

## Magazines: winning champions for Pedigree

### Taking the lead to engage dog owners

#### Background

Although brand leader with high levels of awareness, Pedigree and its products had not generally been regarded as suitable for all types of dog.

Masterfoods decided 2006 would be the year to reach out to a wider spectrum of dog owners - engaging them emotionally with the brand and building a relationship with them as co-owners in Pedigree.

The marketing objectives were therefore to reposition Pedigree as a brand suitable for every kind of dog, to showcase the range of products and to bring together and unite all dog owners under the Pedigree umbrella.



#### The Pitch

The idea, developed by ZenithOptimedia/Mediacom, was for Pedigree to become the brand which championed dog owners - creating a community where people could tell their individual stories. "What's your dog's thing?" became the campaign's rallying cry - and the springboard for repositioning and highlighting the brand and its range of products.

A key part of the plan was to create a vibrant on-line community at [www.whatsyourdogsting.com](http://www.whatsyourdogsting.com) and to recruit the dog-owning target to this website.

*"We believed a magazine partnership would enable us to really tap into the interactive quality of relationships readers have with their favourite title. No other medium would offer us such an opportunity to get close to consumers, facilitate their love of dogs and maintain our business objectives of showcasing Pedigree product"*

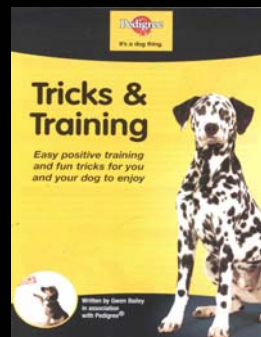
**Charlotte Reich, Press Development Director, ZenithOptimedia**

## Magazines: winning champions for Pedigree

### The Solution

The approach chosen was to use the credibility of magazines to engage dog owners and build trust and involvement with Pedigree. Consistent presence embedded the brand in a familiar editorial environment which the core target of C2DE Housewives with dogs could really relate to. TGI Lifestyle highlighted two titles delivering the precise targeting and coverage levels required: *Take a break*, with a younger audience, responsive to fun and quirky promotions; and *Bella*, with its older lifestyle-led and family-focused profile.

With the help of the editorial teams, a series of tailored and compelling advertorials was developed - while "What's your dog's thing?" also spawned a variety of other creative media solutions to further interaction and interest. These included "Dog of the week", which related the product range directly to the kind of dogs featured, and practical pet care advice. In addition, there were branded post-it notes in *Bella* and a bound-in booklet on tricks and training in *Take A Break*.



### The Results

Over 3,000 postal responses were generated following the campaign - a clear indication of the success of the titles in driving recruitment and data collection. Analysis revealed *Take a Break* and *Bella* were responsible for directing 9.3percent of all visitors to the [www.whatsyourdogsting.com](http://www.whatsyourdogsting.com) on-line community. The capture of individuals' data enabled Pedigree to grow their consumer database, widening the potential for direct mailing packs. In all, 65percent of all readers of the magazines recalled seeing the promotion. Most importantly, post-campaign research showed significant shifts in both brand perception and purchase intent.

### Pedigree As First Mentioned Dog Food Brand

+21% among *Take a Break* readers

+8% among *Bella* readers

As Daisy Andrews, Pedigree Brand Manager at Masterfoods put it: "*Take a Break* and *Bella* bought into the campaign insight immediately and worked closely with us to execute the campaign in the most engaging way for their different readerships. The readers responded brilliantly and we received thousands of entries. We have seen some fantastic results, of which I'm certain no other media than magazines could have delivered for us".