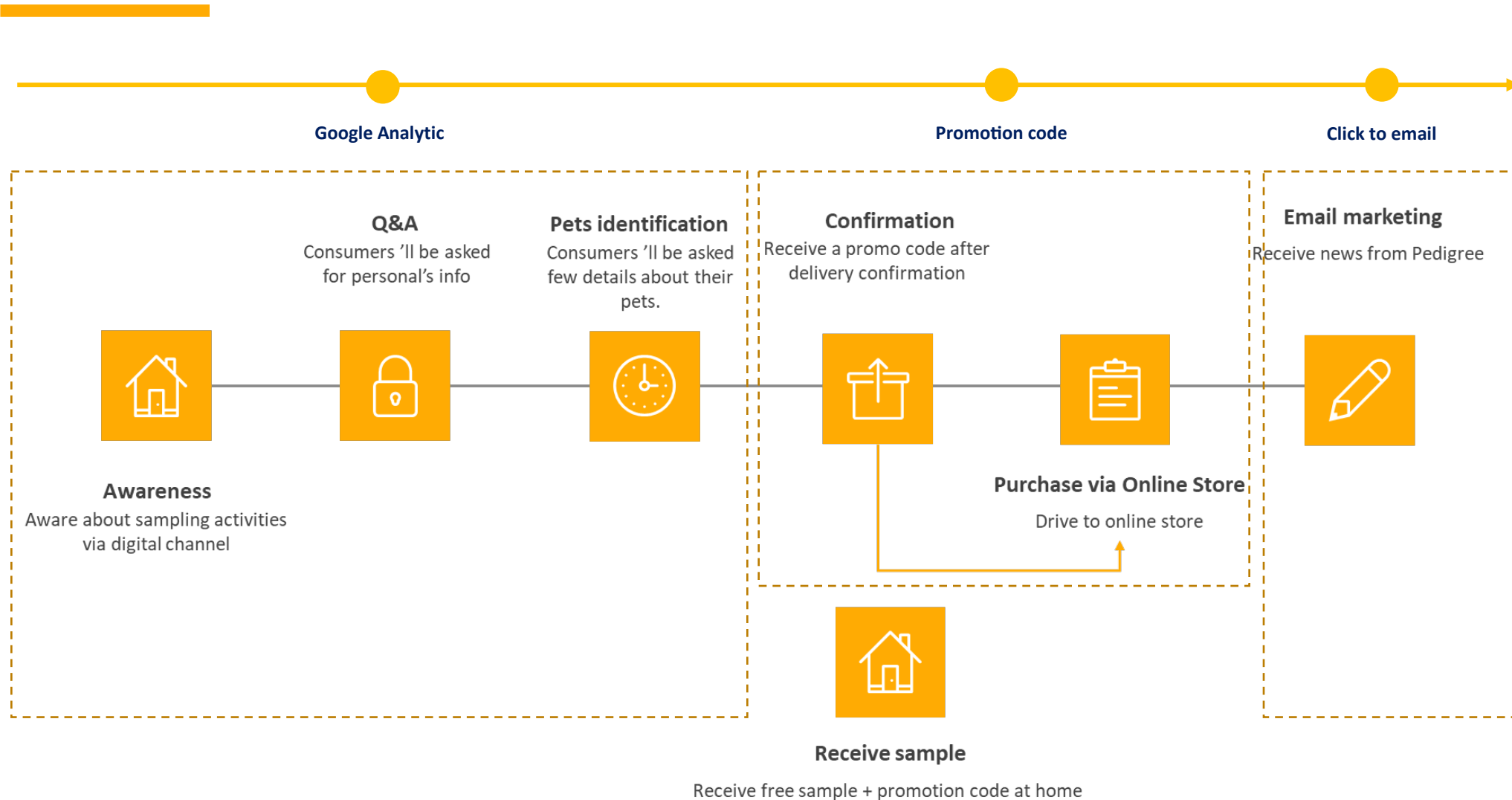
[READ MORE](#)



FOOD OUR PRODUCTS



Tracking Tools



Channel recommendation

To leverage the mass communication and reach target audience, we use their channel :

