

TRANSFORMING THE PETCARE CATEGORY

Through Proposition Based Shopping

MARS
Petcare

*A Better 🐾
World For Pets*





33%

of American HH
own a Cat

24%

Own 3+ Cats
(Avg. 2.1)

86.7M

Cats in the US

(Equal to the Human Population
of California, Texas, and Florida!)

78%

Indoor
Only

STATS

quickmeme.com

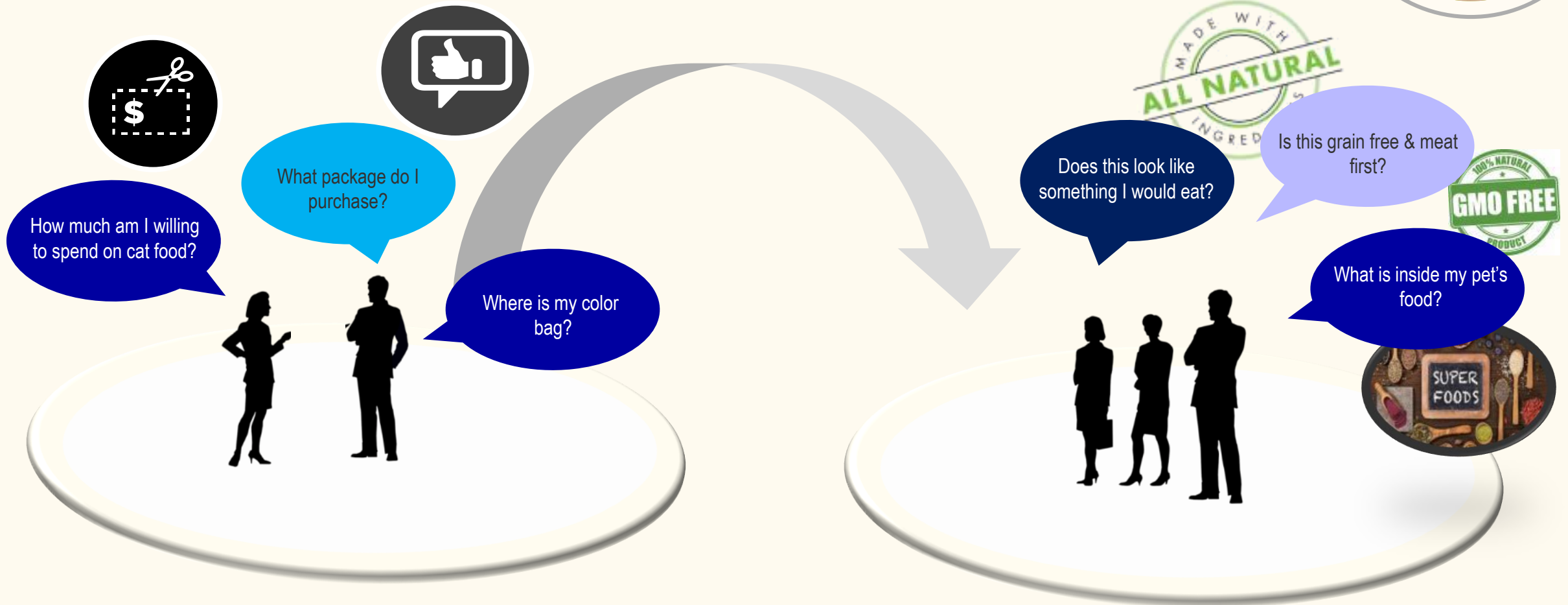


Orchestrating **NEW** **SHOPPER BEHAVIOR**

to deliver full price
incremental
revenue to
our retail
partners.



