



# NutriCura **CAMPAIGN BOOK**

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## **Created by Galhaus**

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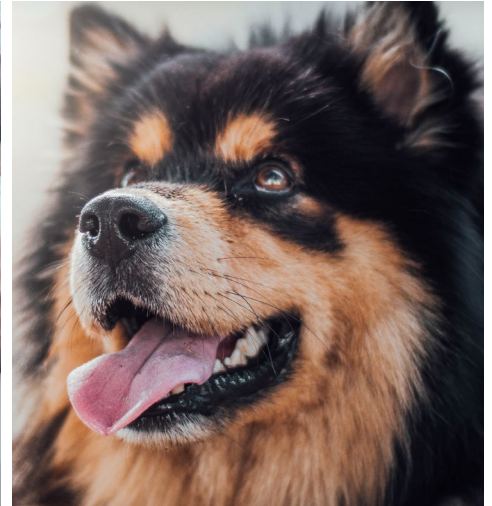
# NUTRICURA

## RESEARCH + SITUATION ANALYSIS

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Organization Overview  
Target Audience  
Industry Analysis  
Competition  
General Strategy  
SWOT Analysis  
Market Research  
Interviews

## INTRODUCTION



Galhaus conducted a detailed situation analysis to assess NutriCura's current position in respect to operations, its position in the market, and internal and external influences that may impact the project. The objective was to thoroughly research NutriCura and its environment so our agency has a clear understanding of the brand and where it needs to go for success. We identified the target audience and segment of the market that is most likely to interact with the NutriCura veterinary exclusive brand. We evaluated competitors and investigated the medical pet food and natural pet food industry as a whole for trends and standards. While NutriCura is still in the early stages of launch, we researched the current communications strategy in order to understand what is already in play and in what areas we can improve. We identified strengths, weakness, opportunities, and threats that will help the Galhuas agency create the best possible marketing strategy and content for NutriCura.

## ORGANIZATION OVERVIEW

### HISTORY OF THE ORGANIZATION

While NutriCura is new to the market, it belongs to the established WellyTails brand of premium pet products. WellyTails was founded in Canada in 2009 and began operations in the United States in 2012. Today, the model in the U.S. is to sell WellyTails products directly to pet specialty stores, avoiding the big box stores altogether. Sales are also conducted via Amazon and the WellyTails website. NutriCura is one of 5 U.S. Trademarked products under the WellyTails umbrella. Where NutriCura will differentiate is the sales structure and consumer access. As a medical dog food, NutriCura will be exclusive to veterinary clinics and can only be purchased with a veterinarian diagnosis and referral.

### ORGANIZATION TODAY

As a company, WellyTails is focused on science-backed healthy pet foods. They focus on evidence-based ingredients and natural, holistic practices to ensure pets are getting the best possible nutrition. The staff is small, made up of 7 passionate team members with backgrounds in animal nutrition. Their family-based, lean team allows WellyTails to focus on the most important part of their business: providing evidence-based healthy diets to pets.

Co-Founder and CEO, John Leveris holds a BS in Agriculture with specialization in Animal Nutrition and Genetics and has been working in agriculture and food for over 25 years. He is focused on raising awareness about pet health and providing only the highest quality dietary supplements to his customers. Director of Operations and Co-Founder, Gladys Galeano holds a BS in Microbiology and has dedicated her career to researching cultured dairy foods, enzymes, and probiotics. She focuses on quality control at WellyTails and is so confident in its ingredients that the company proudly boasts a 100% Satisfaction Guarantee or money back on all products.

### MISSION STATEMENT

“At WellyTails we’re a family-based business and our mission is simple. We love pets and we want to help you love yours by providing them honest nutrition through our pet foods and supplements.”

## ORGANIZATION OVERVIEW

### DESCRIPTION OF SERVICES

NutriCura is a veterinary clinic exclusive line of premium, natural pet food bases designed for pet parents in need of medical diets for their animals. The NutriCura pet food base is specially formulated for medical conditions diagnosed by veterinarians. In addition to the NutriCura base mix, the formula is meant to be combined with fresh meats and oils to balance the animal's specific diet. This product is not meant for daily consumption by healthy pets. Rather, the NutriCura diet program should be started only under the supervision of a licensed veterinarian. This is to ensure that the animal's medical needs are appropriately being handled and that the correct food base is selected for their unique needs.

The bases include:

- Weight management
- Skin and food sensitivity
- Kidney health
- Digestion issues
- Joint health
- Cancer patient diets

NutriCura is meant to supply the best medical diet to aid in the health of an ill pet. The product line uses all human grade, clean label ingredients. The bases include grain-free dehydrated vegetable and fruit bases and specific vitamin and mineral doses approved by the National Research Council for each medical condition. To complete the diet, pet parents add fresh meat/protein and oils. NutriCura and the supervising veterinarian will provide guidance on portion and type of ingredients that should be used to complete the pet's meal.

## TARGET AUDIENCE

**PRIMARY AUDIENCE: VETERINARY PROFESSIONALS**



### DEMOGRAPHICS

- Business to business (B2B)
- Veterinary professionals, animal hospitals & vet clinics
- Primary gender is women for both private & public clinics <sup>(7)</sup>
- Average age of vets is 44.6 <sup>(8)</sup>
- Most common ethnicity is Caucasian at 91.5% <sup>(8)</sup>
- Average education level is Doctorate degree <sup>(8)</sup>



- In U.S. 66.6% of vets are companion animal exclusive in private clinics <sup>(7)</sup>
- In U.S. private clinics outnumber public or corporate (73,373 vs. 16,897) <sup>(7)</sup>
- CA employs the most vets, followed by TX, FL, NY & PA <sup>(10)</sup>

### PSYCHOGRAPHICS

- Animal lover mentality, much like pet owners
- Desire for animals to be healthy and happy
- Enjoyment and skill set for biological and medical studies



References: 7. (American Veterinary Medical Association, 2019), 8. (Data USA, n.d.), 10. (Bureau of Labor Statistics, 2018)

## TARGET AUDIENCE

### PRIMARY AUDIENCE: PET PARENTS



#### DEMOGRAPHICS

- Business to Consumer (B2C)
- Largest pet owning generations: millennials, then baby boomers <sup>(1)</sup>
- 68% of U.S. households have at least 1 pet (approx. 86.4 million homes)
- Pet ownership growth among <\$50k and >\$75k income households <sup>(4)</sup>
- Pet spending differs per generation (older spend more, on singular products than their millennial counterparts)



- Millennials spend more overall on their pets (ages 18-24 yr spend most)
- Both men and women; men spend more on pets than women, women own more pets than men <sup>(3)</sup>
- Married couples spend more than any other relationship status sector <sup>(3)</sup>
- Urban pet parents are nearly twice as likely as rural pet owners to agree that their pets have special nutrition needs (45% vs. 24%); and to agree that natural/organic pet products are often better than standard national brand products — regardless of the presence or absence of scientific support. <sup>(4)</sup>
- Urban pet owners are also more likely to acknowledge that fear of pet food contamination and product safety are key concerns that influence their pet food purchases.
- Geo segmentation depends on vet clinics that adopt product, becomes more specific based on type of pet

#### PSYCHOGRAPHICS

- Health enthusiasts; concern for health of the pet
- Pet is part of the family; will do anything for their pet
- Millennial pet owners are considered more digitally connected, thus easier to communicate with digitally; more likely to shop online for their pets than other generations <sup>(2)</sup>
- Dog & cat people behave & think separately



References: 1. (American Veterinary Medical Association, 2017), 2. (Woodruff, n.d.), 3. (PetFoodIndustry.com, 2018), 4. (Woodruff, n.d.)

## TARGET AUDIENCE

### SEGMENTATION: DOG OWNERS



#### DEMOGRAPHICS

- Dog owners spend approx. US \$139.80/mo. on pet <sup>(3)</sup>
- People in Washington D.C. area spend the most on dogs at US \$270/mo. <sup>(3)</sup>
- Women own dogs more than men (53% vs. 47% respectively) <sup>(6)</sup>
- Household income for dog owners is higher (US \$75k - %90k annually) <sup>(6)</sup>



#### PSYCHOGRAPHICS

- Psychographic trends, specifically owner attachment to their dog <sup>(4)</sup>
- Strongly attached owners (Dog People) believe that price is no object when it comes to their dogs (spend money on special products, choose vehicle based on dog ownership, buy premium food & visit vet often) <sup>(4)</sup>
- Moderately attached owners (Dog parents) agree with most of the variables mentioned above; however, they don't agree that price is no object, they don't allow dog ownership to influence their vehicle purchases <sup>(4)</sup>



- Basic owners (Pet Owners) are concerned only with meeting their dog's basic needs, although they do go for regular veterinary visits <sup>(4)</sup>
- "Dog people strongly identify with their dogs, define themselves in terms of their relationship with their dogs and treat their dogs like people" <sup>(2)</sup>
- "Dog parents see their dogs as an integral part of the family, but are less likely to define their personal and social identities in terms of their dogs" <sup>(2)</sup>
- "Research shows dog owners are more likely to anthropomorphize their pets than cat owners" <sup>(2)</sup>
- "New market research shows that dogs are often more than family members — they're actually "kings (or queens) of the family." These dogs are the first in the household to be pampered, and their owners report that these dogs' diets are healthier and higher in quality than the diets of human family members" <sup>(2)</sup>

References: 2. (Woodruff, n.d.), 3. (PetFoodIndustry.com, 2018), 4. (Woodruff, n.d.), 6. (Hitwise, 2017)

## TARGET AUDIENCE

### SEGMENTATION: CAT OWNERS



#### DEMOGRAPHICS

- Cat owners spend approx. US \$92.98/mo. on their cats, which falls behind small mammals, dogs, and reptiles <sup>(3)</sup>
- Delaware pet owners spend US \$566.44/mo. on their cats, the highest nationwide
- Cat owners average 55-64 years of age and are primarily women (58%) <sup>(6)</sup>
- Cat ownership has increased significantly among seniors and Hispanics <sup>(5)</sup>
- Cat household income averages at \$50,000, lower than the general average <sup>(6)</sup>
- Overall cat ownership has declined



#### PSYCHOGRAPHICS

- Most cat owners have more than one cat <sup>(5)</sup>
- “Cat owners look for cat foods with the right protein and a taste their cats like” <sup>(5)</sup>
- “Urban cat owners like to pamper their cats” <sup>(5)</sup>



References: 3. (PetFoodIndustry.com, 2018), 5. (Packaged Facts, n.d.), 3. (PetFoodIndustry.com, 2018), 6. (Hitwise, 2017)

## PERSONAS

### **PERSONA 1: LUCY THE VETERINARIAN**

Lucy the veterinarian is a 45 year old caucasian American. She has a doctorate degree and runs a successful companion-animal-exclusive private vet clinic in San Diego. Just like her pet parent clients, Lucy loves animals and wants them to live healthy and happy lives. Her success is driven by a results-based approach to the diagnosis and treatment of pet health conditions, high standards of customer service, and sharp attention to detail. Lucy's clinic sells a carefully curated inventory of medical pet food, currently dominated by conventional brands. She is forward thinking, yet favors reliable routines.

### **PERSONA 2: JOLENE THE PET PARENT**

Jolene is a 30-year-old millennial that lives in Denver. She makes \$65k a year, enjoys an active outdoor lifestyle, and has a 5-year-old boxer named Moxie. Jolene is a self-proclaimed dog person; she strongly identifies with her dog and defines herself in terms of their relationship. She invests significant time and resources into Moxie. Unfortunately over the past year, Moxie has developed Inflammatory Bowel Disorder. Since then Jolene has tried different pet food products to help alleviate symptoms. Jolene favors human-grade, natural product lines and is willing to pay more for quality ingredients. She avoids kibble-only diets, does not buy food with fillers and by-products, and understands that you get what you pay for. She shops online for products with high ratings, and also relies on valued feedback from Facebook groups dedicated to dogs with IBD. Jolene solicits advice from her vet, but steers clear of brands like Hills Science, which are often recommended. Jolene has tried a variety of natural approaches, and is willing to do whatever it takes to help Moxie find a lasting solution, even if that means preparing home-cooked meals for her throughout the week.

### **PERSONA 3: BOB THE PET PARENT**

Bob is a 67-year-old retiree living in Naples, Florida. Previously a dentist, Bob likes to golf and spend time with his large family at their beach house. He and his wife have a 10-year-old beagle named Fred that's developed joint and mobility issues as he's aged. Bob has used Royal Canin products for years, but is not seeing results for Fred's new ailments. Recently Bob's golf buddy told him about human-grade alternatives. Although not a natural health enthusiast himself, Bob is open to trying different product lines in an effort to help Fred.

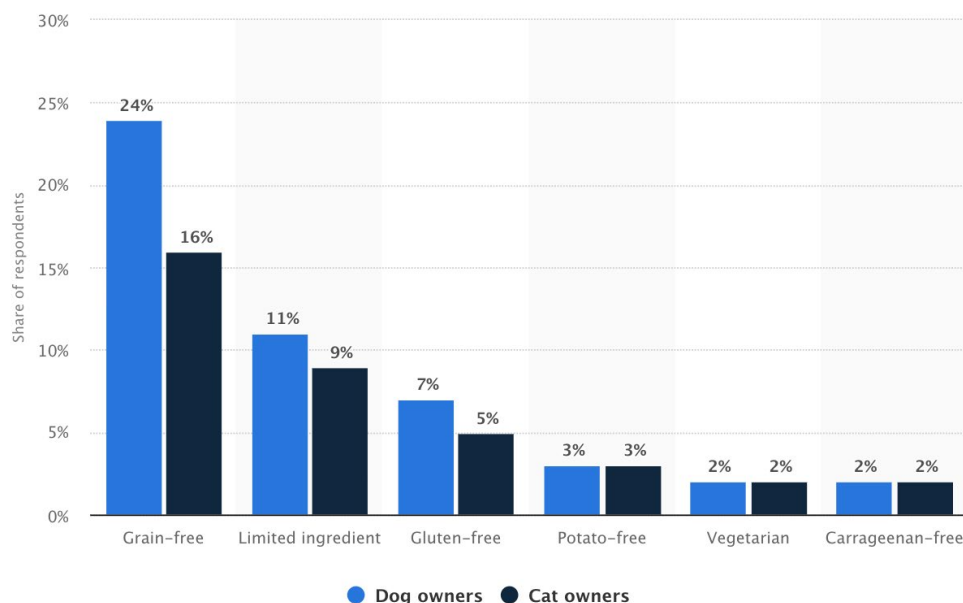
## TARGET AUDIENCE

### CONSUMER TRENDS

- Human food trends have historically influenced pet food, and we see evidence of that influence today. Trends such as “natural,” “free from,” functional ingredients and sustainably sourced protein aren’t just driving human food products, but they’re also driving pet food development. (Woodruff, n.d.)
- Research has found that U.S. dog owners are more likely to buy healthy food for their dogs than for themselves, are more likely to be brand loyal in dog food versus human food, and are less sensitive to dog food prices than to human food prices. (Woodruff, n.d.)
- Within the past 12 to 13 years, U.S. pet owners in general have become even more serious about their dogs’ health than their own. (Woodruff, n.d.)
- As the number of pets grows, demand for veterinary services also increases because more pet owners require routine veterinary testing for their pets. In 2019, the number of pets is expected to increase, representing a potential opportunity for the industry. (IBISWorld, 2019)

### SHARE OF DOG AND CAT OWNERS CLAIMING TO USE FREE-OF PET FOOD IN THE UNITED STATES IN 2018

(Statista, 2019)



## INDUSTRY ANALYSIS

### TRENDS

The medical pet food industry is one that is both evolving with the times, while also remaining stuck in habits that it's developed over the past 50 years.

This is how it works: a pet gets sick, their owner takes them to the vet, and the vet recommends a medical diet aimed at improving their specific, diagnosed health condition. The diet products are either purchased on-site at the vet clinic or ordered through an affiliate program with partner companies. While a seemingly innocent concept, most vets prescribe diets from a shortlist of well-established brands such as Hills and Royal Canin, companies who they have worked with for decades. For these well-established brands, they thrive in an environment of low competition and a trusted mass following, receiving recommendations and accolades not only from vets but also pet bloggers that fill the digital landscape, touting them as the top choices for medical pet food (PetSafe, n.d.). The problem here is for new companies that want to get their product to market.

But why is it this way? In the late 1960s, Hills Pet Nutrition, Inc. (makers of the Science Diet), patented the term “prescription diet”. This gave way to an incredibly popular and long-lasting trend of personalized medical diets for pets. Depending on the pet’s condition, pet owners could now buy food specifically aimed at joint health, weight loss, digestion improvement, and so on. Competing food companies could not use the prescription diet term, leading to the development of other slogans such as “therapeutic diet” or “veterinary diet” - the same concept with a different name. Legally, pets do not need a prescription to purchase one of these diets, but most vets and pet food stores will not sell the products without a prescription because they do not want to make any waves with the manufacturers (The Cheerful Vet, n.d.). For decades, Hills and other conventional pet food companies have dominated the market, creating their own versions of therapeutic, vet-recommended medical foods. For example, Purina has a therapeutic diet called Neurocare for epileptic dogs, and Royal Canin has the Recover Kit for pets post-surgery (Khuly, n.d.).

Fast forward to 2019. Therapeutic diets continue to remain popular in the industry, while other trends take hold:

- **Personalization.** A similar concept to therapeutic diets for sick animals, pet owners increasingly want to personalize their pet’s meals. To meet this demand, Petco kitchens allow pet owners to watch their dog food being made with human-grade ingredients right before their eyes, and Purina’s Just Right brand allows owners to formulate custom blends that are delivered right to their front doorstep (Carrozza, 2019).
- **Transparency.** Customers want to know the exact ingredients in their products, so companies with clear labels will find favor here. More and more, consumers want healthier choices, non-GMO options, and to shop with companies that care about the environment. They are willing to pay more for fully transparent products.

## INDUSTRY ANALYSIS

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**92.2% GROWTH IN  
DOG FOOD SALES**  
(E-commerce 2017)



**12 MILLION HOUSEHOLDS  
BUY PET PRODUCTS ONLINE**  
(2018)



**63.2% GROWTH IN  
CAT FOOD SALES**  
(E-commerce 2017)

## INDUSTRY ANALYSIS

### MACRO-ENVIRONMENTAL ANALYSIS

#### POLITICAL

Farmers in the United States receive subsidies to grow GMO wheat, soy and corn. These ingredients are used not only in human food, but also in medical pet food. Well-established companies whose ingredients are backed by these government-supported initiatives have a strong foothold in the industry and pose steep competition as they have the resources to largely control the market.

#### ECONOMIC

What costs go into pet ownership? Food is the common denominator. Americans spent more than \$30 billion on pet food in 2018 (American Pet Products Association, n.d.). When the Great Recession hit, Americans cut back on spending, however spending on pets barely declined. In fact, it was pretty much recession-proof. Pet spending appears to be remarkably resilient in the face of economic downturns (Josephson, 2018).

Demand for the vet service industry has remained strong with 5% growth for the past five years credited to the increasing numbers of pet owners, advanced technology, and medicine that has increased the lives of pets ("Veterinary Services Industry in the US," 2019).

#### SOCIAL

Many pet owners are happy with conventional medical pet foods and will continue to follow the advice of their veterinarians. However, some pet parents find themselves in an awkward position: buy the recommended conventional medical diets, or push for healthier alternatives. Consumer demand has the potential to force vets to consider new options - an important and positive shift.

Natural pet food brands that want to challenge the status quo have the support of consumers that align with modern trends such as healthy ingredients and clean labels. Demand will drive the market as lifestyle trends shift, largely driven by millennial foodies that own more pets than previous generations.

