



Influence Brand Choice Starting Day One

When a New Pet First Enters a Household

SUMMARY A cooperative gift bag program, distributed to new pet parents by pet professionals at 2,000+ participating animal shelters and pet adoption organizations nationwide.

TARGET Households welcoming a new dog or cat into their home.

QUANTITY Up to 600,000 new pet adopters annually

DELIVERY Distributed hand-to-hand by adoption personnel, free of charge to new pet owners the day a pet is adopted.

- BENEFITS**
- Influences new pet parents at most relevant time
 - Timely trial situation triggers initial purchase
 - Implied endorsement from pet professionals
 - Positive cause-related marketing benefits
 - Opportunity to pre-empt your competition

- ELEMENTS**
- Product Sampling
 - Brand Literature / Coupon Delivery
 - Brand Logo on Gift Bag Exterior
 - Materials for Shelter Staff / POP Display
 - NewPet.com Online Advertising



Gift Bag Format