The Cat shopper's decision criteria for pet food is changing







Primary Goals of Shopper Based Design



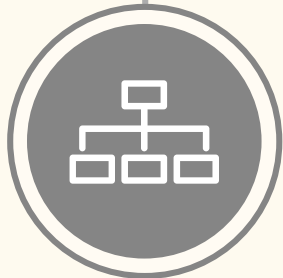
RETAIL PARTNERSHIP

Seeking to create trust and collaboration



INFLUENCE SHELF

Ensuring shelf layout drives category growth



ADVISORSHIP

Resulting in category leadership

Developing Proposition Based Shopping



FOUNDATIONAL LEARNING

● Focus Groups

● Secondary Research



TESTING

● Shopper Lab Research

● Controlled Store Test



VALIDATION & ACCOUNTABILITY

● Audit Analysis



Starting with the Shopper



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FOUNDATIONAL LEARNING | DIRECTIONS



FOCUS GROUPS & SECONDARY RESEARCH

Shoppers were asked to group similar products together and asked their thoughts about those groupings.

PROPOSITIONS SHOPPERS DEVELOPED

New shelf layouts to be tested in store.

Ancestral



Ingredient Transparency



Customized Care



Culinary Recipes



Basic & Balanced





ANCESTRAL

MY KITTY IS...

- Paleo
- Feral
- Wild
- Safari
- Athletic
- Backwoods
- Alaskan



PROPOSITION:

**HIGH
PROTEIN**





INGREDIENT TRANSPARENCY

MY KITTY IS...

Zen

Fit

Organic

Yoga

Gluten Free

Crunchy

Hipster



PROPOSITION:

WHOLESOME
NUTRITION





CUSTOMIZED CARE

MY KITTY IS...

- Special Needs
- Sick
- Overweight



PROPOSITION:

TARGETED HEALTH
SOLUTIONS



jenny
CRAIG



Nutrisystem®



CULINARY RECIPES

MY KITTY IS...

- Pampered
- Princess
- Louis Vuitton
- Bougie
- Spoiled
- Diva
- Foodie



PROPOSITION:

OWNER
ENJOYMENT



THE RITZ-CARLTON®





BASIC & BALANCED

MY KITTY IS...

- Broke
- Basic
- College Student
- Budget
- Couch Potato
- Happy



PROPOSITION:

AFFORDABLE
ENJOYMENT



Coming to Life



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● Focus Groups

● Secondary Research



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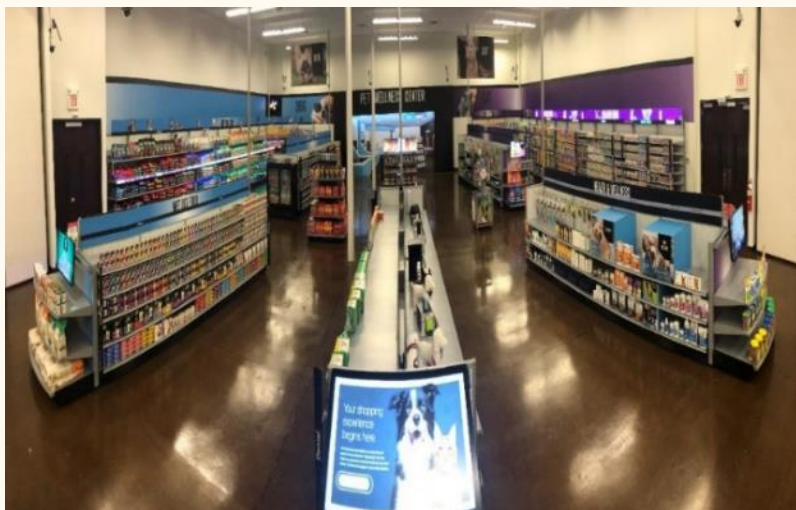
VALIDATION & ACCOUNTABILITY

● Audit Analysis





TESTING



SHOPPER LAB TESTING

Cat parents shop the new layout in our Shopper Lab



CONTROL STORE TESTS New shelf layouts tested in store.



Ancestral | Ingredient Transparency | Customized Care | Culinary | Basic & Balanced



"I'm an impulsive shopper... so this organization put me to **where I might buy something extra**. I might go off my usual and buy something extra."

"It just seems really **organized and inviting**. Easy to find. I think it's cool. Just explore and have fun."

SUCCESS!!

SHOPPER BASED DESIGN RESULTS



1

HIGHLIGHTED ASSORTMENT

Allowed Shoppers to see the full breadth of assortment.