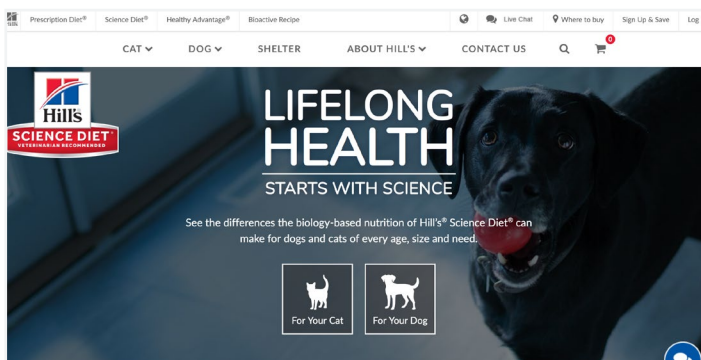
## COMPETITION

We evaluated the following large competitors in the medical and healthy pet food category: Hills Science Diet, Royal Canin Medical Diets, Castor & Pollux Organix, Blue Buffalo, The Honest Kitchen, Dr. Harvey's Fine Health Foods for Companion Animals, and Fresh Pet.

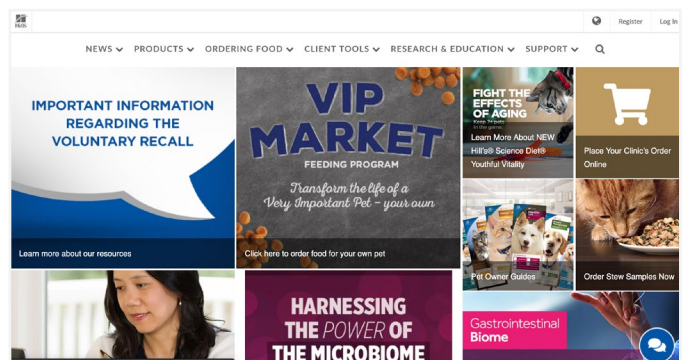
### CONVENTIONAL PET FOOD COMPANIES

#### HILLS SCIENCE DIET

The founder of the “prescription diet” for pets, Hills is a well-entrenched incumbent whose products are already in vet clinics. Their specialty Hills Prescription Diet and Hills Science Diet brands are NutriCura’s greatest competition. These mass market diets often contain GMO ingredients and unknown meat by-products, but are favored by the masses due to their long standing history. Hills has an attractive, informative, user-friendly **website** that gives consumers the options to buy online, through a store, or through their vet. They have a **separate website** that is used as a portal for partnering veterinarians.



Hills Science homepage

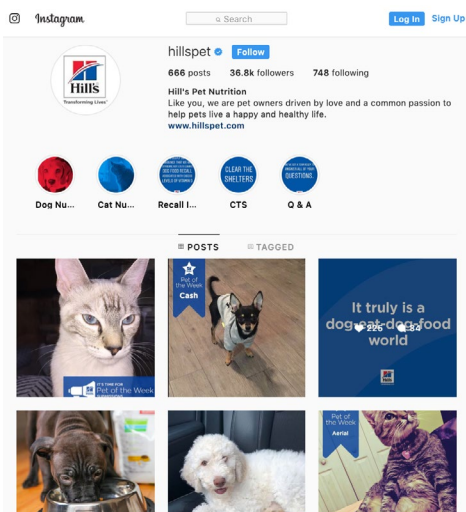


Hills Science vet portal

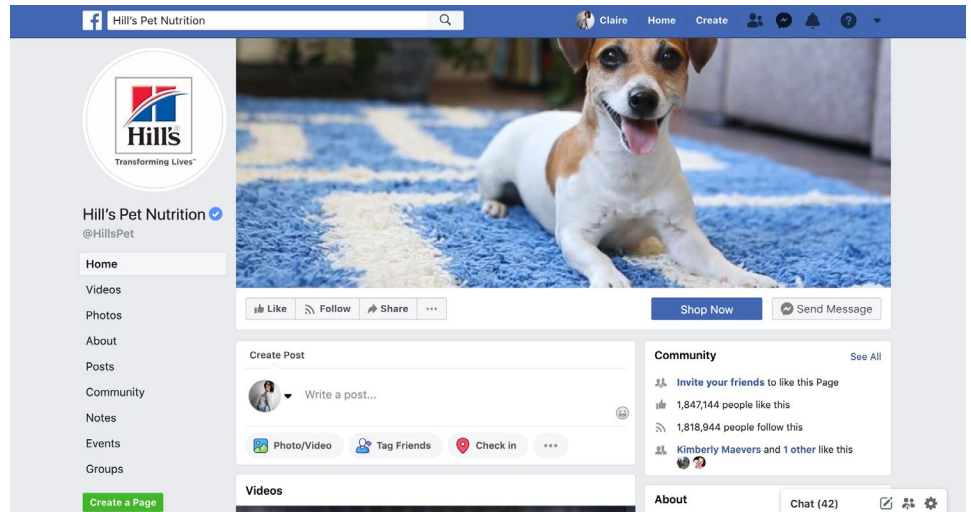
Hills takes advantage of numerous social platforms including **Facebook**, **Twitter**, **Pinterest**, **Instagram**, and **YouTube**. Their color palette, crisp imagery and video shorts are used consistently across platforms, and they balance their dog and cat content, making it clear that they market equally to both. Hills lists ingredients on each product’s web page, addressing consumer desire for transparency despite some of their products containing unhealthy fillers. They offer dry food, wet food, treats and grain-free options, but no freeze-dried meals. Hills has effective SEO, as they show up at the top of most common pet food Google searches. Their team includes over 150 veterinarians and pet nutritionists. Hill positions themselves as the #1 vet choice brand, although they are not without criticism and sometimes face public backlash on social media.

## COMPETITION

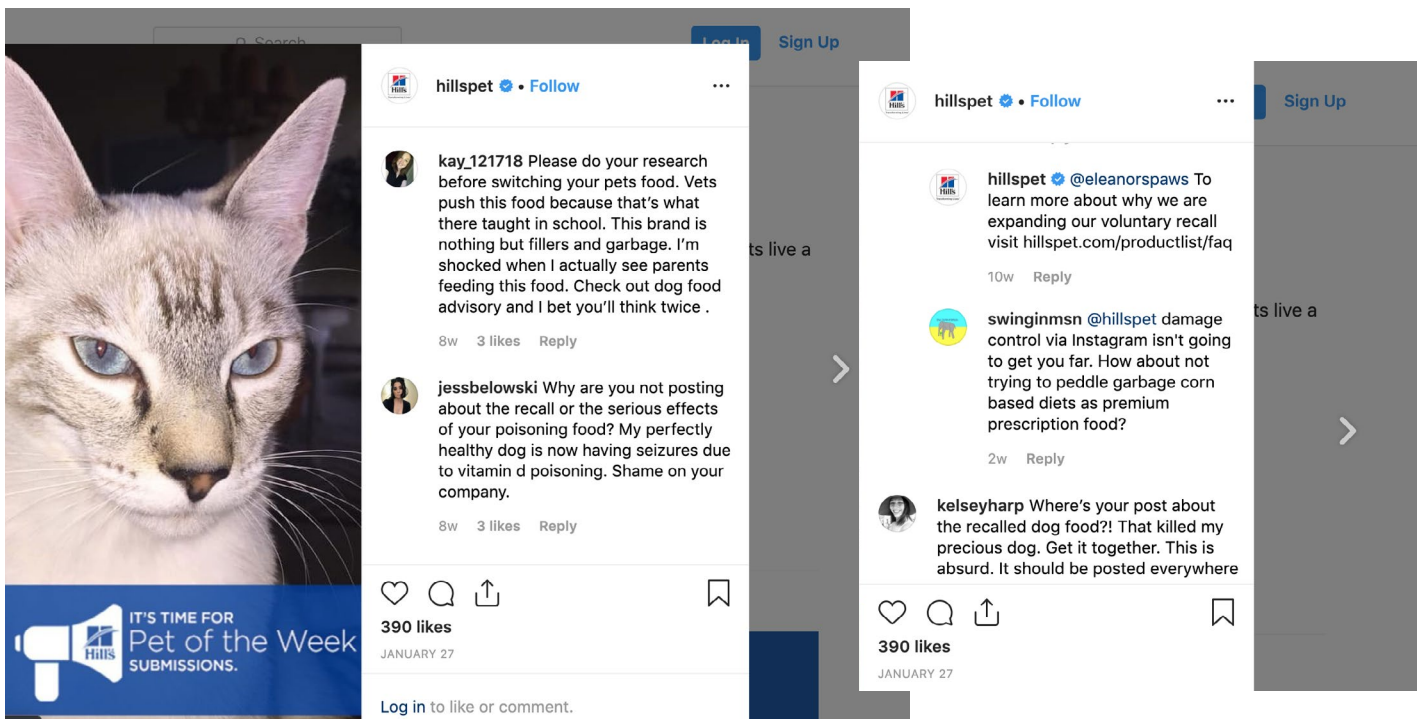
### HILLS SCIENCE DIET (cont.)



Hills Pet Nutrition Instagram profile



Hills Pet Nutrition Facebook page

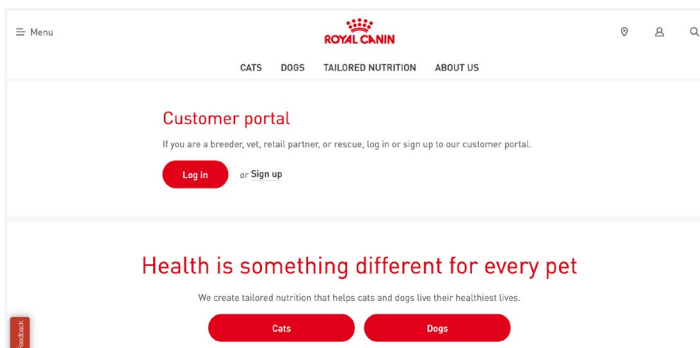


Consumer backlash on Hills Science Diet Facebook page

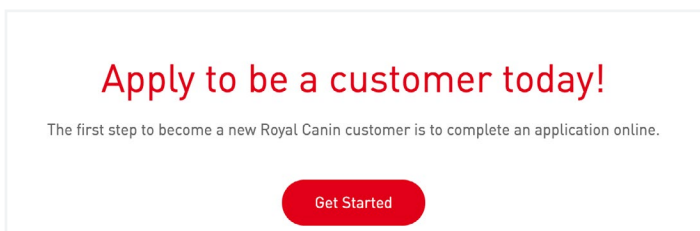
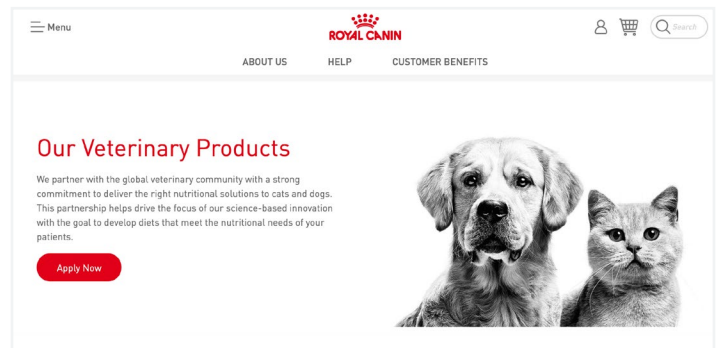
## COMPETITION

### ROYAL CANIN MEDICAL DIETS

Another well-entrenched conventional incumbent, Royal Canin is a favorite brand among many and also offers personalized medical pet foods. In opposition to rising trends, Royal Canin reps have been known to claim to vets that human-grade ingredients in pet food can actually cause harm to animals instead of good (Pet Food News, 2017), staking their claim that the old way is the best way. They have a **separate web page** on their site dedicated to their vet products; this page places less focus on immediate consumer education, but instead leads visitors to apply as either a partnering vet or new Royal Canin customer. Confusingly, you must apply before you can read details on products or see any prices on this page, although you can navigate to their **main website** to read more, or hop over to **Chewy.com**, a popular E-Commerce pet site, and purchase products there. Navigation of their different platforms is surprisingly counterintuitive for such a popular brand, and likely leads to consumer irritation. They do not include social media icons on their website, although they do have profiles on **Facebook, Instagram, Twitter, YouTube** and **Pinterest**. Royal Canin has a minimalist aesthetic with a simple red and white color palette that they use consistently across their platforms. Their logo resembles fast food chains.



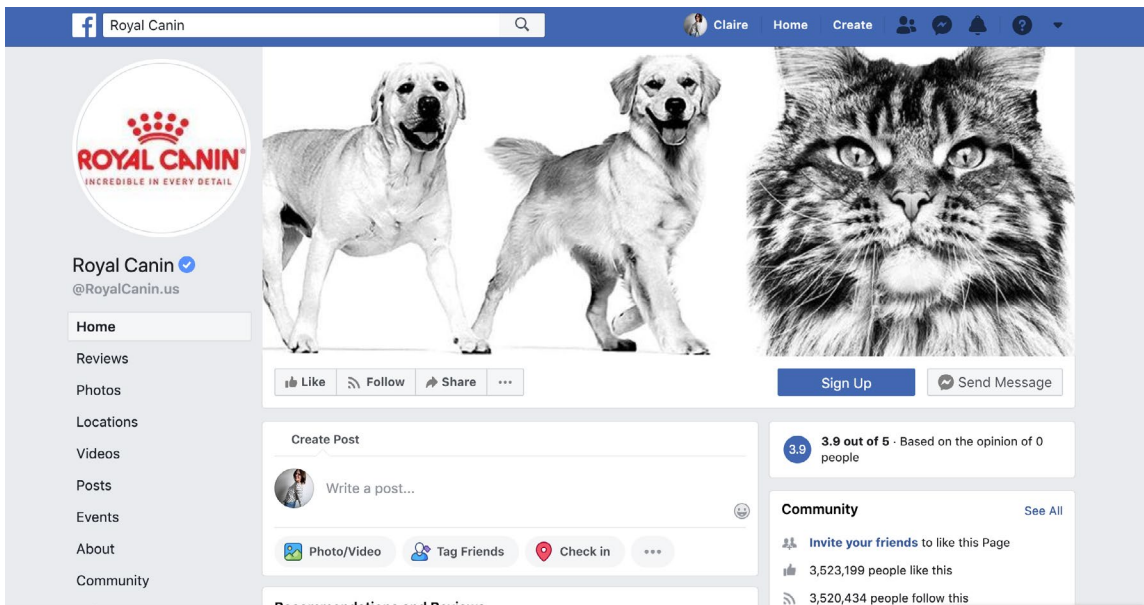
Royal Canin homepage



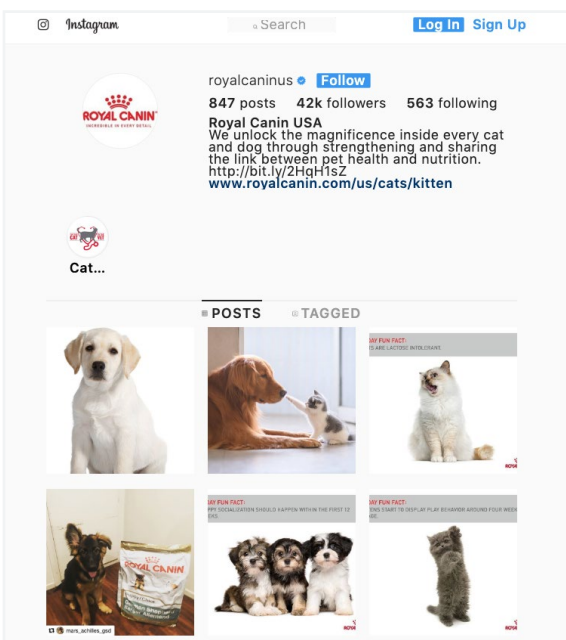
Application portal on Royal Canin homepage

## COMPETITION

### ROYAL CANIN MEDICAL DIETS (cont.)



Royal Canin Facebook page



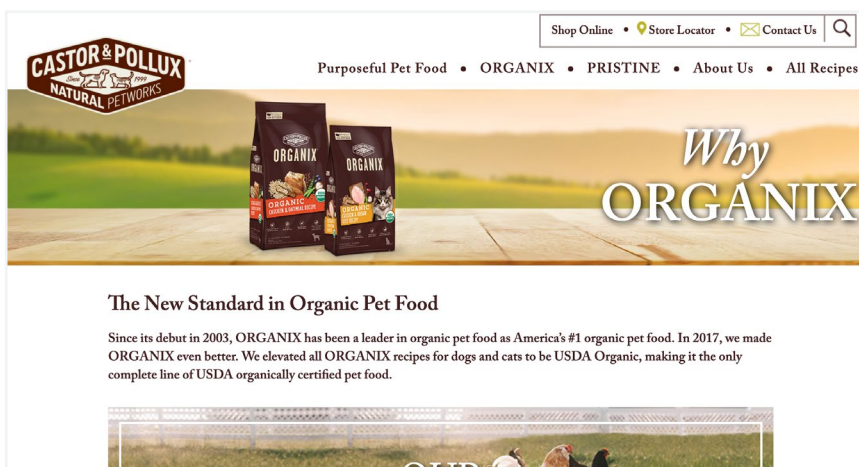
Royal Canin Instagram profile

## COMPETITION

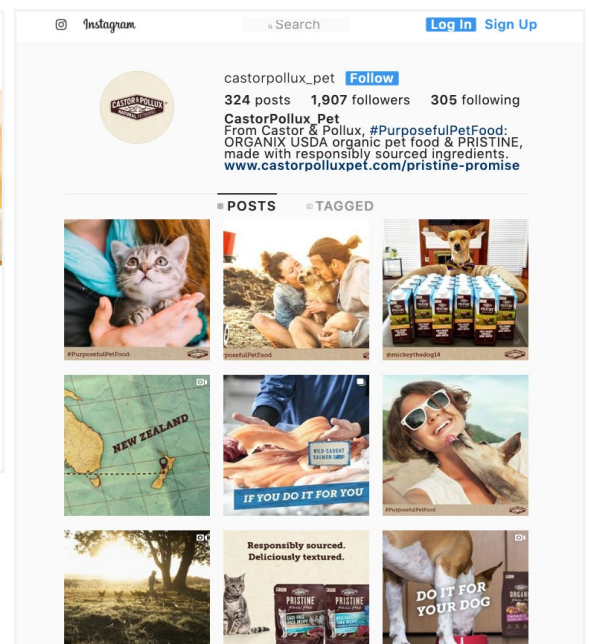
### NATURAL PET FOOD COMPANIES

#### CASTOR & POLLUX ORGANIX

Organix is the only complete line of USDA organically certified pet food. They pose competition to NutriCura as a brand that is gaining recognition in the pet food world, with a dedicated focus on healthy ingredients. Their products contain proactive ingredients like omega-3s, are produced without chemical pesticides, synthetic fertilizers, artificial preservatives, added growth hormones or antibiotics, and are non-GMO. Customers can shop online and easily find ingredient lists, costs, and other pertinent information. Organix offers grain-free food, but not freeze-dried food. They do not offer tailored therapeutic diets, nor do they sell through vets. Their **website** aesthetic is nature-focused and has a farmer's market feel, with active social profiles on **Twitter**, **Instagram**, **Facebook**, **Pinterest** and **YouTube**.



Organix homepage



Organix Instagram profile

## COMPETITION

### BLUE BUFFALO

Blue Buffalo (BLUE) is a popular natural pet food brand that commonly appears in search results. They offer two lines of products, the first being BLUE Natural Veterinary Diet, a line exclusively available through veterinarians, which is uncommon given what we know about the types of medical diets typically prescribed in clinics. They also sell basic formulas through common online retailers, and like NutriCura, focus on healthy ingredients. Their pet food contains no chicken or poultry by-products, and they do not use corn, wheat or soy in any of their recipes. They offer grain-free products, and their vet line offers therapeutic diet options. Like the other competitors, they sell dry food, wet food and treats for both cats and dogs. They are also on the same social platforms as the other competitors. Their aesthetic is friendly yet academic, with a blue color palette. Their **website** is easy to navigate, and although you cannot buy directly, you can search nearby retailers with inventory available.