- Media
- Influencers
- Hot Page

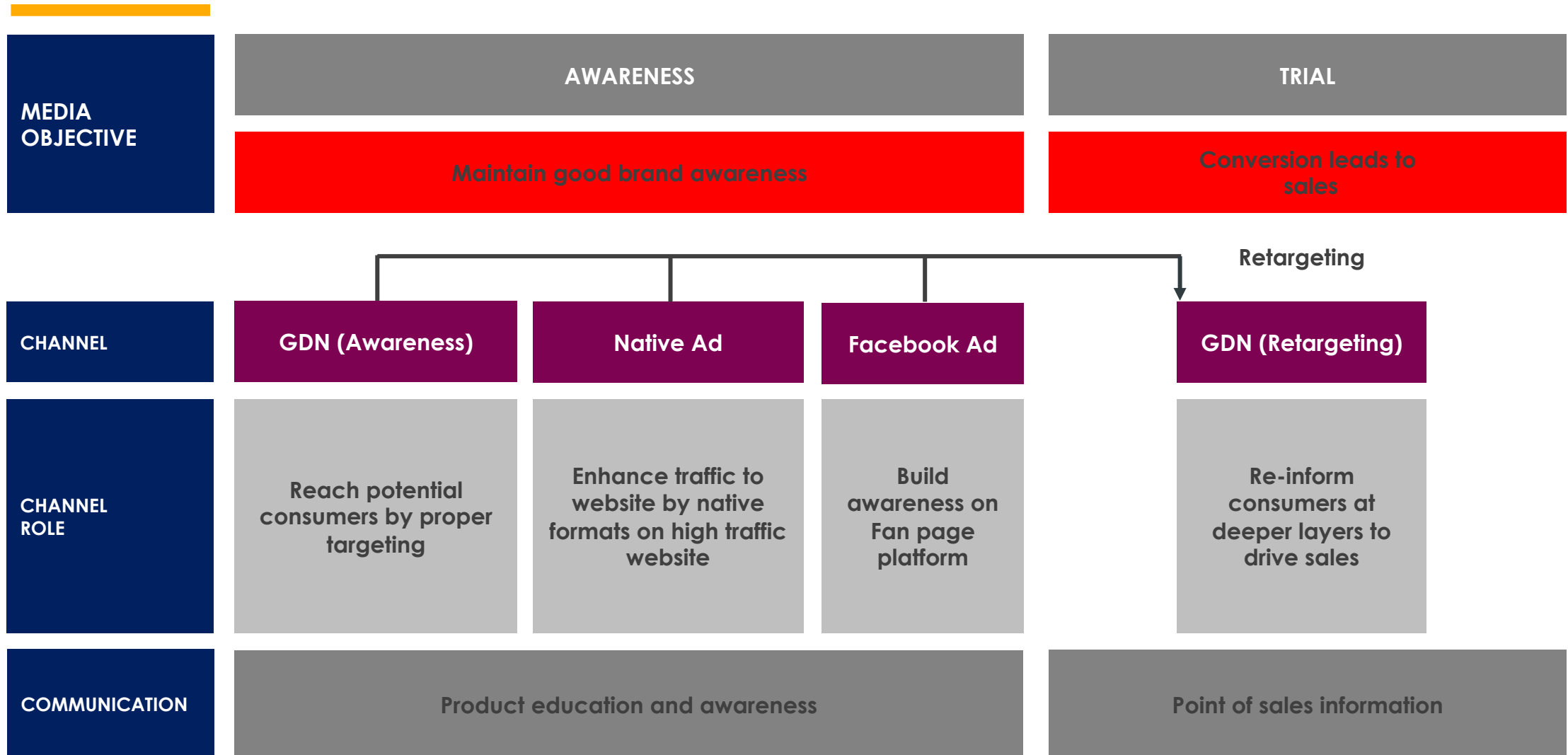
Influencers Hot page

Leverage the pet love community to spread out the sampling campaign and raise awareness about product launch.