2

IMPROVED SHOPABILITY

Shoppers could easily find what they needed.

3

DROVE PREMIUMIZATION

Facilitated trade up opportunity to drive bigger category baskets.

Holding the Field Accountable



FOUNDATIONAL LEARNING

- Focus Groups
- Secondary Research



TESTING

- Shopper Lab Research
- Controlled Store Test



VALIDATION & ACCOUNTABILITY

- Audit Analysis

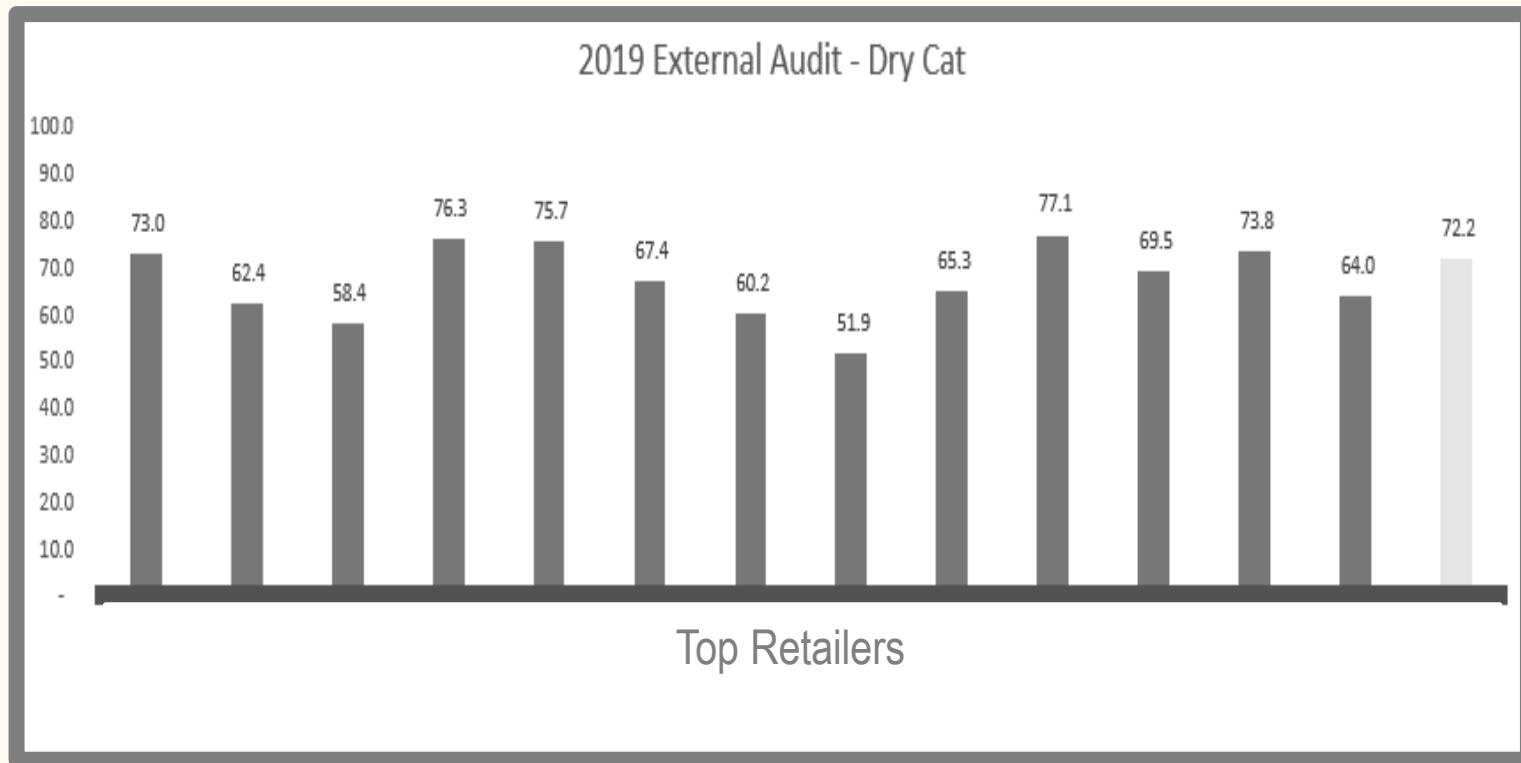




VALIDATION

A scorecard is created based on **SBD Principles** created through research & testing. Audits are conducted in focus retailers. Principles are continually validated to ensure they are driving sales.