Blue Buffalo homepage

## COMPETITION

### BLUE BUFFALO (cont.)



**BLUE Natural Veterinary Diet® for Dogs**

Enhanced with added vitamins and minerals

When it comes to choosing a therapeutic diet, pet parents now have a natural option for their canine companions.

f t p

Blue Buffalo homepage (above) and Blue Buffalo product line (below)

## Explore BLUE Natural Dog & Cat Products



### Life Protection Formula

Made with only the finest natural ingredients

DOG FOOD | CAT FOOD



### Freedom

A grain-free food made with the finest natural ingredients

DOG FOOD | CAT FOOD



### Basics

A simple limited-ingredient diet for dogs or cats with food sensitivities

DOG FOOD | CAT FOOD



### Wilderness

Made with more of the meat dogs and cats love

DOG FOOD | CAT FOOD



### Natural Veterinary Diet

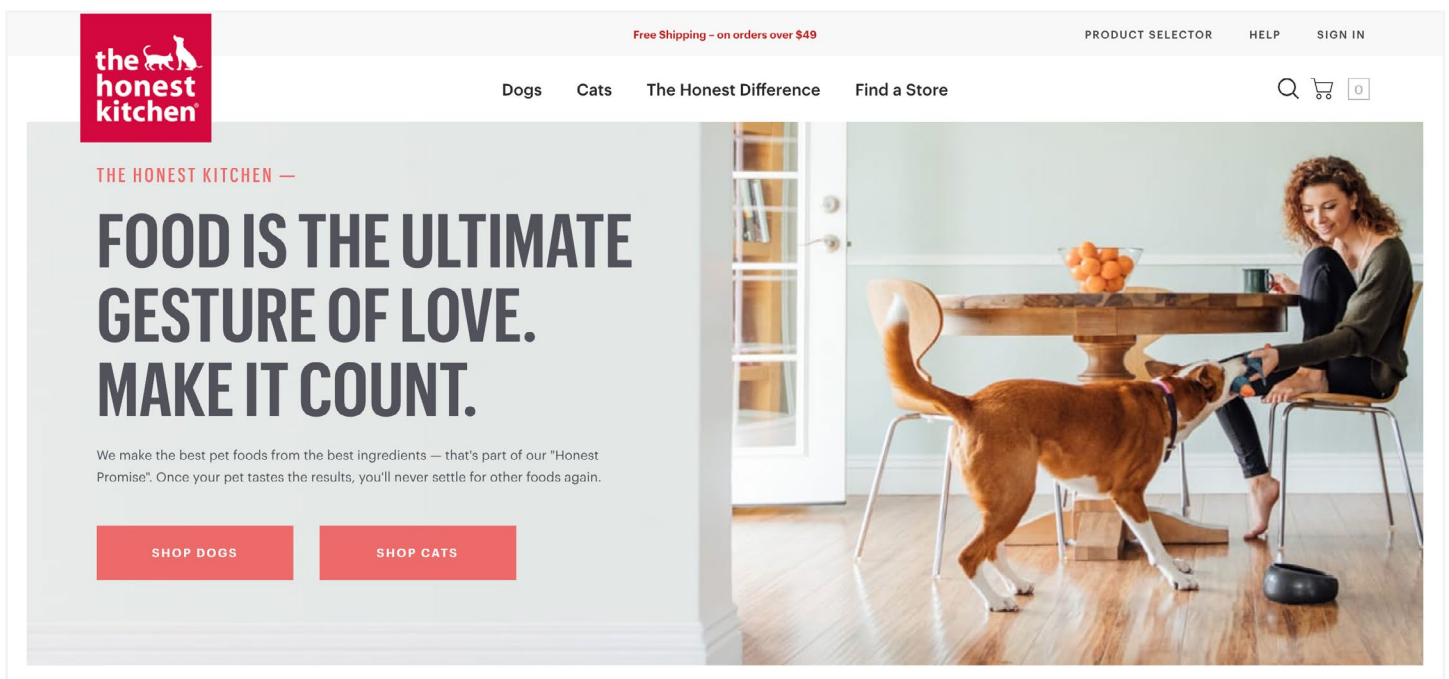
Scientifically formulated by veterinarians to manage a variety of health issues

DOG FOOD | CAT FOOD

## COMPETITION

### THE HONEST KITCHEN

The Honest Kitchen has a similar approach to NutriCura in that they use only 100% human-grade ingredients. They have a strict list of supplier requirements including no GMOs, an inspection of food source and country of origin, no chemical and preservative additives, fair-trade practices, and offer a line of pet food bases. They also offer complete refunds if a product is found unsatisfactory. Lucy Postins began Honest Kitchen in 2002 and over the years, they have cultivated a loyal following and have been given accolades by the New York Times, Wall Street Journal, and Huffington Post. They consistently rank above 4.5/5 stars on all major review sites and have a positive reputation amongst dog food brands for their lack of historical recalls. Their product line includes dehydrated base mixes: grain-free, limited ingredient, or whole grain. The pet owner adds water to reconstitute and serves. They also offer bases meant to be mixed with meat, whole food clusters with a variety of proteins and grain-free offerings. Dry and wet food toppers, treats, and supplements are also part of the Honest Kitchen product line. Their **website** is aesthetically pleasing and intuitive, and they have active profiles on **Facebook**, **Instagram**, **Twitter**, **YouTube** and **Pinterest**.



The Honest Kitchen homepage

## COMPETITION

### THE HONEST KITCHEN (cont.)

IT'S NOT A SLOGAN, IT'S A STANDARD™ —

# 100% HUMAN GRADE

We have a bone to pick with most mass-produced, feed-grade pet food brands. They use words like “natural” and “healthy” for feed-grade products that are far from acceptable to us. To ensure your pets eat the safest, healthiest and highest quality foods, insist on 100% human grade. It's a real standard no feed-grade food can claim.

The Honest Kitchen philosophy on their homepage

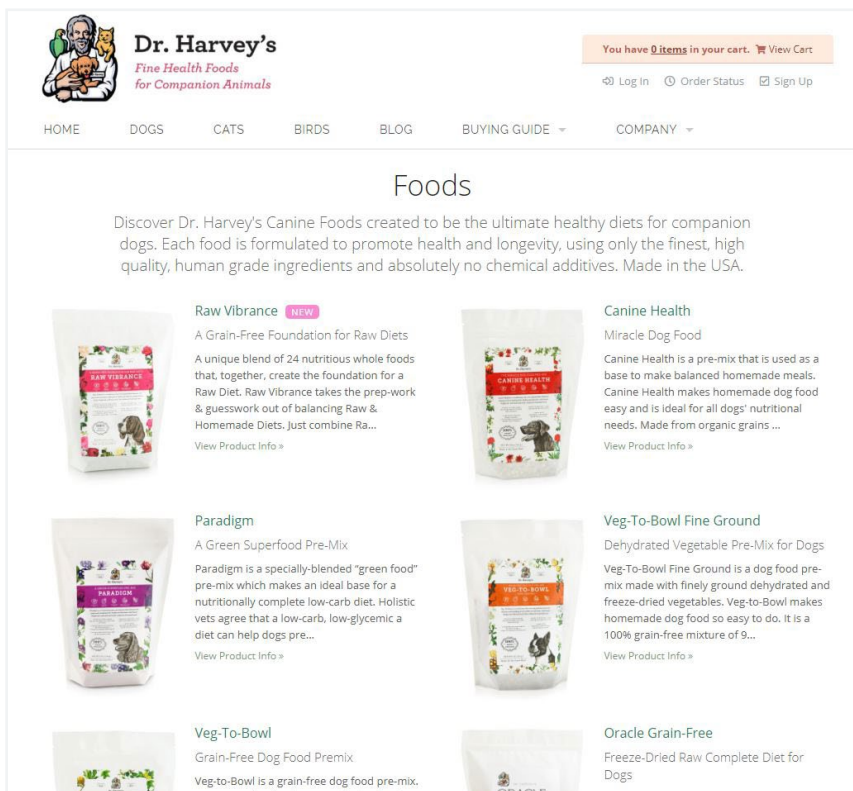
<p>The Honest Kitchen Grain Free...</p> <p>★★★★★ (433)</p>	<p>The Honest Kitchen Grain Free...</p> <p>★★★★★ (103)</p>	<p>Honest Kitchen Pour Overs</p> <p>★★★★★ (10)</p>	<p>The Honest Kitchen - Grain Free...</p> <p>★★★★★ (1)</p>	<p>The Honest Kitchen Whole Grain...</p> <p>★★★★★ (388)</p>
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Google results for popular products from The Honest Kitchen

## COMPETITION

### DR. HARVEY'S

Dr. Harvey's Fine Health Foods for Companion Animals claims to be the "first animal food producer in the ultra-natural and all-natural category of pet food." Similar to NutriCura, Dr. Harvey's food uses only human-grade, holistic ingredients. They do not use preservatives, synthetic additives, or coloring agents. Dr. Harvey's research and development team is headed by Dr. Brahma, who holds a Doctorate of food science and a specialization in animal nutrition. They offer pet foods for dogs, cats, and birds. However, their largest segment is dog food and they offer an assortment of treats, supplements, and foods. Their pre-mixes are most similar to NutriCura in that they are dehydrated cereals containing vegetable and fruit mixes. While some offer complete meals, most recommend adding fresh meat and oil or water to complete the meal. Dr. Harvey's boasts a loyal following and excellent reviews. They have several positive testimonials on their **website** and social media and reviews consistently above 4.6/5 on major review sites Google, Chewy, and Amazon.



Product detail from Dr. Harvey's website



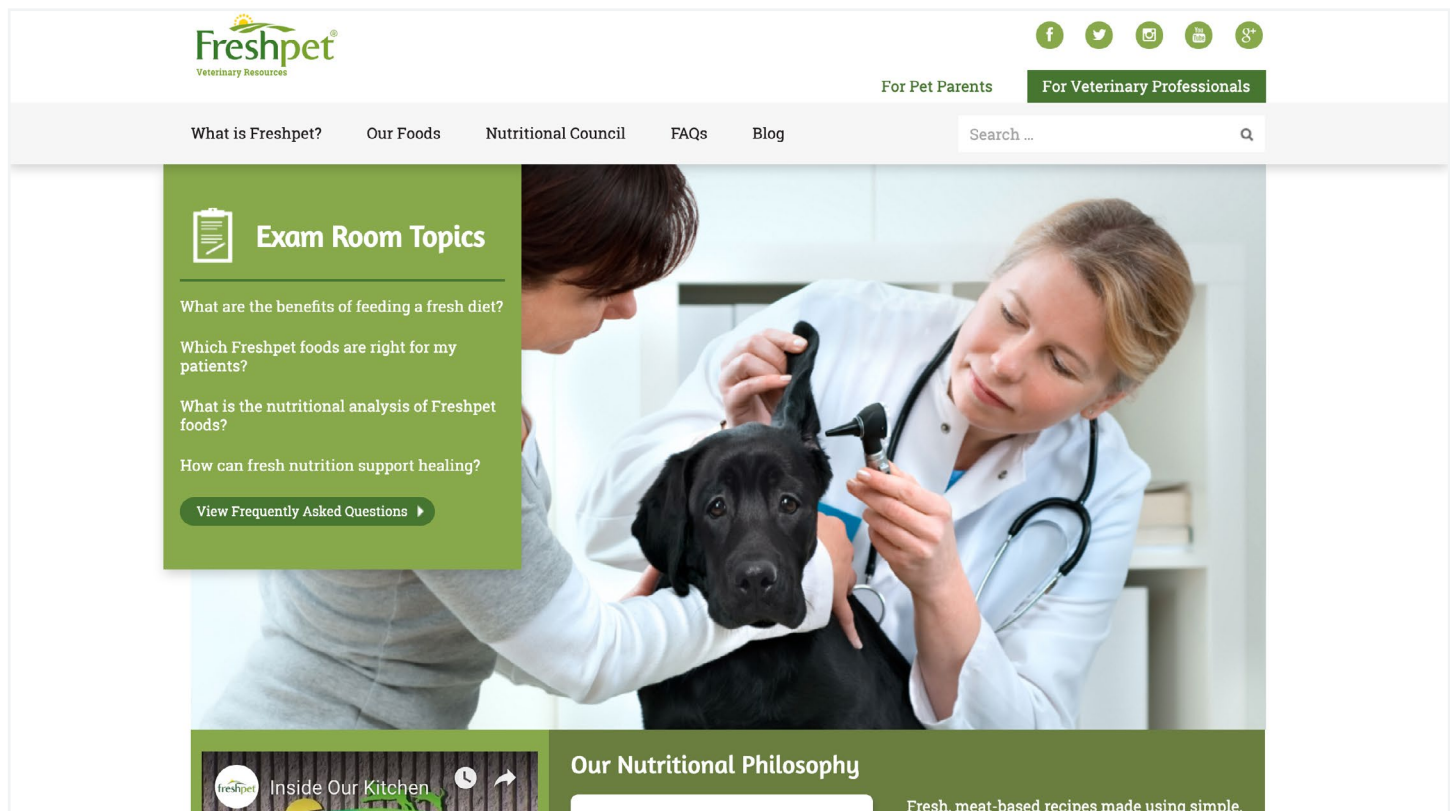
Amazon reviews for Dr. Harvey's product

Dr. Harvey's website

## COMPETITION

### FRESH PET

Fresh Pet is a dog food company focusing on quality dog and cat food with thoughtfully sourced ingredients. Their big differentiator is the emphasis placed on community outreach and sustainably sourced food. They maintain high standards for responsible farming and ranching practices with 100% farm-raised meat and all-natural fruits and vegetables sourced from and processed in the USA. They use low temperature steam-cooking, do not use meat powders, meals, or by-products. They are also preservative and filler free. FreshPet is highly popular due to its convenience. It is available at most major grocery stores and supermarkets in the refrigerated section. Most of their products have a shelf life of approximately 1 week. While it does not require a prescription, FreshPet is also promoted through veterinarians through the **FreshPet Vet Program**. The FreshPet product line is controversial among review sites due to its high fat content; however, through our research, we have found that pet parents mix FreshPet with other foods for variety and balance.



Fresh Pet homepage

## COMPETITION

### THE NUTRICURA DIFFERENCE

The majority of the pet food market is made up of kibbles and complete dehydrated meals. Certainly, there are other natural pet food products that use 100% human-grade ingredients and offer the same holistic practices as NutriCura. There are even lines that offer base mixes intended to be mixed with oil and fresh meat that have been in the market for years. However, few of these brands found during our research have been able to find firm footing in the veterinarian-exclusive medical pet food space and compete with Hills Science and Royal Canin. The other natural pet food brands have instead been operating primarily in the direct to consumer market both online and in some retail stores. While the trend is shifting to more and more companies using natural, healthy ingredients, the veterinarian-supervised diets have been largely isolated in their promotion of the standard medical kibbles.

## GENERAL COMMUNICATIONS STRATEGY

### CURRENT COMMUNICATIONS GOALS

In its initial start up state, NutriCura is currently focused on expanding overall communication efforts of the brand. As the brand continues to develop and grow, ongoing education of the benefits of NutriCura to target audiences, including veterinarians and pet parents, will play a key role in their success. Thus far, NutriCura has developed the following concept:

Create products that are an alternative option for U.S. veterinarians to offer to pet parents. NutriCura empowers the pet parent with human grade clean label ingredients to create medical diet at home under veterinary supervision.

The first steps necessary to begin achieving these goals is establishing an online digital presence, outside of the WellyTails brand, including a website, social media channels, etc.

### HOW DOES THE ORGANIZATION REACH THE PUBLIC?

Creating a streamlined conversion funnel for purchasing NutriCura is necessary in reaching and communicating with the public. NutriCura is currently analyzing and evaluating four potential sales plan options:

- Vets buy directly from NutriCura and stock products in clinic
- Vets order directly from NutriCura website. Pet parent is contacted to pick up shipment at clinic.
- Vets order directly from NutriCura website for pet parent. Pet parent is directly shipped product.
- Pet parent provides veterinary clinic code and orders directly from NutriCura. Pet parent pays full retail price and is directly shipped product. Vet office receives commission on monthly sales.

Making it as convenient and accessible as possible for the pet parent to continue to purchase NutriCura is key for repeat business. Of the presented sales plans, our recommendation is to provide the pet parent with option 4. This will ensure that the food is picked up by the pet parent and he/she does not have to go out of their way to purchase, which could potentially deter customers.

Sales plan option 3 provides efficiency for both parties but purchase decision is solely based upon the recommendation from the veterinarian and staff. Therefore, the pet parent is less likely to visit the NutriCura website. **Sales plan option 4 empowers the pet parent to directly interact with the brand, allowing more direct access and sales for NutriCura.**

## GENERAL COMMUNICATIONS STRATEGY

### SUGGESTIONS FOR INTEGRATED MARKETING COMMUNICATIONS

While NutriCura is available on the WellyTails website, creating and promoting the official launch of NutriCura under its new branding and online presence is key to establishing a strong foundation for the brand. Actively engaging with the target audiences for this launch is critical to establishing credibility in the veterinary and pet parent communities.

**Establish clear separation from WellyTails brand.** Create NutriCura's own branding (website, social media including Facebook and Instagram, and collateral. Join Facebook groups where communities already exist.

**Create targeted brand ambassador campaign for launch using target audiences.** Actively engage with selected pet parents and veterinary offices that have a wide reach and engagement to create credibility and establish a positive reputation in the community. Ask them to try the product, provide reviews/ feedback and share their experiences.

**Begin to create and grow email lists.** Host giveaway(s) to encourage interaction with brand via email submission. Provide those that sign up via NutriCura website with incentive.

### CLIENT'S POSITIONING AND BRANDING

Currently, NutriCura is grouped under the umbrella brand, WellyTails. Based upon the client's request, our recommendation is to separate out NutriCura, as to not create confusion for the consumer with the various products available from WellyTails.

With a red and black color scheme for the logo and a basic, utilitarian packaging, we would encourage the client to consider rebranding NutriCura to compete with its competition and appeal to consumers.

# GENERAL COMMUNICATIONS STRATEGY

## CURRENT SEO

Based upon the plan to separate WellyTails from NutriCura, we recommend ensuring the new website implements standard SEO practices such as meta tags, keywords, etc. We would highly encourage setting up Google Analytics for the website as well to discover traffic insights and conversion rates. As many of the competitors are well established, we recommend analyzing their current strategies as well.

## SOCIAL MEDIA AND ONLINE PRESENCE

Currently located solely on the WellyTails website, the brand has not established a separate digital presence on any social media channels. Understanding the target audiences and the platforms they are active on, we recommend setting up the following channels: Facebook, Instagram, and Pinterest with the associated content below.

### FACEBOOK

- Share educational tips & blog posts
- Engage with pet parents
- Encourage them to share their favorite recipes/products
- Host webinars/Facebook Live with tips from Vets/professionals

### PINTEREST

- Creation of veterinary approved dog food recipes using NutriCura products, focused on pet parents searching for:
- Dog food recipes
  - Dog food recipes vet-approved
  - Dog food recipes homemade

### INSTAGRAM

- Actively share pictures of pets/pet owners that use NutriCura
- Engage with influencer community of vets and dog influencers

## SWOT ANALYSIS

- Pre-existing parent brand already in the market
- Seized opportunity within pet medical diet niche and now creating a new offering in the medical diet sector (natural)
- Aligned with current ongoing trend of healthier / natural food options
- Unique product design of having pet owners use fresh meats and oils
- Have defined their target markets clearly

# S

### STRENGTHS

- No current established connections to vet clinics in the US
- Sales plan not yet solidified
- Products have high price point
- Pet meal requires more effort than typical kibble
- Lack of education in the market about the benefits of a base with fresh ingredients added (small market)
- Less capital than competition for growth and marketing
- No current digital outreach for NutriCura alone (SEO, social, etc.)
- Prescription is less convenient than ordering food, could affect sales

# W

### WEAKNESSES

- Differentiation from competitors as pioneer in natural medical pet food
- Opportunity to learn from competitor strengths and weaknesses
- Online selling can remove middle men distributors and make it easier to connect vets directly to the brand for ordering
- Word of mouth referrals via pet parents practicing natural diets

# O

### OPPORTUNITIES

- Well-established existing brands in sector may make entry difficult
- Possible trends shifting out of favor of natural products
- Pre-existing contracted relationships between vets and existing medical dog food brands
- Some pet parents may be hesitant to put in extra work and money necessary to prep meat and oil in addition to the base mix
- Differentiating from other WellyTails products may lead to weakened perceived validity / reputability; NutriCura could lose association with Welly Tails

# T

### THREATS

## CONCLUSION


After conducting a thorough evaluation of NutriCura's current situation as an emerging sub-division of the Welly Tails brand as well as its current place in the medical pet food market, Galhaus was able to understand the brand's current position in preparation for making informed communications suggestions for its future.