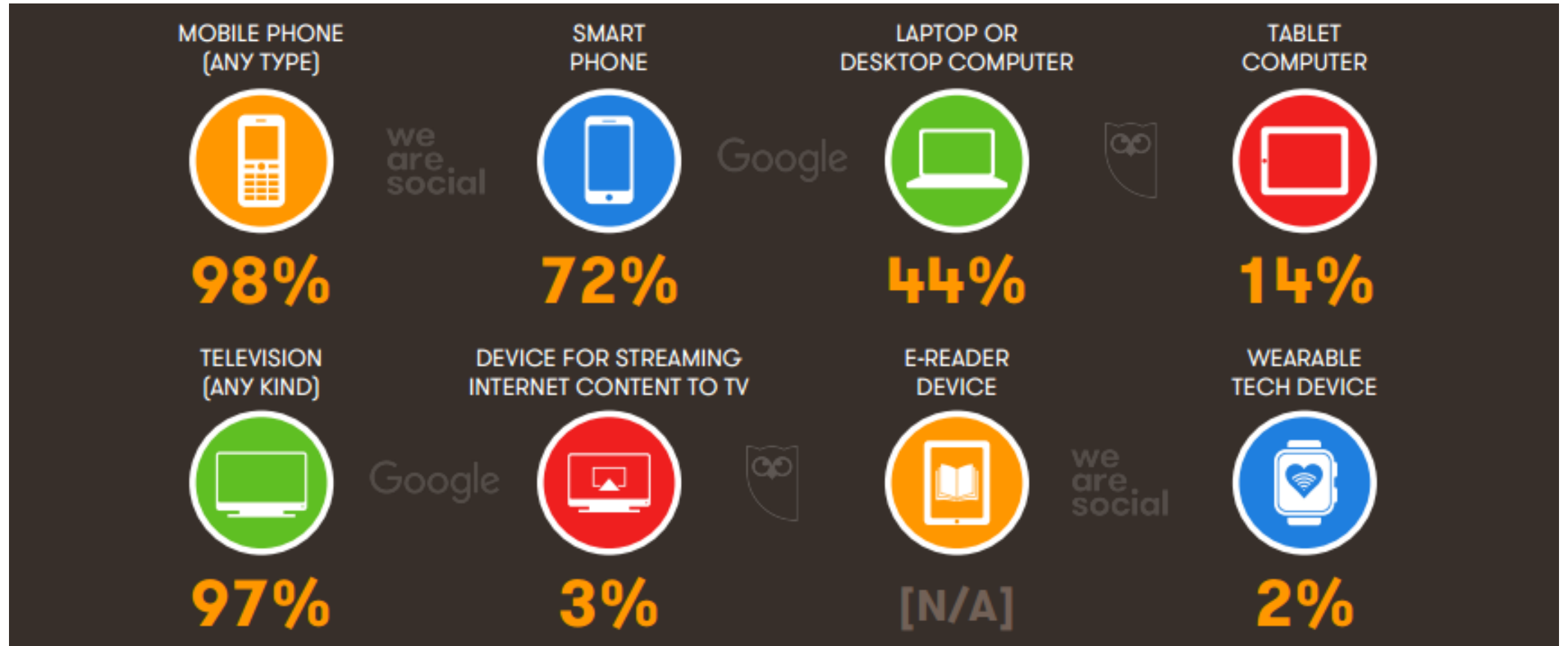
No	Fan page	Link	Follow	Engagement per post
1	YAN Pets	https://www.facebook.com/YANPets/	1,268,809	1,500
2	Kênh Chó Mèo	https://www.facebook.com/kenhchomeo.vn/	844,097	1,000
3	Hội những người yêu chó	https://www.facebook.com/vietpet/	410,779	1,100
4	Yêu Động Vật	https://www.facebook.com/loveanimals.vn/	259,656	1,000
5	Chó Mèo là Bá Chủ Thiên Hạ	https://www.facebook.com/cmlbcth/	121,991	900

Media Strategy

We remain good digital performance by proper channel mix



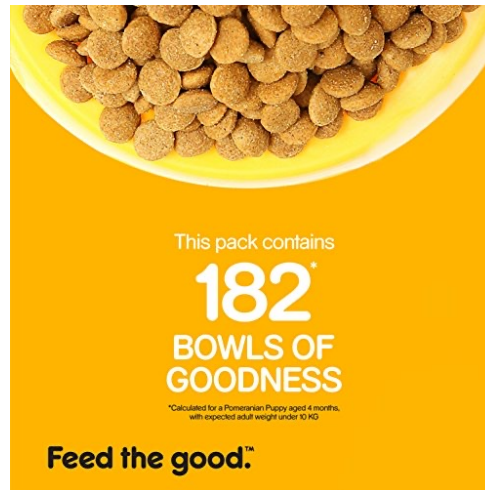
Mobile is leading on device usage percentage



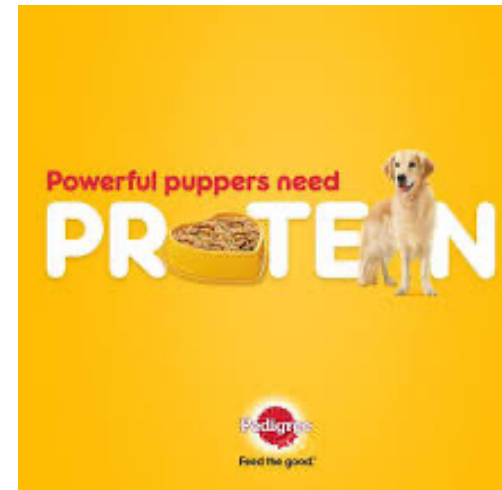
Retargeting website users to connect them to online store