&



ACCOUNTABILITY

All focus retailers are audited and measured via scorecards. **Retailers are scored three times per year to track progress.**

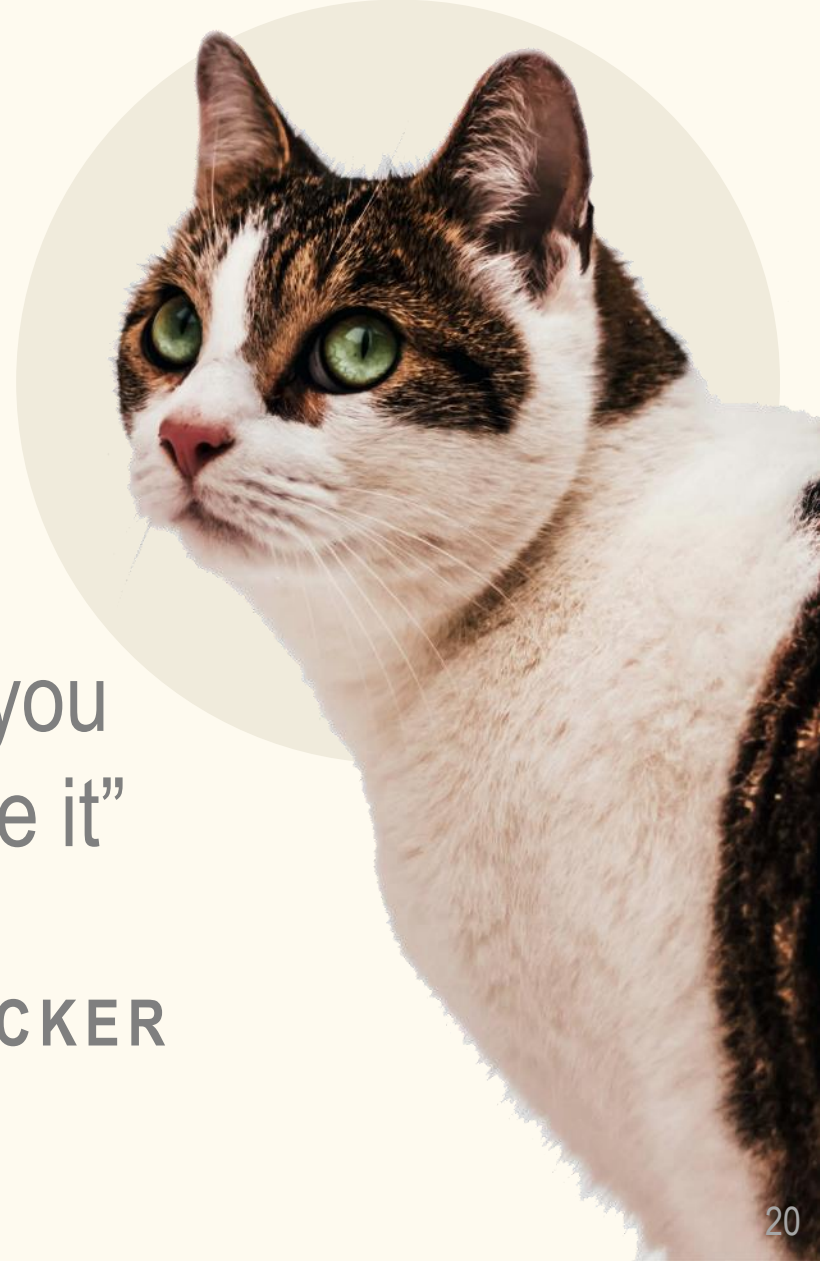




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