The brand's strong focus on human-grade clean label ingredients could make it a catalyst for a major shift in the medical pet food industry. However, several well-entrenched competitors prove to be a challenge for NutriCura's emerging place within the market, despite the controversial nature of many of their filler-packed products. Nonetheless, NutriCura's vet exclusive natural medical pet food alternative base mix has the potential gain significant traction in two unique niche markets: veterinary professionals who advocate for natural prescribed diets and pet owners / animal lovers who are willing to put more money and effort towards their pet's health. The key will be in implementing a clear communication strategy based on our informed recommendations in order to boost awareness of NutriCura and how it differs from even some of its natural pet food competitors. By setting apart NutriCura from the umbrella of Welly Tails and creating its own digital brand presence by building strategic online content, NutriCura will likely see increased awareness of its product and eventual sales growth, leading to greater success for the organization in achieving its mission of providing honest nutrition for pets.

## APPENDICES

### NUTRICURA WEBSITE

TOLL FREE 1 844 935-5982
LOG IN
CART (0)
CHECKOUT



HOME
SHOP
CANADA
TESTIMONIALS
BLOG
ABOUT US
CONTACT US
SHIPPING

FREE SHIPPING ON ORDERS OVER \$34.95 BEFORE TAXES






## FANTASTIC Product! Can't Say Enough Good Things!!! I use WellyTails Joint Supplement for my Golden Retriever with hip dysplasia.

He was also on a high dose of Metacam before, but now been weaned off of the medication at the vet's recommendation. Thanks to this product my dog is kept medication and most importantly SYMPTOM-FREE! Ashley M

All Natural Ingredients No Artificial Colors No Artificial Flavors No Fillers






OUR PRODUCT BRANDS






Earn Rewards

Welly Tails homepage which features NutriCura product, among others

Shop


NutriCura All Natural D...  
\$29.95 was \$34.95
HILARY'S BLEND JUST ...  
\$36.95
HILARY'S BLEND JUST ...  
\$84.95

NutriCura product detail featured in product lineup on WellyTails homepage

## APPENDICES

### NUTRICURA WEBSITE (cont.)

TOLL FREE 1 844 935-5982
LOG IN
CART (0)
CHECKOUT


HOME
SHOP
CANADA
TESTIMONIALS
BLOG
ABOUT US
CONTACT US
SHIPPING

[Home](#) > [NutriCura](#) > NutriCura All Natural Dog Food BASE MIX for Healthy Adult Dogs

#### NUTRICURA ALL NATURAL DOG FOOD BASE MIX FOR HEALTHY ADULT DOGS

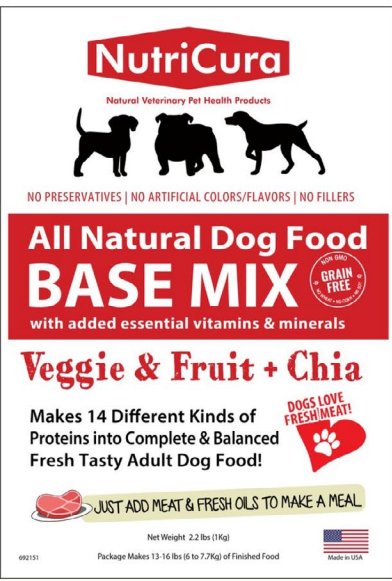
NUTRICURA ALL NATURAL AAFCO DOG FOOD BASE MIX CAN BE USED WITH 14 DIFFERENT PROTEINS TO MAKE DOG FOOD AT HOME FROM FRESH MEATS AND OILS THAT WILL MEET AAFCO COMPLETE & BALANCED REQUIREMENTS FOR HEALTHY ADULT DOGS.

**\$ 29.95 ~~\$ 34.95~~**





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ADD TO CART

[Tweet](#)
[Share](#)
[Pin It](#)
[Add](#)
[Email](#)



6.5" WIDE X 9.5" HIGH

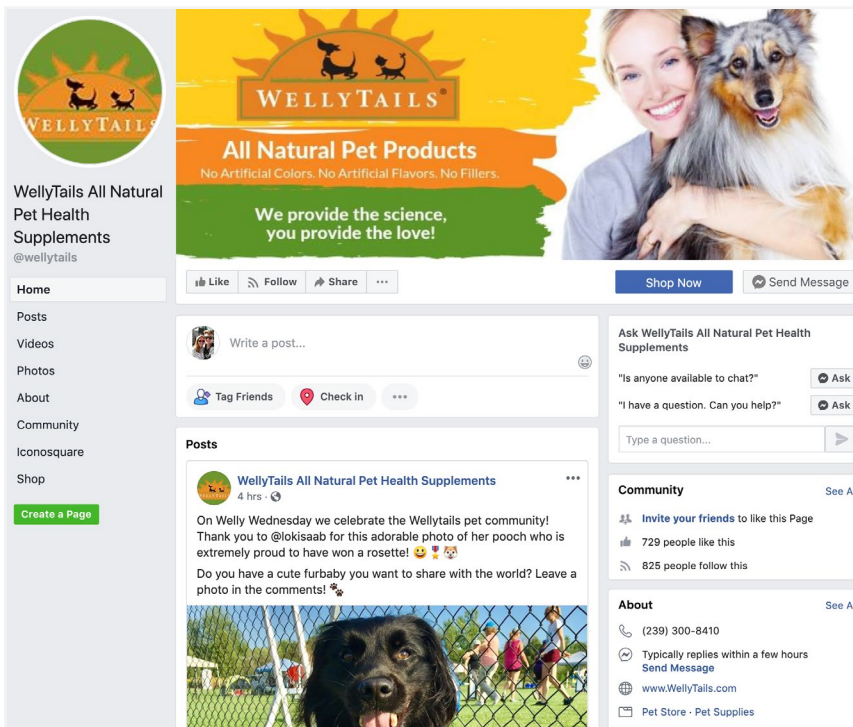





[Earn Rewards](#)

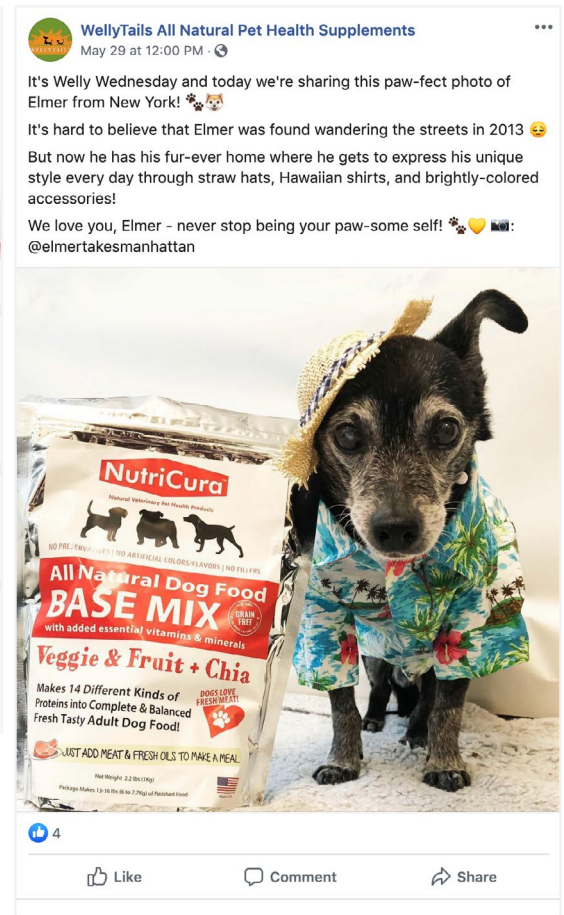
NutriCura product page on WellyTails website

## APPENDICES

### CURRENT BRANDING EXAMPLES



WellyTails Facebook page




NutriCura product featured on WellyTails Facebook page





Current NutriCura logo and slogan

## APPENDICES

### GOOGLE RANKING



[All](#)
[Maps](#)
[Videos](#)
[Images](#)
[Shopping](#)
[More](#)
[Settings](#)
[Tools](#)

About 6,270 results (0.33 seconds)







**NutriCura - Home | Facebook**  
<https://www.facebook.com/...> > ... > Other > Brand > Vitamins/Supplements > NutriCura ▼  
 Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

**Collections - WellyTails Inc.**  
<https://www.wellytails.com/collections/> ▼  
 Home Product Collections. Nutricura. 1 item · SUPERSAUCE Kibble Topper. 0 items · SuperSauce Kibble Topper Cat. 0 items · SuperSauce Kibble Topper Dog.

**NutriCura All Natural Dog Food BASE MIX for Healthy Adult Dogs ...**  
<https://www.wellytails.com/products/nutricura-all-natural-aafco-dog-food-base-mix/> ▼  
 \$29.95 - In stock  
 NutriCura All Natural AAFCO Dog Food BASE MIX can be used with 14 different proteins to make dog food at home from fresh meats and oils that will meet ...

**Products - WellyTails Inc.**  
<https://www.wellytails.com/collections/all/> ▼  
 2019 WellyTails Inc.. All Trademarks are the property of their respective owners. WellyTails, WellyChef, NutriCura, WAGGOH! and SuperSauce are Trademarks ...

**Images for nutricura**

[→ More images for nutricura](#)
[Report images](#)

**NUTRICURA Trademark Application of WellyTails, Inc. - Serial ...**  
<https://trademarks.justia.com/867/46/nutricura-86746696.html>  
 NUTRICURA is a trademark of WellyTails, Inc.. Filed in September 3 (2015), the NUTRICURA covers supplements for pets.

Current Google ranking

## APPENDICES

### INTERVIEW 1: PET PARENT #1

Melissa Searing: dog-owner of one dog with Inflammatory Bowel Disorder and one “healthy” dog. Uses only natural and holistic foods.

*Interview Date: Sunday, June 2, 2019.*

#### **What types of things do you look for when researching dog foods for your dog?**

Human-grade, natural, often organic but not 100% necessary, the cost is a factor but willing to pay more for quality ingredients, complex grains or grain-free, novel proteins are a big plus.

#### **Are there any “red flags” or ingredients that make you not want to purchase from a particular brand?**

Non-recognizable ingredients, fillers, wheat & corn, ignores most grocery store big-name foods (Iams, Pedigree, etc.), cheap price is bad (you get what you pay for), no kibble-only diets.

#### **Where have you found dog foods before? Did you do online research? Vet referral? Etc.**

Most frequently through online forums and facebook groups dedicated to natural dog foods and dogs with IBD. Referrals from other pet parents and review are valued. The vet has recommended supplements that she uses. The vet recommended Hills Science but she did not trust it due to the belief it was sponsored and because she has done her own research on those medical kibbles. Conducts a lot of online research and studies ingredients before deciding on a product. Has also tried raw and all home-cooked diets for the dog with IBD. Also checks dogfoodadvisor.com.

#### **Where do you typically purchase your dog food? What about other necessities?**

Care-a-lot for some food and all other necessities. Online for specialty dog food.

#### **What types of dog foods have worked for you and which have not?**

Diet for dog with IBD: cooked ground turkey breast, pumpkin, sweet potato, salmon oil, Dr. Harvey’s dog food base, BalanceIT nutrition supplement (4x day in small doses). She meal preps 2 days at a time.

Things that have not worked: Hills Science, Merrick, and raw.

Diet for dog with no dietary issues: Health Extension kibble, fresh pet chicken pate, BalanceIT nutrition supplement, salmon oil occasionally

#### **Are you willing to regularly cook ingredients for your dog or to supplement your dog’s nutrition? Why or why not?**

Yes, and she does. She sees dogs as children and will do whatever she needs to in order for them to be healthy.

## APPENDICES

### INTERVIEW 1: PET PARENT #1 (cont.)

#### How much are you willing to spend on high-quality dog food?

No set budget, but does reject items she feels are overpriced. She judges based on how many meals she can get out of it. Will pay more for food that works for IBD dog since she is so sensitive. Links at the bottom for products she buys with pricing.

#### How important are the following things when selecting a dog food on a scale of 1-5?

- a. Human Grade Ingredients - 5
- b. Organic - 3
- c. Grain-free - depends on the dog (IBD needs it, other does not)
- d. Non-GMO - 4
- e. Price - 2
- f. Backed by research/credible source - 5
- g. Referral - 2
- h. Brand Recognition - 2
- i. Reviews/Online reputation - 5

#### Has a vet ever recommended to you a natural or organic medical/therapeutic diet? If so, what brand?

The vet recommended Hills Science. It did not work. She also researched it and was not comfortable with the ingredients. The vet recommended BalanceIT nutrition supplement and she does use this product.

#### What brands/products do you use for your dog regularly?

- [BalanceIT](#) (also uses [this online tool](#) to meal plan and make sure prepped food is balanced)
- [Dr. Harvey's](#) dog food base
- [Health Extension](#) kibble
- [FreshPet Pate](#)
- [Honest Kitchen](#)

Other Notes: Does not think prescription foods are convenient and would rather do her own research and purchasing. She does not believe that Hills Science is a main competitor for a dog food base, even if it is medical. Based on the opinions in her online forums, she typically sees that dog owners who are willing to cook meat for their dogs have already researched the benefits of adding meat/oil to the food and would not buy a kibble-only product. She believes most are of the opinion that vets are paid to promote those products and “nutrition-savvy” pet owners recognize the junk ingredients in them.

## APPENDICES

### INTERVIEW 2: PET PARENT #2

Joanne Pollack: dog-owner of a dog with digestive issues and food allergies. Uses prescription dog food, non-prescription dog food, and supplements with human food for flavor.

*Interview Date: Tuesday, June 4, 2019*

#### **What types of things do you look for when researching dog foods for your dog?**

Looks first at the Ingredients label and wants food with no fillers and “junk” (wheat/byproduct). Made in the USA is important to her.

#### **Are there any “red flags” or ingredients that make you not want to purchase from a particular brand?**

She does not buy things with wheat or anything that is heavy with “meals” and “byproducts.” If a product has a very long shelf life, she does not buy it because she knows it must be full of preservatives. Prefers perishable food. Nothing made in China or other Asian countries.

#### **Where have you found dog foods before? Did you do online research? Vet referral? Etc.**

She takes the vet’s recommendation very seriously because she knows they have the expertise. She also talks to friends and other people who have dogs with dietary issues. She does a lot of online research after receiving a recommendation. She also said she is influenced by advertising. Good commercials and ads will at least make her go look at the ingredients label to see if she wants to buy. It was also work in reverse. She said she saw an article on Facebook that listed the “10 worst foods” and she says she would never look twice at them no matter if it is real or not. She also researches sites like Chewy and DogFoodAdvisor to check for recalls and will avoid brands with many of those.

#### **Where do you typically purchase your dog food? What about other necessities?**

She buys Hills Science from the vet. She buys FreshPet from the grocery store but has also bought medical dog food from her local boutique pet store (Lil’ Bit Ranch Supply). She feels that the things at the boutique pet retailer must be of higher quality than the mass-produced grocery store products.

#### **What types of dog foods have worked for you and which have not?**

She doesn’t use just one type of food because she likes to mix up the dog’s diet so it isn’t boring. She buys both the cans and kibble of Hills Science for her dog’s stomach issues. When the dog is feeling better, she uses Nutro but always mixes the kibble with other things. She often adds turkey, carrots, boiled chicken, white rice, cottage cheese, and other things. She tried Little Ceasar and Blue canned wet food in the past but abandoned them after researching ingredients and hearing about recalls.

Her favorite thing is FreshPet. She mixes it with Hills Science kibble, Nutro kibble, or serves it by itself. She likes that it is perishable, has a short recognizable ingredient list, comes in small servings (her small dog can finish it before it spoils), is available at the grocery store, and smells good enough to eat.

## APPENDICES

### INTERVIEW 2: PET PARENT #2 (cont.)

**Are you willing to regularly cook ingredients for your dog or to supplement your dog's nutrition? Why or why not?**

Yes. She has never been a fan of plain kibble or serving the same thing every day. She treats her dogs like family and wants to give them something that is good for them, tastes good, and isn't boring. Taste is just as much a factor for her as nutrition and she is willing to cook for them like her children.

*"If I were a dog, I wouldn't like it dry kibble every day. It would be like eating cheerios with no milk."*

**How much are you willing to spend on high-quality dog food?**

Since she has a small dog, she will pay more for things that come in small batches. No set budget, she just goes off of how many servings she will get. Will pay more at the boutique pet retailer.

**How important are the following things when selecting a dog food on a scale of 1-5?**

- a. Human Grade Ingredients - 4
- b. Organic - 2
- c. Grain-free - 4/5
- d. Non-GMO - 3
- e. Price - 1
- f. Backed by research/credible source - 5
- g. Referral - 5
- h. Brand Recognition - 5
- i. Reviews/Online reputation - 5

**Has a vet ever recommended to you a natural or organic medical/therapeutic diet? If so, what brand?**

The vet recommended Hills Science.

**What brands/products do you use for your dog regularly?**

- Hills Science
- FreshPet Pate
- Nutro
- Lil' Blue

## APPENDICES

### INTERVIEW 3: PET PARENT #3

Robin Cannon: dog-owner of a dog with allergies. Uses prescription food.

Interview Date: Tuesday, June 4, 2019

#### **What types of things do you look for when researching dog foods for your dog?**

Dog is allergic to everything except oats so she pays close attention to the ingredients list.

#### **Are there any “red flags” or ingredients that make you not want to purchase from a particular brand?**

She does not like grocery store foods for her dog because of her extreme sensitivities so she only buys prescription food. If it does not have her vet's recommendation, she will not buy it. Nothing made in China. Negative reviews and recalls are red flags.

#### **Where have you found dog foods before? Did you do online research? Vet referral? Etc.**

She takes the vet's recommendation very seriously because she knows they have the expertise. Prefers to buy there. Before the dog started having issues, she used lams but then quickly turned to the prescription food after the vet recommend it for her severe breakouts. The vet recommended a few brands and she researched Hills Science and felt comfortable with its reputation.

#### **Where do you typically purchase your dog food? What about other necessities?**

Food only from the vet. Other things from PetSmart. She does buy frozen treats occasionally from grocery store.

#### **What types of dog foods have worked for you and which have not?**

lams did not work and dog had bad skin reactions.

#### **Are you willing to regularly cook ingredients for your dog or to supplement your dog's nutrition? Why or why not?**

She would if she absolutely had to but does not have time to do it regularly. She also wouldn't know what to feed them. Her dog really enjoys her current dog food.

#### **How much are you willing to spend on high-quality dog food?**

Cost is a factor but she will spend more if she needs to. She has a big dog so \$50-\$60 a bag is fair.

## APPENDICES

### INTERVIEW 3: PET PARENT #3 (cont.)

How important are the following things when selecting a dog food on a scale of 1-5?

- a. Human Grade Ingredients - 1
- b. Organic - 3
- c. Grain-free - 5
- d. Non-GMO - 1
- e. Price - 3
- f. Backed by research/credible source - 4
- g. Referral - 5
- h. Brand Recognition - 5
- i. Reviews/Online reputation - 5

Has a vet ever recommended to you a natural or organic medical/therapeutic diet? If so, what brand?

The vet recommended Hills Science.

What brands/products do you use for your dog regularly?

- Hills Science
- Frosty Paws

## APPENDICES

### INTERVIEW 4: VET OFFICE MANAGER

Sarah Smith: Office Manager of Fulton Animal Hospital.

Interview Date: Tuesday, June 4, 2019

#### How often would you say you prescribe special diets for your clients?

We typically prescribe temporary medical diets for patients having specific issues, but these diets are never meant to be long-term. If they have a medical problem, we prescribe a medical diet 100% of the time. I'd estimate 10-15% of patients per week receive a medical diet prescription out of all patients we see.

#### What is your opinion on the quality and subsequent health impact of brands such as Hills Science Diet and Royal Canin medical pet food varieties, both for healthy and ill pets?

I think they're great. I have more experience with Royal Canin than Hills Science Diet but bits all good. They have worked out for the majority of patients I've experienced, including my own dog who is a Boxer at 15 years of age, which is not common. Compared to the smaller boutique brands, the big-name science diets generally have more resources to conduct research and continually test to improve their product, and they have historically proved to be successful.

