

Emergent Case Study

Nutritional Platform & Communications Campaign: Nature's Variety



As a consumer, all it takes is one look down any pet food aisle to become completely overwhelmed – not only by the sheer quantity of choices but also by all the like-sounding claims and sea of brand sameness. It's both paralyzing for the pet parent and daunting for a brand looking to break-out from the pack.

With the seismic shifts in the pet food market driven by premiumization and humanization trends, this opened the door for a few smaller brands to emerge as premium pet food leaders.

GOALS

Position family-owned Nature's Variety, a pioneer in the nascent raw pet food category and a forerunner in the fast growing grain-free segment, to capture consumers' accelerating interest in higher quality pet nutrition; build distribution and sales; and capture share in the natural segment.

SOLUTIONS

We developed a **brand differentiating and own-able** nutritional platform and integrated communication campaign to spur rapid growth and expansion for Nature Variety's emerging brand — an exciting proposition for the company's first-ever investment in brand building.

Founded in consumer and trade insights, this **comprehensive business- and brand-building initiative leadership** leveraged the company's strengths playing in all segments of the market including raw, grain free and wet pet food.

Our **multi-level go-to-market strategy** aimed at amplifying sales team support, expanding retail distribution and recruiting new brand fans and ambassadors. Our intent was to help both trade and consumer audiences embrace Nature's Variety as **the trusted source of pet nutrition leadership**.



The Initiative

To validate Nature Variety's new pet nutrition strategy and provide respected, credible voices for content, editorial media and trade events, we created **Nature's Variety Pet Nutrition Advisory Council**.

Stacy Perdot-Goudy
Agility & Training Expert



Dr. Susan Lauten
Pet Nutritionist



Arden Moore
Author, Media Personality



Dr. Shawn Messonnier
Vet Community



Susan Davis
Pet Nutrition Expert



Founded on nutrition guidance from the Council, we constructed a differentiated brand and product platform backed by these leading pet nutrition influencers: **Nature's Variety "Rotation Diet"**

The Nature's Variety® ROTATION DIET



Rotate proteins and forms for a healthy, happy pet.

The Nature's Variety Rotation Diet championed a differentiated micronutrient-delivery story advocating the benefits of rotating between forms and proteins. Importantly, it also provided focus, clarity and strength to the brand's overall marketing efforts.

Trade & Retail Support

Nature's Variety Rotation Diet provided new news and increased higher ring and margin potential to pet food retailers. To support the sales team's efforts, we:

- Conducted a series of retailer and distributor events in key markets to unveil the Rotation Diet marketing program.
- Created a powerful sales and distributor presentation articulating the business potential of promoting the Rotation Diet platform.

MarComm & Earned Media

With the nutrition bona fides of the new platform established, we unleashed powerful pet transformation testimonial stories of meaningful wellness changes for pets on a raw diet.

The comprehensive earned media program ran parallel with retailer events to drive brand awareness and store traffic. Rich website content and package messaging were aligned to augment and strengthen Nature's Variety Rotation Diet story.

1 Introducing the Nature's Variety pet health newsletter. PETpages is a new quarterly e-newsletter for pet parents with the latest information on pet nutrition and health. In this issue, Nature's Variety is proud to introduce the Rotation Diet, a unique approach to feeding that offers nutritious variety to your special dog and cat.

2 Please be our guest as we celebrate a new milestone in pet nutrition... The launch of the *Rotation Diet*

3 The One and Only Nature's Variety Rotation Diet. Rotate proteins and forms for a healthy, happy pet.

4 Come join us for a demonstration to *Learn* about... The Nature's Variety Rotation Diet. Rotate proteins and forms for a healthy, happy pet. Good nutrition is one of the most important factors in determining a pet's overall health and happiness. Come learn more about how healthy variety can improve allergy symptoms, pickiness, and quality of life. *Join us!*

(1) Informational eBlasts and eNewsletters, (2) Rotation Diet Launch event invitation, (3) Consumer-facing Rotation Diet brochure, (4) Rotation Diet learning session for retailers

OUTCOMES

Moving from obscurity to notoriety:

- Nature's Variety exceeded its sales and distribution targets, with sales growth topping 20 percent during the first year.
- Nature's Variety claimed leadership in the raw pet food category.
- The momentum from this initiative helped support Nature's Variety's successful launch into the high growth treat segment.
- The comprehensive business- and brand-building nature of this effort successfully positioned Nature's Variety for its eventual sale to an equity investment firm looking for a strategic premium category footprint.





Emergent would be happy to design and implement a comprehensive business- and brand-building strategy to differentiate your products.

For more information, please contact Bob Wheatley at
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