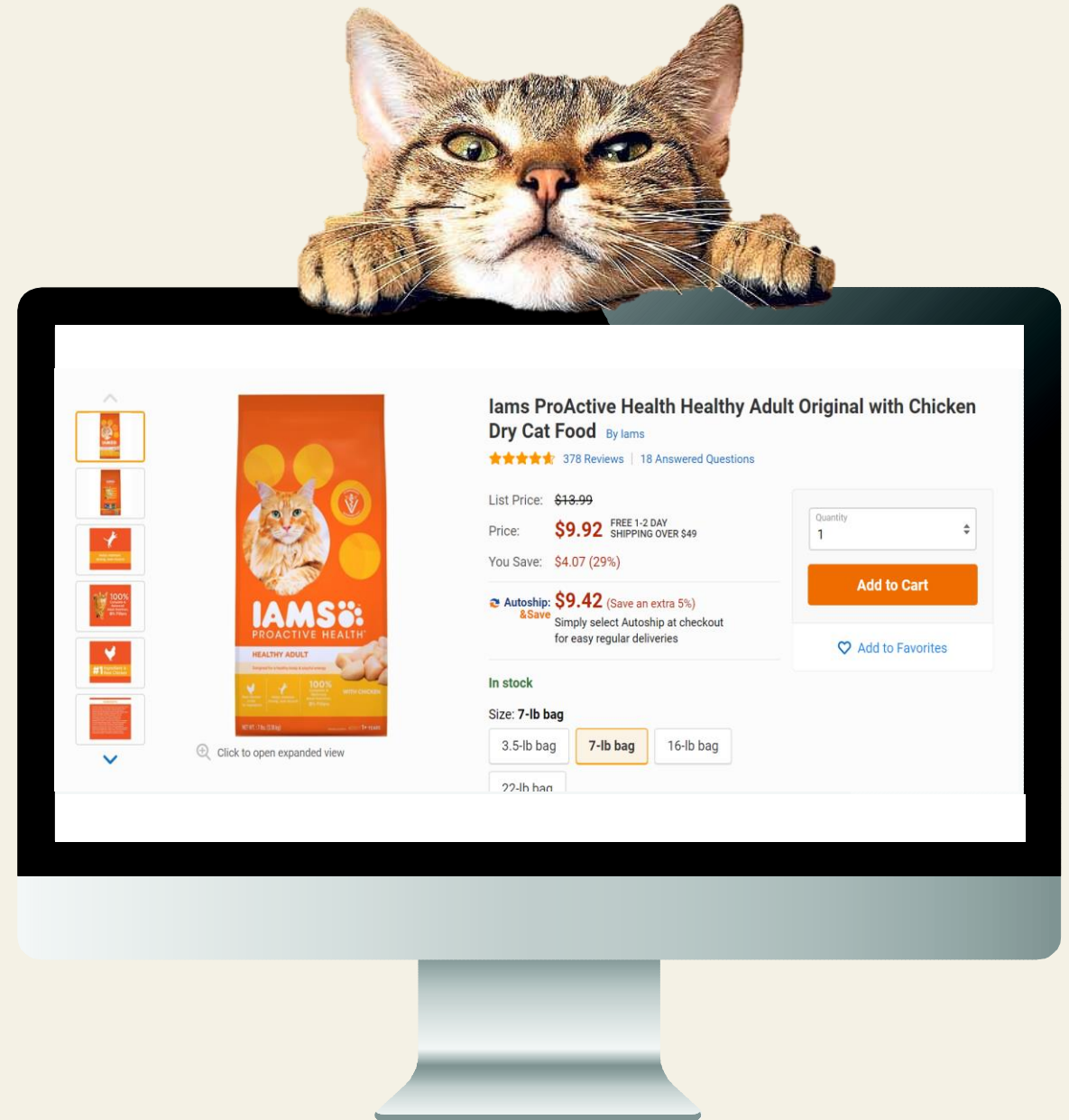
“If you can’t
measure it, you
can’t improve it”

- PETER DRUCKER



ONE STEP FURTHER

Digital & Omni
Shopper Based
Design





THANK YOU

“Dogs have owners. Cats have staff.”

- Winston Churchill