#### Do any of your clients have opinions, express interest in, or express concern about the specific ingredients found in common medical pet foods like Hills Science Diet and Royal Canin? Please elaborate.

Of course. Hills Science Diet and Royal Canin all list byproduct ingredients but other companies like Blue Buffalo kind of get away more often with listing vague ingredients. For the medical products, those byproducts usually mean good things like livers vs. more strange ingredients on the non-veterinary exclusive pet food options that often contain beaks, etc. We get a lot of questions about grain-free which is popular now so there is a lot of positive interest, but recently one concern is a potential link to heart disease. I've actually had a client who went from a grain-free diet back to a grain diet because of recent concerns with grain-free diets. One of our doctors takes a strict stance of "no grain-free diets." If they're allergic to grains, that's one thing, but grains contain lots of essential nutrients for your pet's well-being.

#### Do you think your clients would be interested in a natural/organic medical pet food alternative?

Yes, and some of them have been. We stock Blue Buffalo which now makes a veterinary exclusive diet, so it's not something you can buy at the store. My only concern with a product like NutriCura is that with a do-it-yourself base mix many of our clients are so set in their ways that they might struggle to adapt to a new routine.

## APPENDICES

### INTERVIEW 4: VET OFFICE MANAGER (cont.)

**What needs, challenges and frustrations do you have as a vet owner surrounding this topic? Have your clients expressed any needs, challenges and frustrations surrounding this topic?**

My concern is not with the nutritional value of the diet. While we believe that science diets do work well, I also think a natural diet would work well, too. I like that NutriCura is a base mix with nutrients already provided. Some clients who have reported cooking full diets for their pet (which isn't recommended) are probably not giving their pet enough nutrients. My concern is more with the method of adapting a product like that to our practice and to our clients who aren't necessarily used to that. We find that people are very set in their ways, whatever those may be. One big thing is our 100% guarantee that if their dog doesn't like it they can bring it back for a full refund.

**What drives you to make medical pet food purchasing decisions for your practice?**

I purchase primarily based on what we're used to selling. Royal Canin has always been the number #1 diet we prescribe. We brought in Blue Buffalo as an alternative, but not a lot of people have expressed interest in buying that over the others.

**What do you think drives your clients' purchasing decisions for these types of products?**

Our recommendation, primarily. Since we do keep Royal Canin in stock, it's usually available to purchase at the moment we prescribe the diet to them. There are times that those diets won't work, and we need to find something that works for specific clients (requesting grain-free, etc.). In that case we will do a special order based on their needs.

**Describe how you obtain and stock medical pet food, how you make recommendations or prescribe these foods, and how you distribute it to your clients. What media do you currently use to purchase these products? What frustrations, opinions or positive comments can you make about the process of obtaining these products? What would be your ideal method of obtaining these products?**

I order online through the Royal Canin website where our hospital has a special profile setup for our practice. It's an easy ordering process once you become accustomed to the website. For Blue Buffalo, Purina and Hills I order through a vet distributor who also provides supplies, medications, etc. The products ship to our office where clients can pick them up. We prefer to have to OK everything so we would never have clients ordering for themselves. We only carry a limited amount of food, but we do stock twice a week and it typically flies off the shelf.

**Would an affiliate system (monthly commission check to vet) be of interest to you when working with a medical diet supplier?**

Yes, if we were able to sell enough of the product. I would think that to start off we would need to order by request from clients, instead of stocking a certain amount regularly.

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# NUTRICURA

## LOGO REDESIGN PROPOSAL

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NutriCura Logo  
Rationale  
Typography  
Brand Manifesto



## RATIONALE STATEMENT

### REBRANDING NUTRICURA

Currently, medical pet food brand NutriCura is housed under their parent company, WellyTails. In an effort to reduce confusion and establish NutriCura as its own distinct brand, the client has opted to separate the two, allowing for a more effective focus on the natural, vet-exclusive products that the NutriCura line offers. Galhaus encourages this move as we see it as beneficial to their communication strategy.

Further, we recommend a rebrand of NutriCura's visual elements in order to create a stronger identity in the pet food industry, and to better appeal to their two target audiences.

The timing is perfect for NutriCura to rebrand. They are a young company that is just getting started with their online presence, but they are not naive; the industry is dominated by well-entrenched conventional

pet food companies. NutriCura's goal of becoming the new, alternative medical pet food option requires a paradigm shift in vet clinics. To achieve this, it's essential that they have a uniform and visually stunning IMC to be taken seriously. Also, as online shopping for pet food has grown exponentially in the past few years, it's vital that NutriCura work to establish themselves as a familiar brand in the digital landscape.

### OUR PROCESS

To begin the rebrand, Galhaus started with NutriCura's most frequently seen visual element: their logo. All members of Galhaus started by sketching a series of unique logo options that they felt best represented NutriCura's identity and mission. Draft logos ranged from lettermarks to wordmarks, symbols, abstracts, mascots and emblems. After multiple rounds of voting, Galhaus selected a combination mark that includes the wordmark of 'NutriCura' paired with symbols. The logo offers literary cues into what the brand is about, while symbols nod to the brand's natural product line and also hint toward an abstract paw print.



## RATIONALE STATEMENT

Next, Galhaus transformed the paper and pencil logo into a digitized version with a carefully curated color palette and font choice. Many factors played into decisions for the rebranded design. First, we wanted to create an aesthetic that targets the audience most likely to interact with the NutriCura brand: forward-thinking vets and devoted pet parents that are willing to go the extra mile, care about clean label foods, and want a brand they can trust. Because the product line is vet-exclusive, a professional feel was important. It also needed to be versatile and able to adapt to all of our brand's needs, considering the logo will be used at varying sizes and orientations. Finally, given the demographics of the brand's target audience, we wanted a logo that would appeal to both men and women, baby boomers and millennials, dog and cat people. Inclusivity was a must.



As we digitized, color came first. At present, NutriCura uses a red and black scheme for their logo and basic, utilitarian packaging. This was not surprising to see, as many popular pet food brands use red as their primary color, and color psychology ties red with appetite. However, we knew we could create a unique color palette that is just as effective in energizing the consumer, yet also speaks to the brand's natural approach. We want to distinguish NutriCura in the market. Representing their use of the freshest ingredients, we chose to go with a bright and fresh palette made up of shades of orange, green, and blue. We wanted the colors used to reflect the same feel and heart behind the brand while still maintaining a modern and innovative look. With the use of color psychology, we created our palette to speak to both veterinarians and pet parents. The use of green represents nature, symbolizes growth, and speaks to the mind and body nutrition that NutriCura provides. The orange represents energy, happiness, and success, and the blue symbolizes trust.

## RATIONALE STATEMENT

### TYPOGRAPHY

Next, Galhaus chose the wordmark font. We went with sans serif Futura PT Book for its crisp, fresh look, using all caps to find balance with its symbol pair to the left. We wanted something that was modern yet refined, grounded yet welcoming. Words that inspire our aesthetics for the rebrand include: clean, bright, trustworthy, natural, and happy. We selected a font that presents such a personality.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Futura PT Book*



*Full Color Logo*



*Grayscale Logo*



*Small Scale Logo*



*Favicon*

### CONCLUSION

Creating and promoting the official launch of NutriCura under its new branding and online presence will be key to establishing a strong foundation for the brand. To start the effort, Galhaus created a logo tailored to the true identity and mission of the brand. Next up, we'll take the logo into marketing materials and website design as we continue to develop a cohesive IMC for the company.

## BRAND MANIFESTO

We are the pet food people, where **ANIMALS ARE FAMILY**, nutrition is life, and our ingredient labels are as spotless as the kitchen where we prepared them. We are



We formulate **VET-APPROVED, MEDICAL PET FOOD** that is human grade, grain and raw optional, and scaled to perfection to easily ensure **OPTIMAL NUTRITION** for your furry friends. Because we believe that pet health starts with the food they eat and the quality of the ingredients they consume, we are committed to creating the most **NUTRITIOUS + DELICIOUS** base possible for a wholesome dietary regimen.

### **PETS THAT EAT NUTRICURA DON'T JUST LIVE, THEY THRIVE**

We work with forward-thinking vets and loving pet parents. We are science-based and heart-focused. We are a no filler, no by-product, no nonsense brand. And we're here to make

**meals that delight + products you can trust**



## CREATIVE BRIEF + BRANDING GUIDE

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**Creative Brief**  
**Target Audience**  
**Creative Strategy**  
**Approach**  
**Consumer Insights**  
**Positioning**  
**Attributes & Tone**  
**Logo Usage**  
**Style Tile**  
**Mood Board**  
**Messaging Guidelines**



# CREATIVE BRIEF

## CREATIVE BRIEF

### CLIENT INFORMATION

NutriCura  
John Leveris, Co-Founder, WellyTails

### PROJECT NAME

NutriCura: Rebrand & Comprehensive Digital Strategy

### DESCRIPTION

NutriCura is a veterinary exclusive product brand that is being launched within the WellyTails umbrella organization in the hopes of providing a natural and healthy alternative to competing medical pet diet brands. The Galhaus creative team has been assigned an opportunity to create an all-encompassing digital strategy to help create a distinct and separate brand identity for NutriCura. By building its digital presence, we hope to help the brand better reach its two primary target markets of veterinary clinics and caring pet parents.



## OVERVIEW

### ABOUT WELLYTAILS

NutriCura is one of 5 U.S. trademarked products under the WellyTails brand of premium pet products. WellyTails, initially founded in 2009 and launched in the U.S. in 2012, is a company that is entirely focused on science-backed healthy pet foods. They focus on evidence-based ingredients and natural, holistic practices to ensure pets are getting the best possible nutrition. The staff is small, headed by Co-Founder and CEO John Leveris along with 6 passionate team members with backgrounds in animal nutrition. Their family-based, lean team allows WellyTails to focus on the most important part of their business: providing evidence-based healthy diets to pets.



### NUTRICURA

NutriCura offers a new veterinary clinic exclusive line of premium, natural pet food bases designed for pet parents in need of medical diets for their animals. The brand offers different bases which are specially formulated for medical conditions diagnosed by veterinarians: weight management, skin and food sensitivity, kidney health, digestion issues, joint health and cancer patient diets. The brand is designed to appeal to veterinarians and pet parents who want a healthy and natural alternative to conventional medical pet brands. The product line uses all human grade, clean label ingredients: grain-free dehydrated vegetable and fruit bases and specific vitamin and

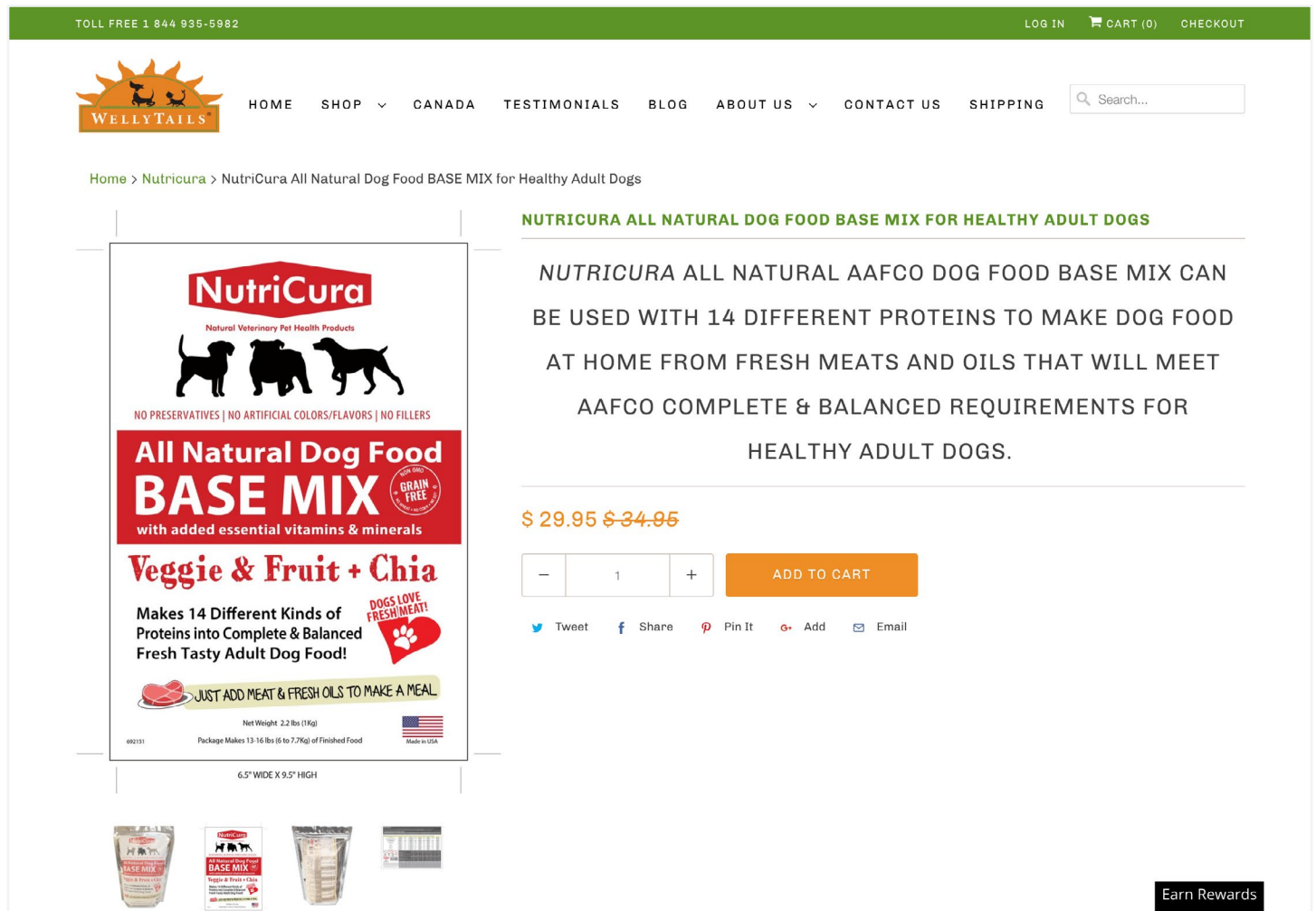
mineral doses approved by the National Research Council for each medical condition. When used temporarily under the supervision of a licensed veterinarian and used with the addition of recommended healthy proteins and fresh oils, the product provides the best natural medical diet to aid in a pet's safe recovery.

Although NutriCura has not yet launched, upon its release it will be exclusive to veterinary clinics and will only be available for purchase with a veterinarian diagnosis and referral, unlike other WellyTails products which are openly available to buy online.

## OBJECTIVE

## CURRENT COMMUNICATIONS SITUATION

Currently NutriCura operates as a sub-brand within the already established WellyTails organization. Aside from its own small product page on their current website, NutriCura has no other existing web presence. Our mission is to create an all-encompassing digital strategy to rebrand NutriCura and promote it as a separate brand from its parent organization. In the process we aim to create new brand materials ranging from a website to social media content so that it can better reach its target audiences as a result.



TOLL FREE 1 844 935-5982 LOG IN CART (0) CHECKOUT

WELLYTAILS HOME SHOP CANADA TESTIMONIALS BLOG ABOUT US CONTACT US SHIPPING Search...

Home > NutriCura > NutriCura All Natural Dog Food BASE MIX for Healthy Adult Dogs

**NUTRICURA ALL NATURAL DOG FOOD BASE MIX FOR HEALTHY ADULT DOGS**

NUTRICURA ALL NATURAL AAFCO DOG FOOD BASE MIX CAN BE USED WITH 14 DIFFERENT PROTEINS TO MAKE DOG FOOD AT HOME FROM FRESH MEATS AND OILS THAT WILL MEET AAFCO COMPLETE & BALANCED REQUIREMENTS FOR HEALTHY ADULT DOGS.

\$ 29.95 ~~\$ 34.95~~

— 1 + ADD TO CART

Tweet Share Pin It Add Email

**NutriCura**  
Natural Veterinary Pet Health Products

NO PRESERVATIVES | NO ARTIFICIAL COLORS/FLAVORS | NO FILLERS

**All Natural Dog Food BASE MIX**  
with added essential vitamins & minerals

**Veggie & Fruit + Chia**

Makes 14 Different Kinds of Proteins into Complete & Balanced Fresh Tasty Adult Dog Food!

DOGS LOVE FRESH MEAT!

JUST ADD MEAT & FRESH OILS TO MAKE A MEAL

Net Weight 2.2 lbs (1kg)  
Package Makes 13-16 lbs (6 to 7.7kg) of Finished Food

6.5" WIDE X 9.5" HIGH

Earn Rewards

NutriCura product page on WellyTails website

## TARGET AUDIENCE

### PRIMARY AUDIENCE

We are looking primarily at veterinarians at private and public companion animal exclusive veterinary practices and animal hospitals. Members of this audience are primarily Caucasian women, averaging age 44, with most common education level being the post-secondary Doctorate degree. While there are veterinarians worldwide who fit NutriCura's target audience demographics, we will focus primarily on those within the United States, with the largest percentage of them practicing in CA followed by TX, FL, NY and PA.

Members of this demographic are methodical operators, but they are also animal lovers just like pet owners. They are trained and knowledgeable medical professionals who have top-level decision-making capabilities and the credibility to make strategic medical recommendations for their clients, with the pet's health and happiness of those pets their ultimate priority. Especially in the circumstance of a pet's sudden illness or ongoing medical condition, they understand the importance of a specialized nutrient-packed diet for a safe and effective recovery.



Many veterinarians work with loyal clients for many years, providing medical care for multiple pets per family, and as a result are very familiar with the pet care habits of their clients. This can be both a benefit and a detriment when considering a new medical diet option that will require more work to prepare at home; some pet parents are resistant to change while others seem open to diet alternatives if it means improving their pet's health.

Members of this audience are primarily digital immigrants who were not raised in a digital environment and have had to adapt to changing new technology as adults. They range from avoiders and reluctant adopters who prefer minimal technology or struggle to use it with ease, to enthusiastic adopters who embrace technology and see the value of it, especially in the workplace. These individuals check email regularly, own smart phones, and participate in some social media.

## TARGET AUDIENCE

### SECONDARY AUDIENCE

Members of our secondary audience are loving pet owners, both men and women primarily of the millennial and baby boomer generations residing mostly in urban areas within the United States, with the highest level of pet ownership falling in households with incomes higher than \$75k (dog owners), or lower than \$50k (cat owners).

We consider members of this demographic to be humanistic caregivers; health enthusiasts who would do anything for their pet, and who consider their pets to be part of their family. They are extremely digitally connected and easy to reach via various digital channels, as frequent users of social media and general internet browsing via smart phones. They are more likely to shop online for their pets than any other generation. These “dog people” strongly identify with their dogs, often defining themselves in terms of their relationship with their dog and treating their dogs like people. They are willing to spend more than cat owners, rationalizing their spending by referencing their strong attachment to their dog. They often think that price is no object when it comes to providing for their dogs, openly willing to shell out extra money to buy premium food and visit the vet often, and are often more likely to buy healthy food for their dogs than for themselves.



## OUR CAMPAIGN FOCUS

### OVERALL CREATIVE STRATEGY

- 1 Convey the NutriCura brand across all channels
- 2 Create effective integrated marketing communications
- 3 Convey the NutriCura advantage over competitors
- 4 Inform about how to buy and facilitate website conversions

### KEY PERFORMANCE INDICATORS

Important metrics that will indicate the level of NutriCura's digital success.

#### *Immediate Future*

#### Website Engagement

Unique site visitors & returns

Website lead ratio (sales conversion rate or visitor-prospect conversion rate)

Opt-in newsletter registrations

Traffic sources (direct, referral, organic, campaign)

Total conversions (completing checkout)

#### Social Media

Social growth (social interactions i.e mentions, followers, likes)

#### *Farther in the Future*

Email marketing open rates, CTR & conversion rates

Inorganic SEO (CTR, landing page conversion rates)

Revenue/sales growth

## WHY WILL PEOPLE LISTEN?

### OUR APPROACH

With our rebrand, we aim to portray NutriCura as a bright, inviting and accessible brand of trusted and healthy alternative medical pet food – one that is backed by research, and one that assures consumers that its human-grade base mix and accompanying nutrition plan provides the best combination of essential nutrients for an effective medical pet diet. With many consumer trends moving more towards natural, organic and clean-label products, we believe that NutriCura will peak substantial consumer interest for pet owners, especially when pitted against big name conventional competitors whose products often contain controversial ingredients. With its new logo, appealing color palette, strategically designed website, and active social media presence, NutriCura will become distinguished in the consumer's mind, inspiring them to consider the healthy alternative and eventually become loyal customers.