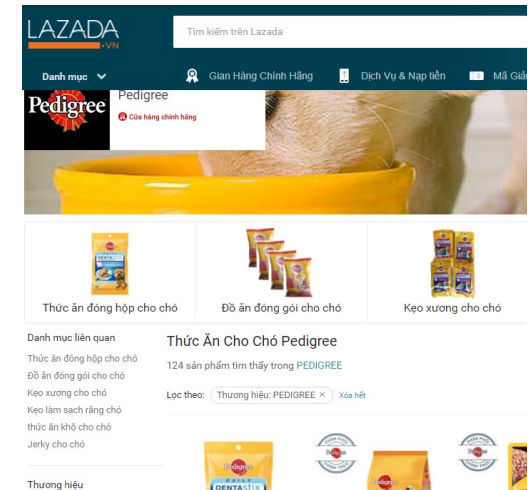
GDN (Awareness)



Native Ad



Fan Page















GDN RETARGETING

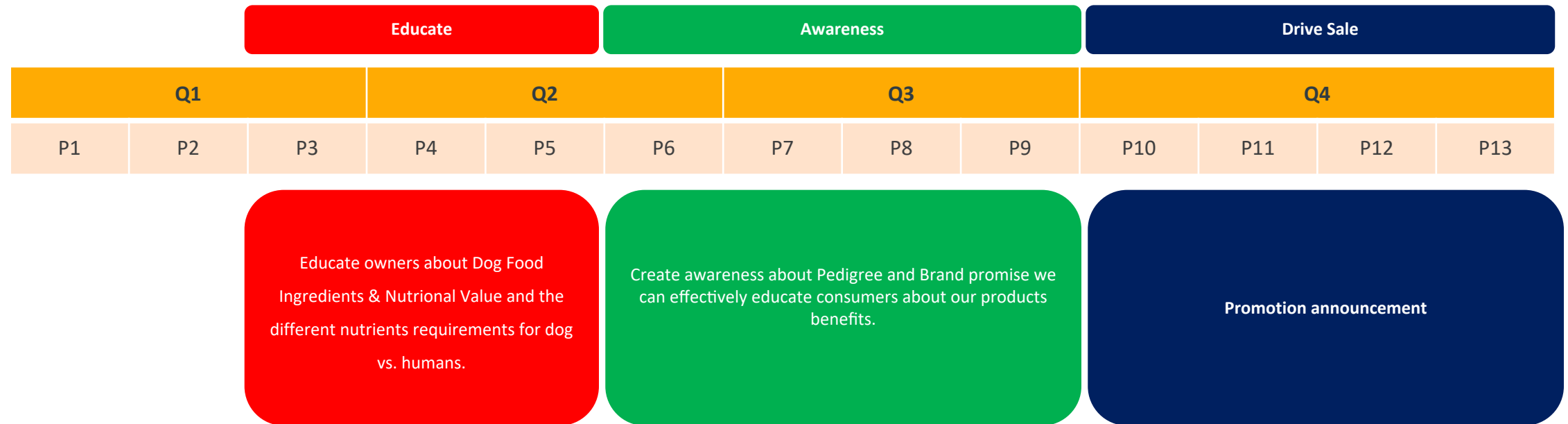
RETARGETING WITH DIFFERENT
COMMUNICATION MESSAGE

Current performance

Current fan page achieve **4k** fans, with **2.6%** engagement rate.

	 Page Performance Index	 Number of fans	 Average Weekly Growth	 Engagement	 Post interaction	 Posts per day
 Ganador Việt Nam	 2.0%	62k	-0.12%	0.049%	0.15%	0.3
 Pedigree Vietnam	 75%	4.0k	n.a.	2.6%	12%	0.2
 ROYAL CANIN Vietnam	 56%	7.2k	n.a.	1.4%	1.4%	1.0

Fan page content strategy



Content mood & tone

Clear & Concise

Cut through the clutter, getting straight to the point of what's important for our consumers's health

Sharing the professionals voice

As true nose expert, we share the voice of professionals by get get really insightful about food & nutrition

Friendly interaction and availability

Use a conversational and friendly voice, which in turn encourages fans to contribute user-generated content.

Improvement

Recruit more target audience

Expansion our community by recruit new target consumers into the page

Diversify tone & mood

Improve the voice to be more professional but still friendly

Increase topics

Diverse topic make fan page more attractive

Content visual

- Enhance the brand visibility, right visual help content stand out & look more professional to audience. So we need to develop a brand templates to increase strong branding.

Funny, Cute



With Animation Effect



Content pillars

Content Direction	Ingredient & nutrition value	Pet Care	Pet Foods
Angle	<ul style="list-style-type: none">▪ Home-cooked food vs packaged food▪ Health▪ Professional nutrition	<ul style="list-style-type: none">▪ Training & Tips▪ Health▪ Dog Facts	<ul style="list-style-type: none">▪ Pedigree line of products▪ Why Pedigree▪ Special offers
Content Allocation	<ul style="list-style-type: none">▪ 40%	<ul style="list-style-type: none">▪ 30%	30%

THANK
L YOU