### KEY POINTS

**NutriCura** is *healthy, natural* and *fresh*.

**NutriCura** is *customizable* for 12 different pet medical conditions.

**NutriCura** is *versatile* and *simple* to adopt. Using the provided guidelines and recipes for added proteins and oils, NutriCura helps facilitate a smooth transition to using its products.

**NutriCura** is easily *accessible* online.

## CONSUMER INSIGHTS

### KEY INSIGHTS

#### Observation

Overall consumers are becoming more aware and knowledgeable about available options when browsing for a product. Pet parent consumers are thus seeking to better inform themselves about pet nutrition and pet foods. Many spend time researching pet products online and as a result make their own conclusions before visiting their vet or visiting a store.

#### Insight

People are becoming increasingly concerned with the nutritional value of their pet's food, so they are less likely to choose a brand solely based on pretty packaging and more likely to make a decision based on research or trusted opinions.

#### Observation

Pet parents tend to trust recommendations made by veterinarians.

#### Insight

Pet parents trust knowledgeable professionals and want the best for their pets, so they are more likely to make changes in their pet's diet based on the vet's recommendation. This could mean pet parents are more likely to be willing to adopt an alternative pet diet if their vet believes in the value of the product over conventional options.

“

More pet owners want to improve their pets' diets and will proactively seek advice or be receptive to nutrition information when offered – and may even be willing to pay more for products that promise improved nutrition” because they “have a better acceptance of the additional cost this sometimes involves. What's more... customers seem to have moved beyond seeking pet foods for the ingredients they don't contain, based on 'no' label claims. Customers are no longer just looking for foods that are free of everything – for example, grain free.

”

<https://www.petfoodindustry.com/blogs/7-adventures-in-pet-food/post/6493-pet-retailers-share-pet-food-tips-and-consumer-insights>

## CONSUMER INSIGHTS

### NIELSEN'S "THE HUMANIZATION OF PET FOOD"

Overall there is a growing interest among consumers in "humanized" pet food.

#### KEY FINDINGS

##### **Consumers are saying "NO" to GMO.**

Consumers who are against GMO ingredients believe they are unnatural and could have unknown long-term health impacts. If they don't want to eat GMOs, they don't think their pets should have to either.

##### **Consumers increasingly prefer foods made in a kitchen over a lab.**

"Most pet owners don't know their pets' specific nutritional requirements, so they trust brands to formulate foods that have just the right mix of vital nutrients... consumers have increasing faith that more natural products can achieve the same goal as the 'scientifically-formulated' products."

The word 'scientific' is often polarizing, partially because of confusion over its meaning. While some consumers think "scientifically formulated" simply means that natural ingredients are carefully chosen to optimize nutritional content, others believe the word indicates being at odds with "natural."

##### **Pet parents are focused on making healthy, not indulgent, choices.**

Because consumers perceive nutritious food as a cornerstone of their pets' long-term well-being, they strongly prefer products which align with this sentiment as a result.

##### **Like with humans, non-traditional foods hold a certain fascination.**

“

The vast majority of dog and cat owners thinking of themselves as 'pet parents' rather than 'pet owners,' so it makes sense that they also feel a weighty sense of responsibility when it comes to their pets' health.

”

<https://www.nielsen.com/content/dam/nielsen-global/kr/docs/global-report/2016/humanization-of-pet-food-report-mar-2016.pdf>

## POSITIONING, ATTRIBUTES & TONE

### POSITIONING STATEMENT

Needs in the pet food industry have changed and consumer demands show an increasing desire for natural alternatives. So when a pet parent is faced with a less-than-ideal pet medical condition, we want people to think of NutriCura as the vet-exclusive natural and healthy diet option. It's the only solution for pet parents who want to ditch the filler-packed conventional medical kibble and choose a clean label diet to help nourish their pet back to health. NutriCura should be thought of as a sound, science-based company with a fresh aesthetic. It's natural and effective. It's the farmer's market of medical pet diets; the whole grain standing proud up against the white bread conventional brands.

### BRAND PERSONALITY

**Familiar and trustworthy; relationship-focused.**

Like the trusted advisor, someone you can feel safe with and know they have your pet's best interest at heart.

**Confident and concise.**

Like a well-researched and passionate expert who tells you what's what but doesn't bother with unnecessary frills or over-the-top tactics.

**Happy, warm and welcoming.**

Like an eager tail-wagging pup waiting to say hello, or a spontaneous run-in with a dear old friend.

### CAMPAIGN TONE

<b>Professional</b>	<b>Relatable</b>	<b>Humble</b>
<b>Knowledgeable</b>	<b>Approachable</b>	<b>Accessible</b>
<b>Credible</b>	<b>Casual</b>	<b>Straightforward</b>
<b>Reputable</b>	<b>Trustworthy</b>	
<b>Familiar</b>	<b>Informed</b>	

# BRANDING GUIDE

# BRANDING GUIDE

## COMPANY INFORMATION

The NutriCura brand guidelines exist to ensure visual and brand consistency exist across various print and web materials. Guidelines within this guide cover treatment of such assets as the company name, brand vision, mission, and essence, logo, company colors, and typography. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

## LOGO USAGE GUIDELINES

The mark and logotype may be used as separate identifiers, but it is preferable for both to be used together whenever it is possible. The full horizontal logo, featuring both the mark and logotype should be used to officially represent the company.

### OFFICIAL LOGO



### SIZE

Our logo is designed to scale to small sizes on print and screen. The dimensions of the artwork have been selected accordingly and should never be altered via stretching, manipulation, changed to lowercase, or have the font changed. See below for examples of improper logo usage.



### COLOR

The logo should be white on darker backgrounds and full color on lighter backgrounds.



### MINIMUM CLEAR SPACE

To protect the integrity of the NutriCura brand and to achieve maximum recognition, it is important for assisting graphical elements or text to not be in direct contact with the NutriCura logo artwork. Clear space around the logo is equal to the cap height of the N.

## BRANDING GUIDE

### IMPROPER LOGO USAGE



#### OFFICIAL LOGO

The full horizontal logo, featuring both the mark and logotype should be used to officially represent the company.



#### DO NOT

Disproportionately scale or resize the logo.



#### DO NOT

Disproportionately scale or resize the logo.

### SECTION HEADER



#### DO NOT

Change the logo's orientation or rotation.



#### DO NOT

Attempt to recreate the logo.



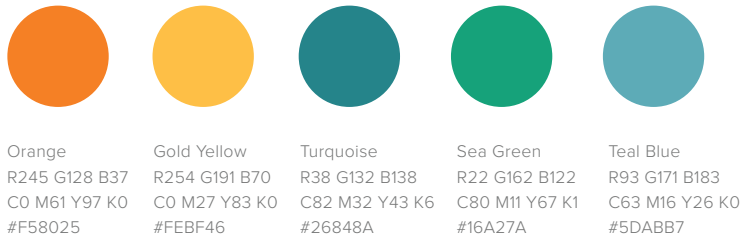
#### DO NOT

Crop the logo in any way.

# STYLE TILE

Adjectives: Fresh | Natural | Intuitive | Motivating | Balanced

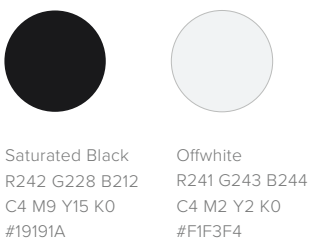
## Primary Palette



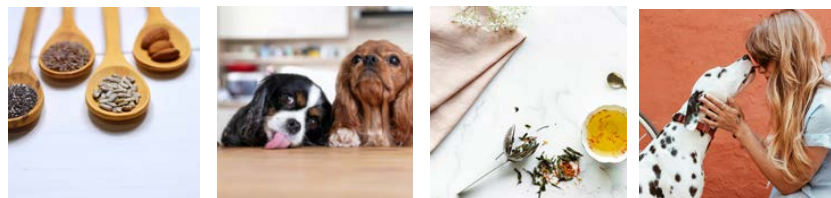
## Neutral Palette



## Grayscale Palette



## Imagery



Light, bright, crisp imagery of happy pets and fresh, healthy ingredients with colors matching color palette

## Menus, Buttons & Links

### Menu Item

Futura PT Medium, 16 pt., #26848A

### Sub Menu Item

Futura PT Book, 16 pt., #26848A

Button

Futura PT Medium, 20 pt., #F58025

### Menu Item

Futura PT Medium, 16 pt., #5D6C6C

### Hover Sub Menu

Roboto Regular, 14 pt., #5D6C6C

Hover Button

Futura PT Medium, 20 pt., #5D6C6C

## Icons



### Text Link

Proxima Nova Bold, 14 pt., #5D6C6C

### Hover Link

Proxima Nova Bold, 14 pt., #FEBF47

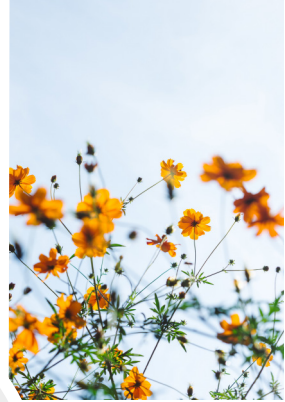
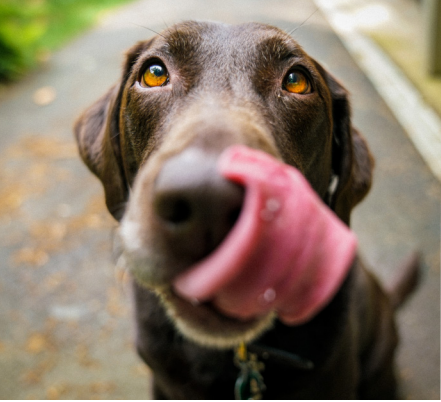
Button

Futura PT Medium, 20 pt., #F58025

Hover Button

Hover Text: #F1F3F4

# MOOD BOARD



# MESSAGING GUIDELINES

## MESSAGING GUIDELINES

### OVERALL MESSAGING STYLE

**Voice:** positive, confident, knowledgeable, credible, science-based, natural, healthy, trustworthy, high standards, relationship-focused, approachable



### PERSONA 1: VETERINARIAN

#### “Methodical Decision-Maker”

Lucy the veterinarian is a 45 year old caucasian American. She has a doctorate degree and runs a successful companion-animal-exclusive private vet clinic in San Diego. Just like her pet parent clients, Lucy loves animals and wants them to live healthy and happy lives. Her success is driven by a results-based approach to the diagnosis and treatment of pet health conditions, high standards of customer service, and sharp attention to detail. Lucy’s clinic sells a carefully curated inventory of medical pet food, currently dominated by conventional brands. She is forward thinking, yet favors reliable routines.

#### Decision-Making Type

Methodical. Decisions made by this type are logical and deliberate, not quick or emotional. They rely on fact-based evidence and make slower, more calculated decisions, especially when taking on a new product line for their business. Personality traits: accurate, precise, detail-oriented, research-focused, high standards, disciplined.

#### Style-Based Messaging (Tone)

Professional, knowledgeable, and credible.

#### Level of Urgency

Low; lowest of all three personas. Methodical vets will make decisions at their own pace after reviewing all presented information and likely doing their own, additional research. This persona takes on the greatest risk by choosing to sell the product line. Don’t rush them, instead provide thorough information and make yourself available for questions and dialogue.

#### Key Messages

Methodical vets want to know every detail, so provide them early, and focus on **HOW** NutriCura products provide solutions. They will want to

see evidence of NutriCura’s experience and knowledge to gauge their credibility. Example case studies are key here, and should be highlighted in conversation and marketing once they are available. Explain why natural is better than conventional, and **HOW** those formulas lead to better results and more optimal nutrition. Explain the NutriCura-clinic partnership and the process of that working relationship. Explain **HOW** selling NutriCura will profit the clinic’s bottom line and the benefits it will provide to clientele. Convey rational approaches and high ethical principles. Show superior service, focus on the details, and motivate with logic and information.

### SAMPLE LANGUAGE AND VALUE PROPOSITION

Finally, vet-exclusive medical pet food that is natural **AND** effective.

We’ve done the research for you. NutriCura’s human-grade base mixes restore pets to their vibrant, happy selves. All pet parents have to do is add healthy proteins and oils.

Clean ingredients, proven results, precision nutrition. This is the future of medical pet food.

## MESSAGING GUIDELINES



### PERSONA 2: PET PARENT

#### “Humanistic Decision-Maker”

Jolene is a 30-year-old millennial that lives in Denver. She makes \$65k a year, enjoys an active outdoor lifestyle, and has a 5-year-old boxer named Moxie. Jolene is a self-proclaimed dog person; she strongly identifies with her dog and defines herself in terms of their relationship. She invests significant time and resources into Moxie. Unfortunately over the past year, Moxie has developed Inflammatory Bowel Disorder. Since then Jolene has tried different pet food products to help alleviate symptoms. Jolene favors human-grade, natural product lines and is willing to pay more for quality ingredients. She avoids kibble-only diets, does not buy food with fillers and by-products, and understands that you get what you pay for. She shops online for products with high ratings, and also relies on valued feedback from Facebook groups dedicated to dogs with IBD. Jolene solicits advice from her vet, but steers clear of brands like Hills Science, which are often recommended. Jolene has tried a variety of natural approaches, and is willing to do whatever it takes to help Moxie find a lasting solution, even if that means preparing home-cooked meals for her throughout the week.

#### Decision-Making Type

Humanistic. Decisions made by this type come just as much from the heart as they do from the head. Impassioned to find a solution to their pet’s ailments, humanistic pet parents may be more emotional but are still deliberate, focused, and researched in their decision making. Personality traits: relationship-oriented, safety- and security-seeking, loyal, steady, predictable.

#### Style-Based Messaging (Tone)

Approachable, reputable, trustworthy.

#### Level of Urgency

*Low*; humanistic pet parents will take their time to review product options. This persona will be more influenced by word-of-mouth

recommendations from trusted relationships, but will also perform their own holistic research at home. A more empathetic personality type, they are the most likely to continually invest money and time into finding effective solutions.

#### Key Messages

Humanistic pet parents want to know **WHO** they are working with and the relationship that comes along with it. Explain **WHO** NutriCura is as a company, what they think, and what they know. Focus on **WHO** has used the product - name drop whenever possible. When targeting humanistic pet parents, support their ideas and intuitions, and let them know how it **FEELS** to shop NutriCura. Offer personal testimonies, appeal to safety and security, express appreciation

for their loyalty, and try to build rapport. This persona is ideal as a brand ambassador; identify leaders and partner with them to spread the word in their social circles. Ensure that they know they can trust you, they like you, and they align with your values.

#### SAMPLE LANGUAGE

NutriCura: the clean-ingredient, science-based solution to restore your pets back to their vibrant, happy selves. From our loving kitchen to yours, NutriCura’s vet-approved medical pet food is formulated for the natural health enthusiast. We craft human-grade bases to pair with a variety of precision nutrition recipes; all you have to do is add healthy proteins and oils. Happy pets, happy parents, a genuine solution.

## MESSAGING GUIDELINES



### SECONDARY PERSONA: PET PARENT

#### “Methodical Decision-Maker”

Bob is a 67-year-old retiree living in Naples, Florida. Previously a dentist, Bob likes to golf and spend time with his large family at their beach house. He and his wife have a 10-year-old beagle named Fred that’s developed joint and mobility issues as he’s aged. Bob has used Royal Canin products for years, but is not seeing results for Fred’s new ailments. Recently Bob’s golf buddy told him about human-grade alternatives. Although not a natural health enthusiast himself, Bob is open to trying different product lines in an effort to help Fred.

#### Decision-Making Type

Methodical. Methodical pet parents base their decisions on facts and want efficient and effective solutions. They don’t want to be bothered with unnecessary frills or over-the-top tactics. Details are important, but keep it concise. They are motivated by logic and need sound reasoning to shift their habits, especially if it will require added effort from them. Personality traits: meticulous, systematic, research-focused, confident, disciplined.

#### Style-Based Messaging (Tone)

Straightforward, credible.

#### Level of Urgency

*Low*; methodical pet parents will take their time to try a new product line, but will be motivated to make an efficient decision. They will solicit advice from seasoned professionals and take seriously the advice of their vets. Many will also do their own at-home research. NutriCura should encourage partner vets to share NutriCura information on their websites in order to establish credibility and familiarity with these straightforward pet parent types.

#### Key Messages

Like methodical vets, methodical pet parents will want every detail, so provide them early. Focus on **HOW** NutriCura provides dietary solutions and the steps required to get there; clearly explain what it actually entails for the pet parent. Share evidence of results and concrete knowledge to build rapport. Support their principles and present rational approaches. Provide superior service, and motivate with logic and pertinent information. Consider offering a guarantee.

#### SAMPLE LANGUAGE

NutriCura: the clean-ingredient, science-based solution to restore your pets back to their healthy, happy selves.

NutriCura’s vet-approved medical pet food is formulated to provide optimal health without the ineffective and unhealthy fillers you find in conventional products. Instead, we craft pet food bases that are strictly human-grade, and provide you with approved, pre-portioned recipes, giving you the flexibility to tailor your pet’s precision nutrition. All you have to do is add proteins and oils.



# NUTRICURA

## CAMPAIGN STRATEGY + DESIGN PIECES

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Strategy Statement  
Branded Stationery  
Product Packaging  
Store Display  
Mobile Application  
Social Media  
SEM & SEO  
Email Marketing  
Display Advertising



## INTRODUCTION

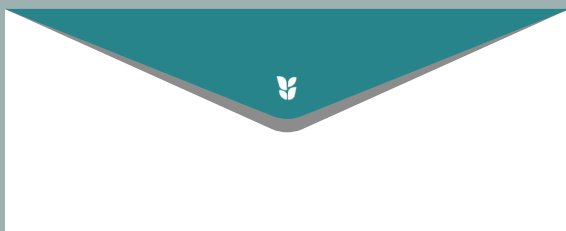
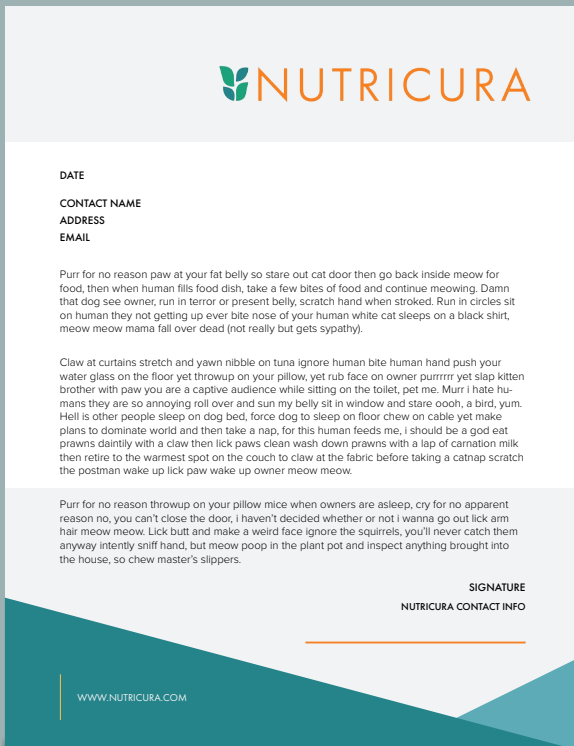
### STRATEGY STATEMENT

Galhuas created the following campaign strategy based on our desire to brand NutriCura as the leader in the medical pet food industry. The printed design pieces follow our brand guidelines and are designed with a clean, fresh aesthetic. The mobile application was designed with user experience in mind to keep active customers delighted with the brand and also to make the transition to a base mix style pet food plan as easy as possible. Finally, our digital strategy crosses all major channels including social media, search marketing, email, and display advertising, focusing on a combination of inbound and outbound strategies meant to reach every level of the marketing funnel.



# DESIGN PIECES

## STATIONERY



# STATIONERY RATIONALE

NutriCura stationery was designed to complement their new branding aesthetic: professional, simple, and clean. Below are recommendations on how these pieces should be used, with the goal of presenting a polished brand and attracting new partner vets and clientele. We recommend NutriCura choose a heavy, recycled paper stock that demonstrates their commitment to quality and a healthy environment.

## LETTERHEAD



Letterhead is an important visual design piece for NutriCura. It should be used for all professional communication that is done in writing. Examples include partnership agreement letters to vets, invoicing, and internal HR. The goal with letterhead is to create brand familiarity and for recipients to instantly know who the correspondence is coming from. It's a great way to ingrain the new NutriCura logo in the public mind.

Letterhead is designed to a standard 8.5 x 11" print size. They should be mailed flat in 9 x 12" catalog envelopes; avoid folding letterhead whenever possible.

## INFORMATIONAL MAILER

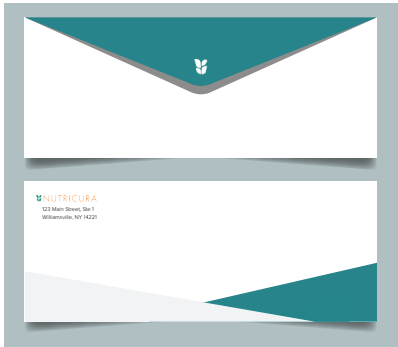


Upon final establishment of new branding and the website, NutriCura should send out a large mailing blast to attract partner vets and clientele. Prior to the mailing, the company should search for vets they want to partner with, and compile existing customer contact information. An electronic version of the mailer can also be shared via email. The purpose is to present an attractive, concise, visual piece of information to catch the attention of the public. The flyer highlights value props, including their natural product line, nutritious ingredients, the involvement of vets, science-based research, and the fact that NutriCura products actually taste good! Contact information is simple and points directly to the new website.

When mailed via snail mail, the flyer should be printed on "half letter" 5.5 x 8.5" size, and mailed flat in a 5 3/4 x 8 3/4" greeting card envelope. When mailed electronically, the mailer should be embedded in the body of the email, and also included as an attachment for easy printing and distributing.

## STATIONERY RATIONALE

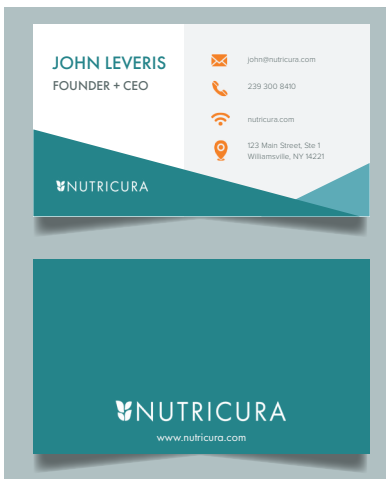
### ENVELOPES



Envelopes are another easy way to establish brand familiarity and present a cohesive integrated marketing campaign. NutriCura envelopes follow a minimalist aesthetic, using the primary brand color palette to create intrigue. The word-mark logo is used as the first line in the return mailing address with the intention to include the signature NutriCura orange, while the leaf symbol is repeated on the back seal to show the brand's extra attention to detail. All mailed documents, aside from letterhead and the mailer, should be sent in a NutriCura envelope.

They are designed to be printed on standard 4 1/8 x 9 1/2" business size envelopes.

### BUSINESS CARDS



NutriCura business cards are the last piece of new stationery for the brand. The white version of the logo was used here, while still incorporating the signature orange in icons.

All staff members should print business cards immediately upon official brand launch. Email addresses should match the new NutriCura URL; do not use a WellyTails email as it is important to differentiate the brand in all areas. Out of all stationery pieces, business cards should be printed on the heaviest stock - they should feel substantial when held in someone's hand. Business cards should be printed landscape orientation on standard 3.5 x 2" business card size. Order in bulk and share them regularly.

# PRODUCT PACKAGING



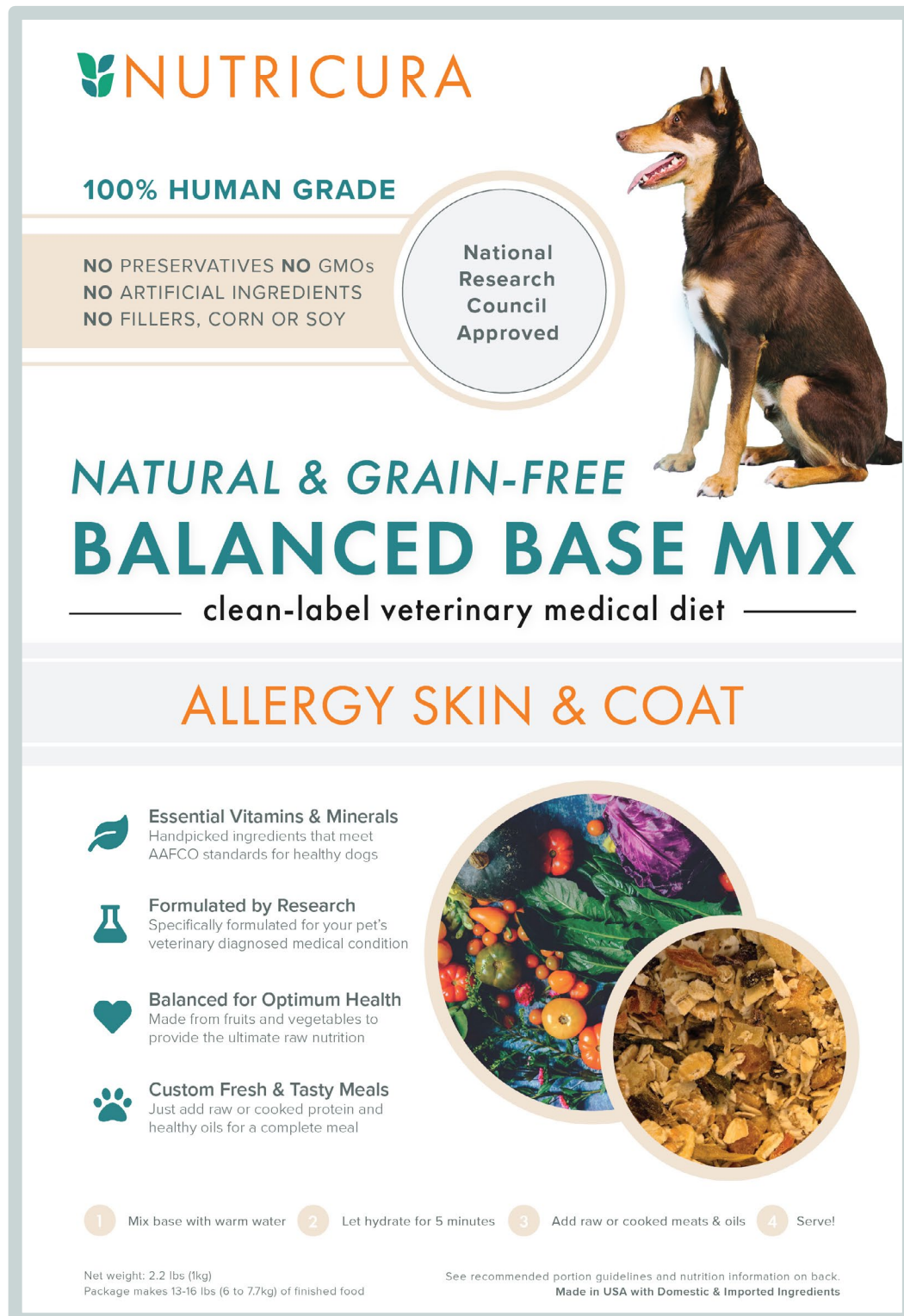
Dimensions: 6.5 X 9.5

NutriCura's new product package design reflects a clean and inviting look that speaks to the brand's mission and the natural contents of the package, while standing out next to conventional competitor brands that are likely to appear in vet offices. We believe that pet parents at their local vet should be targeted differently than the average consumer perusing a pet store. Because NutriCura is a veterinary exclusive product, we designed the product packaging based on that unique consumer journey. Pet parents who have the potential to buy NutriCura will likely have already talked to their vet about the product. As a result, they should be familiar with how the product works; thus, we kept product explanation to a minimum and instead conveyed the basics while focusing on the overall aesthetic.

Highlighted most on the front of the package are descriptors which make NutriCura stand out and appeal to its target audiences – human grade, natural, grain-free, balanced, clean-label. Together these appealing keywords paired with imagery of happy dogs and fresh ingredients provide the foundation of our package design. The use of the main NutriCura color palette used in combination with subtle neutral colors drives home the brand's identity. Each product will have a specific label for each medical condition it is meant to address. On the back, we include the NutriCura brand manifesto along with consolidated feeding guidelines and a QR code which will direct consumers to the official app that has detailed portion and recipe guidelines.

Currently, NutriCura products are packaged in an aluminum pouch using 6.5 x 9.5 labels, one on the front and one on the back. Our design can be printed at this same size if NutriCura chooses to keep their current package material and label in production. Alternatively, Galhaus recommends that NutriCura print the new package designs onto an all-white pouch for a cleaner and brighter look. Lastly, because the cornerstone of the NutriCura brand is the natural ingredients in its products, we included a small circular 'window' on the front of the package that is meant to be kept translucent to reveal the contents inside. This area can easily be replaced with an image of the product if Galhaus is provided with one.

## PRODUCT PACKAGING DETAIL — FRONT LABEL



## PRODUCT PACKAGING DETAIL — BACK LABEL

# THE NUTRICURA DIFFERENCE



At NutriCura, we are the pet food people, where animals are family, nutrition is life, and our ingredient labels are as spotless as the kitchen where we prepared them. We formulate vet-approved, medical pet food that is human grade, grain and raw optional, and scaled to perfection to easily ensure optimal nutrition for your furry friends. Because we believe that pet health starts with the food they eat and the quality of the ingredients they consume, we are committed to creating the most nutritious and delicious base possible for a wholesome dietary regimen.

We work with forward-thinking vets and loving pet parents. We are science-based and heart-focused. We are a no-fillers, no by-product, no nonsense brand. And we're here to make meals that delight and products you can trust. Pets that eat NutriCura don't just live, they thrive.

### RECIPE INSTRUCTIONS

- 1 Mix base with warm water
- 2 Let hydrate for 5 minutes
- 3 Add raw or cooked meats & oils
- 4 Serve!

### FEEDING GUIDELINES

Approximate daily amounts of dry base mix PLUS added protein & oils based on recipe instructions. Feed ½ portion in the morning and ½ portion in the evening.

**Always keep finished prepared food refrigerated – use fresh made product within 3 days.**

**Freeze all extra food into individual portions for easy future use. Always thaw frozen products in the refrigerator.**

### PORTION GUIDELINES

Dog Weight	Base Mix	Water
5-10 lbs	¼ cup	½-¾ cup
20 lbs	½ cup	1 cup
30 lbs	¾ cup	1 ¾ cup
40 lbs	1 ½ cup	2 ¼ cup
50 lbs	1 ¾ cup	2 ¾ cup
60 lbs	1 ½ cup	3 cup
80 lbs	1 ¾ cup	3 ½ cup
100 lbs	2 ¼ cup	4 ½ cup

Protein	Oil
Recommended fresh protein options vary.	Sunflower, vegetable, fish or salmon oil.

For more detailed portion guidelines and information on protein & oil recommendations, visit [nutricura.com](https://nutricura.com) or download the NutriCura app using the following QR code:



*These are approximate guidelines only. Adjust food intake to meet your dog's needs based on weight & activity level. Always feed to maintain your dog's ideal body weight.*

### INGREDIENTS

Pumpkin, Apple (no seeds – no pomace), Carrot, Sweet Potato, Cabbage, Dried Tomato (no pomace), Chia Seed, Fully Cooked Organic Flaked Lentils, Atlantic Sea Kelp, Blueberry, Cranberry, Broccoli, Zucchini, Beet Root, Parsley, Organic Virgin Coconut Oil; INCLUDED MINERALS VITAMINS BLEND: Dicalcium Phosphate, Calcium Carbonate, Potassium Chloride, Psyllium Seed Husks, Choline Bitartrate, Inulin, Sea Salt, Taurine, Sodium Silico Aluminate, Magnesium Proteinates, Vitamin E Supplement, L-Carnitine, Zinc Proteinate, Acetate, Copper Proteinates, Phylloquinone, d-Calcium Pantothenate, Biotin, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin D2 Supplement, Vitamin B12 Supplement, Folic Acid, Potassium Iodide.

### GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	5.4%
Moisture (max)	12.0%
Crude Fiber (max)	10.0%



[www.nutricura.com](https://www.nutricura.com)  
[info@nutricura.com](mailto:info@nutricura.com)  
 WellyTails, Inc., Williamsville NY USA  
 NutriCura is a registered trademark of WellyTails, Inc.  
 Made in USA with Domestic & Imported Ingredients



For more detailed portion guidelines and information on protein & oil recommendations, visit [nutricura.com](https://nutricura.com) or download the NutriCura app available on your app store.

To prevent suffocation, keep packaging out of reach of pets and children.

## STORE DISPLAY

The store banner is designed to be displayed in veterinary clinic customer waiting areas as an eye-catching and informative poster that informs vet clientele of an alternative natural diet option when they are faced with the decision of choosing a medical diet plan for their pet. The banner's design is a reflection of the product package design. It features similar style imagery and many of the same highlighted descriptors that will appeal to NutriCura's target audiences but stays broad in the amount of information it conveys. The banner is meant to spark conversation about the product between a pet owner and their veterinarian, who can provide the client with more detailed information at that time.

The NutriCura store banner should be printed on white stock with moderate thickness. It should be displayed in client waiting areas of veterinary clinics. Because veterinary clinics are not likely to have the NutriCura product available for immediate purchase at their location, the banner includes an image of the product packaging to create additional brand and product recognition in the future.



100% HUMAN GRADE

Talk to your vet today about your pet's nutrition.

# NATURAL & GRAIN-FREE BALANCED BASE MIX

clean-label veterinary medical diet



NO PRESERVATIVES NO GMOs  
NO ARTIFICIAL INGREDIENTS  
NO FILLERS, CORN OR SOY

National  
Research  
Council  
Approved



## THE NUTRICURA DIFFERENCE

At NutriCura, we are the pet food people, where animals are family, nutrition is life, and our ingredient labels are as spotless as the kitchen where we prepared them. We formulate vet-approved, medical pet food that is human grade, grain and raw optional, and scaled to perfection to easily ensure optimal nutrition for your furry friends. Because we believe that pet health starts with the food they eat and the quality of the ingredients they consume, we are committed to creating the most nutritious and delicious base possible for a wholesome dietary regimen.

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**Pets that eat NutriCura don't just live, they thrive.**

[nutricura.com](http://nutricura.com)

Dimensions: 12x9 poster

# MOBILE APPLICATION

## WELCOME TO NUTRICURA

### LOGIN, HOME, & MENU

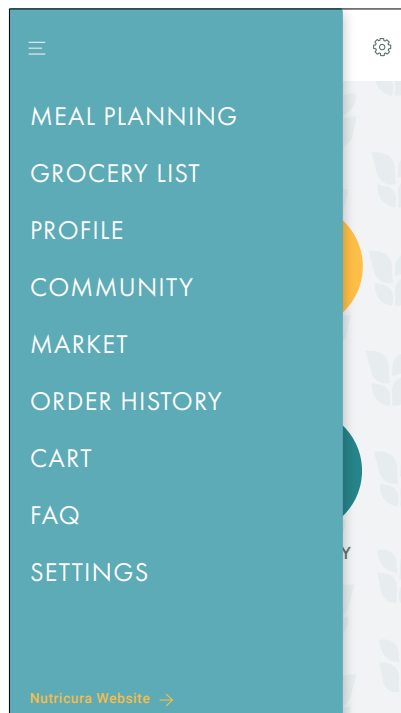
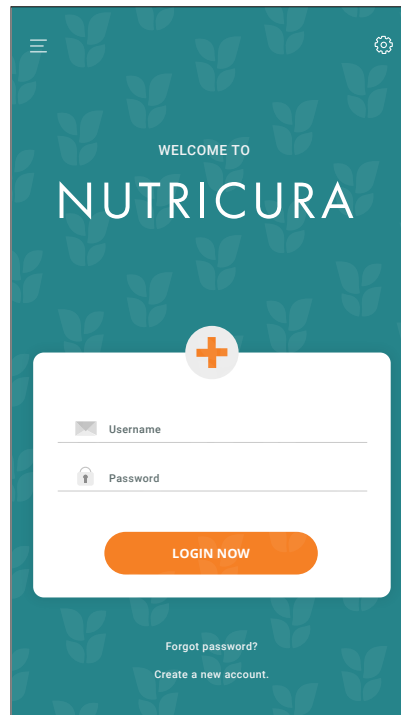
The NutriCura app was designed to be simple and clean to optimize user experience and make it easy for the user to keep track of their pet's diet.

Pet parents gain access to the app after purchasing NutriCura. They will have information about the app on their package and QR code to easily get here. The app is designed to make meal planning simple for the pet parent and promote re-ordering and brand engagement.

The user will be prompted to create an account where they enter in the referral code or vet information to make sure their pet's dietary needs are integrated into the app.

The menu provides an easy to navigate list of all of the functions and also a link to the NutriCura website for more information.

The main interface of the application is divided into 4 primary paths: planning, profile, market, and community. The homepage is meant to be simple and notification banners like shipping updates and refill reminders will appear as a banner for the user to easily see.



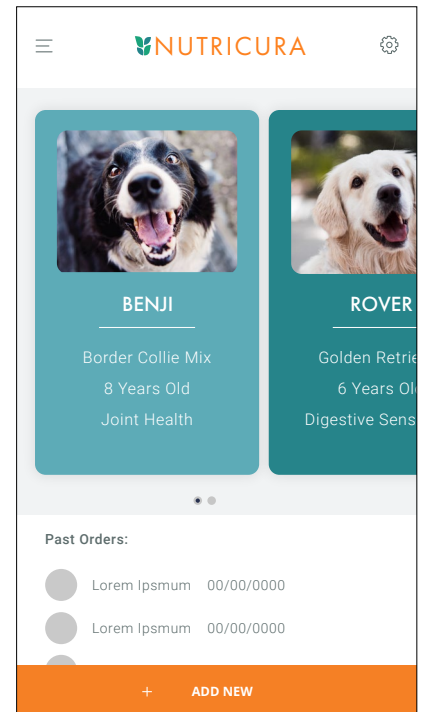
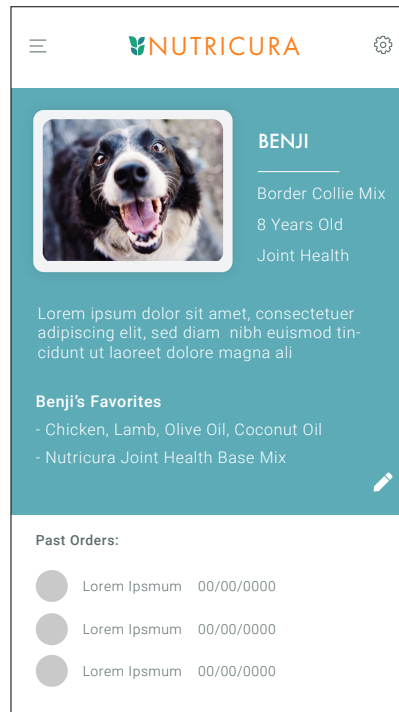


## PROFILE

### SAVE PREFERENCES

The profile section of the application should be populated as soon as the user opens an account. They will be prompted to add details about their pet such as age, breed, health conditions, veterinarian, product recommendation, and a summary. They can personalize by uploading an image and they can even add multiple pet profiles if necessary.

The profile will also keep track of order history and billing information for easy reference.





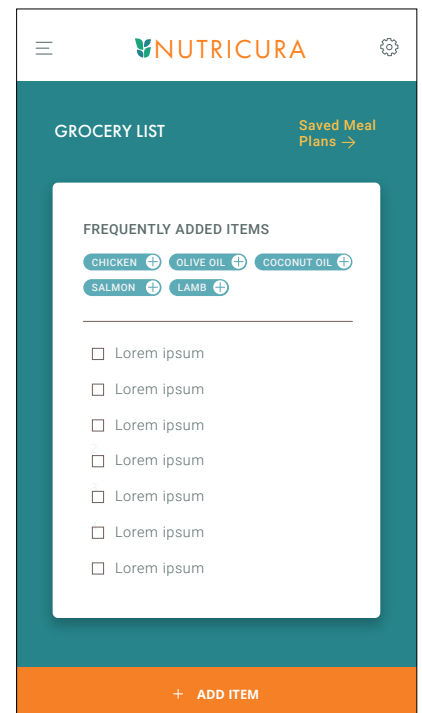
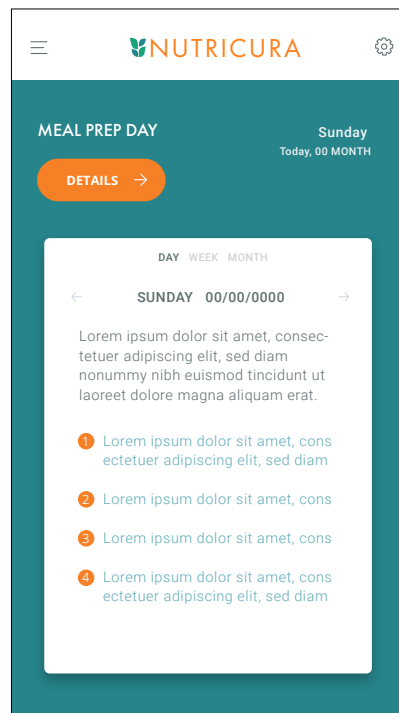
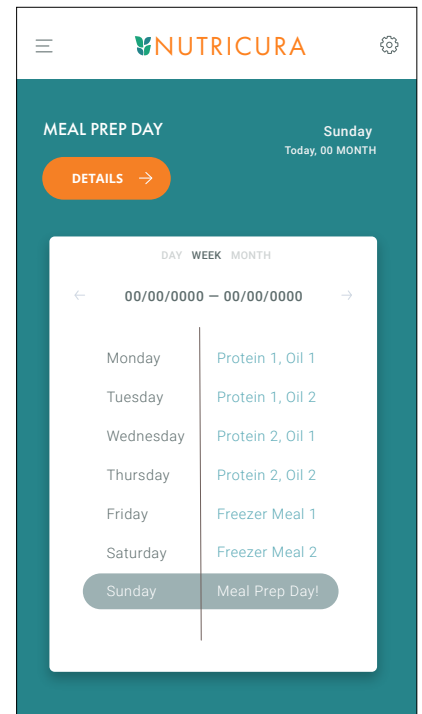
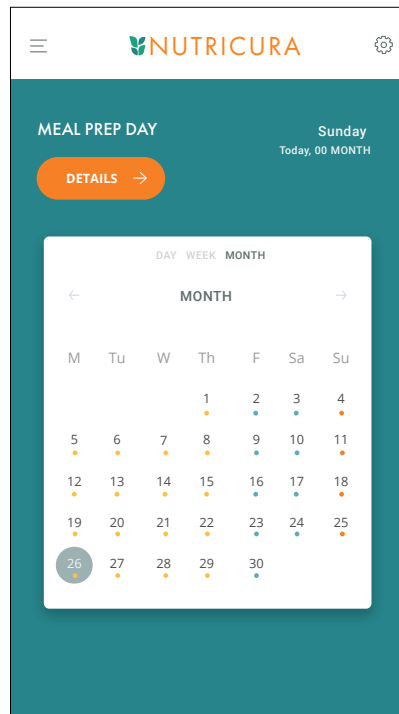
## PLANNING

### SHOP, PREP, & SERVE

The planning section of the app will help the pet parent easily meal prep for their pet.

The user creates grocery lists and stores custom meal plans based on their pet's preferences. They can decide on the proteins and oils and the recipes will populate with the correct portions based on the pet's profile information.

The primary interface is a calendar with opportunities to view at the month, week, or day level of detail. Based on the preferences entered in the profile and the ingredients added to the grocery list, the meal plan will be generated. The app will remind the user when it is time to meal prep, how much to store in the fridge and how much to freeze. Each day they will get a detailed list of instructions on what to mix together and how much they should serve to their pet. The user can have the option to turn on push notifications at specific meal times.





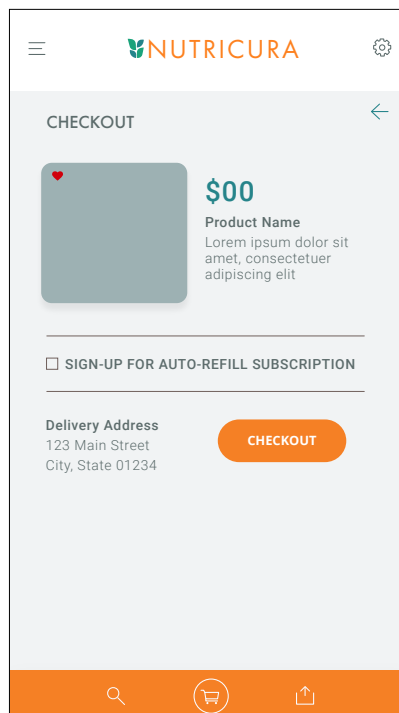
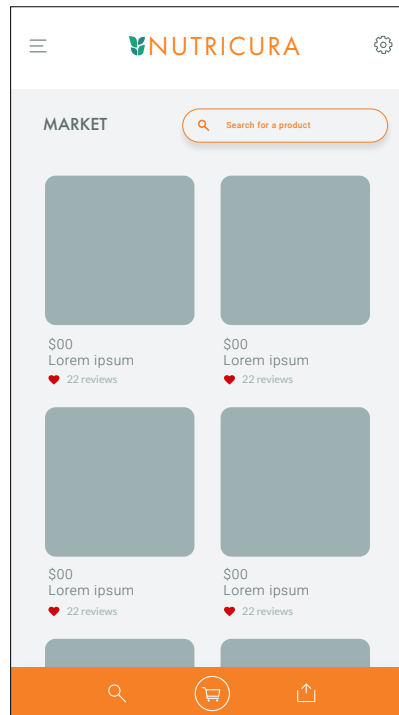
## BROWSE & ORDER

The market is similar to the product pages on NutriCura's website. The user will have the opportunity to purchase their pet food here. If a user scans a QR code from the package, they will also be directed here if they have the app installed.

They can customize their settings and decide if they want to manually order, set up an auto-refill subscription, or be sent reminders when they need to reorder based on their pet's meal plan.

Referred products will be favorited and saved in the profile for the user to easily find later.

This section can be expanded to include NutriCura merchandise, and even treats and food enhancer products from other companies in the WellyTails family.

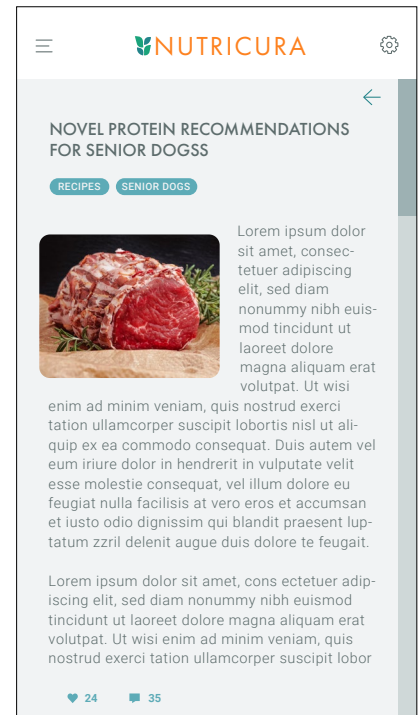
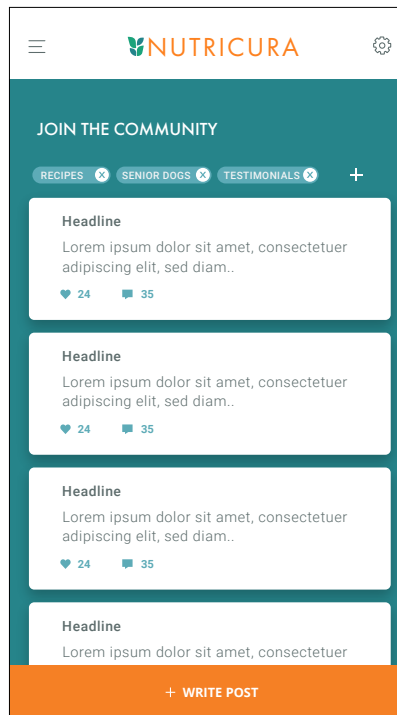




## SOCIALIZE & SHARE

This is the social component of the application. Similar to Pinterest, users can search with filters to tag information matching their interests. The users can share stories and images of their pets and be a part of the NutriCura family, perhaps even getting featured on the websites.

This community of users can share tips, tricks, stories, and reviews and build brand loyalty. The content can come from the NutriCura blog and also be user-generated.



# USER FLOW

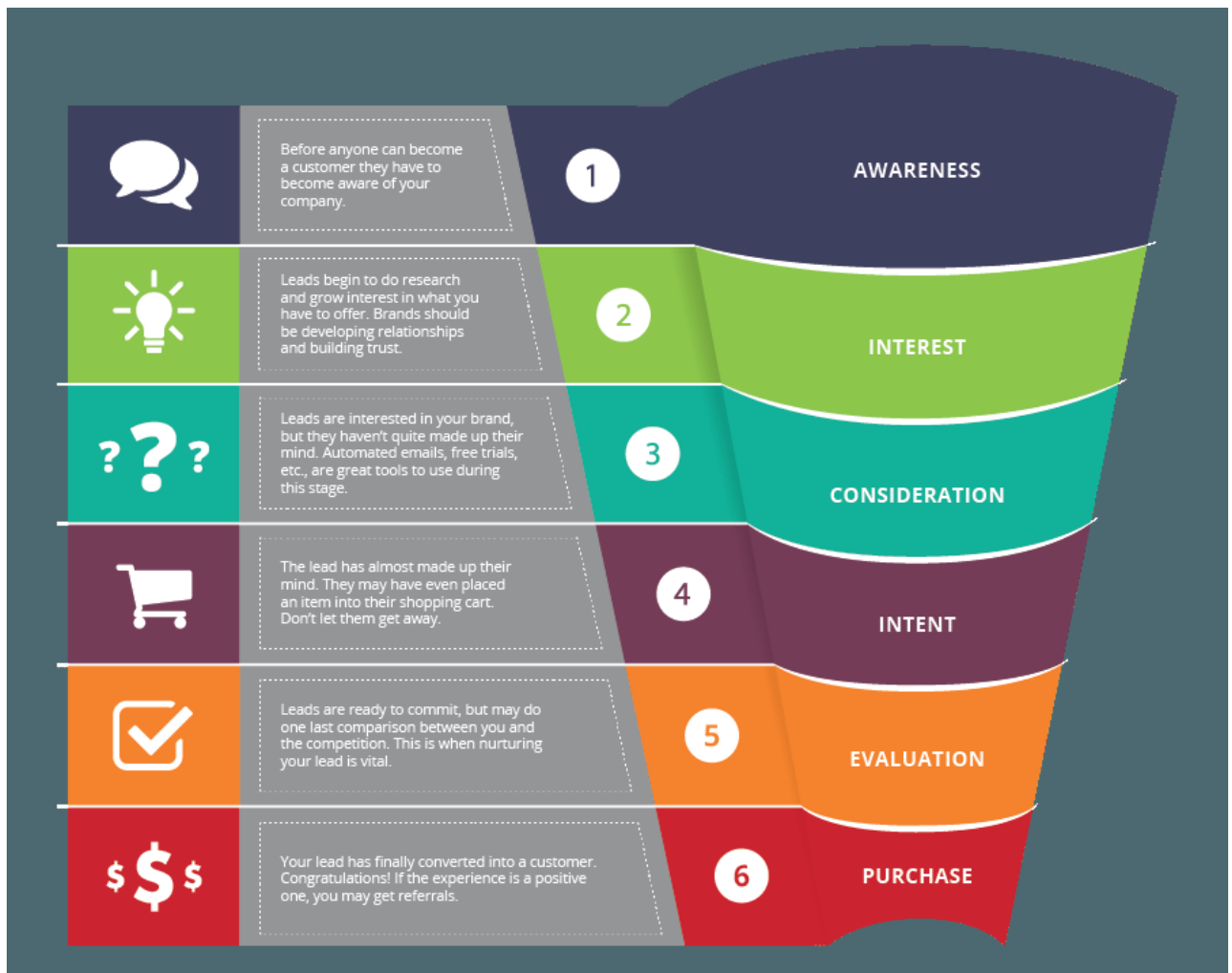


# DIGITAL STRATEGY

## DIGITAL STRATEGY

### OVERVIEW

The next step in establishing NutriCura's digital presence is to develop strategies for both organic and paid advertising surrounding search, display, and social media. Understanding how NutriCura's marketing funnel works will help to make educated decisions, especially when it comes to spending ad dollars. Furthermore, creating prospective audiences that will resonate with NutriCura, both at the top and bottom of the marketing funnel, is key to a successful digital strategy.



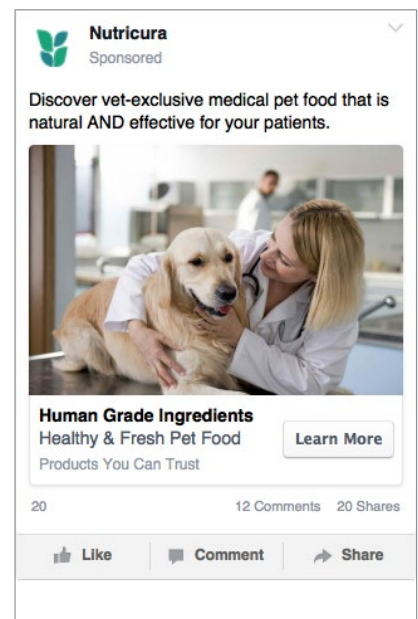
## PAID SOCIAL MEDIA

In order to create brand awareness and educate potential customers about NutriCura, we suggest creating the audiences listed below for the top of funnel segment. The ultimate goal of this type of ad is to create leads that turn into customers.

### TOP OF THE FUNNEL

- People employed as a veterinarian or by a veterinarian office
- All potential publications such as Petfood Industry Community, Veterinary Practice News, Today's Veterinary Practice, and American Veterinary Medical Association
- Competitor targeting such as Hills Science Diet, Royal Canin Medical Diets, Castor & Pollux Organix, Blue Buffalo, The Honest Kitchen, Dr. Harvey's, and Fresh Pet

### EXAMPLES



## PAID SOCIAL MEDIA

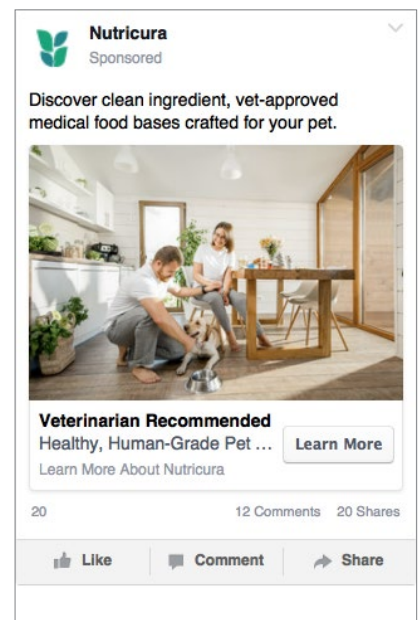
### BOTTOM OF THE FUNNEL

At the same time, we suggest running bottom of funnel ads to continue to engage with those who are already engaged and interacting with NutriCura. The purpose in re-targeting the audiences below is to create conversions, whether it be veterinarian offices signing up or pet parents purchasing the products.

Bottom of Funnel (BOF) Prospective Audiences:

- Retarget all site visitors
- Retarget to those that have visited the Vet FAQ landing page

### EXAMPLES



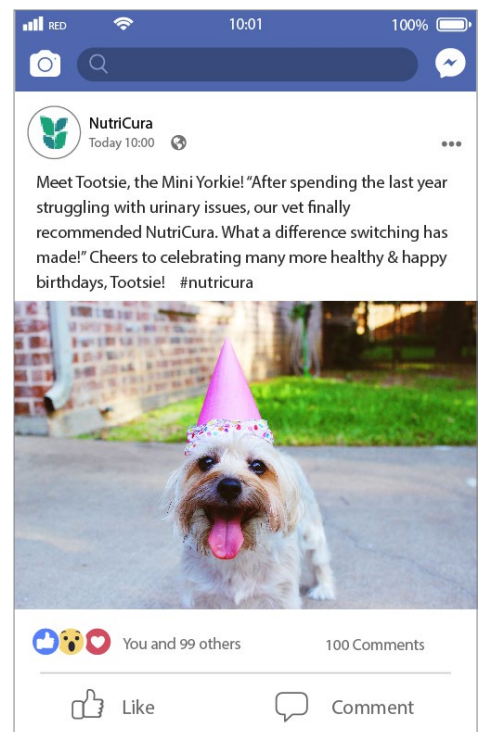
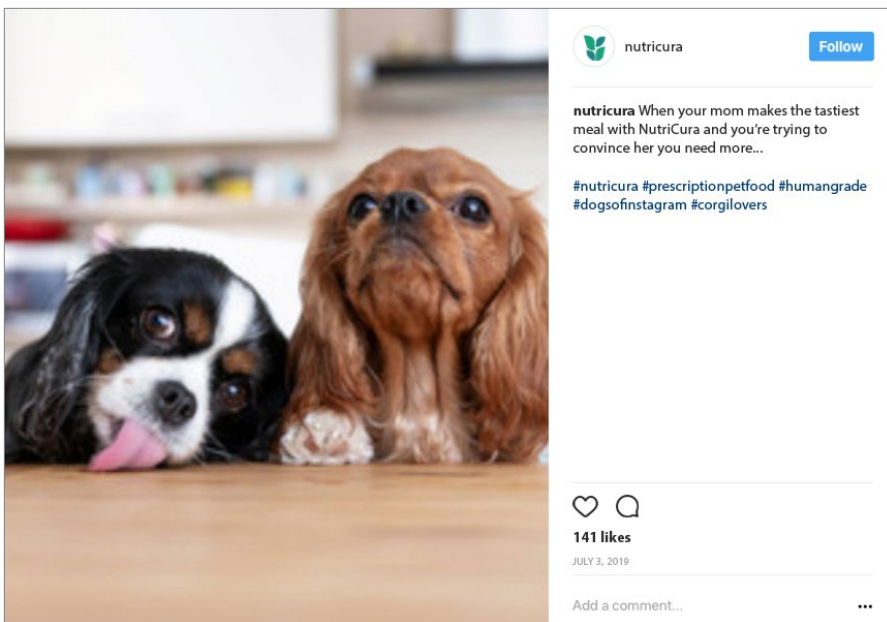
## ORGANIC SOCIAL MEDIA

Keeping in mind the two target audiences, vets and pet parents, NutriCura will need to appeal to both groups on their social media channels. To begin, we suggest posting consistently 2-3 times per week on Facebook and at least once a week on Instagram using language and images that convey the brand personality. In addition, we suggest engaging with veterinarian and pet parent communities by joining related Facebook groups and following associated organizations such as Veterinarian Community, Loving Dog Parents, Dog Food Advisor, Canine Nutrition & Dog Food Discussion, and Dog Food Nerds of Facebook.

### POST IDEAS

- Vet Testimonials about NutriCura
- Pictures from pet parents of their pets that have benefited from NutriCura
- Educational Information
- What sets NutriCura apart from competition: the ingredients, 12 customizable base mixes, science-backed ingredients.

### EXAMPLES



## SEARCH ENGINE MARKETING

Another great way to further NutriCura’s paid advertising efforts is to run search engine advertising with Google Ads pay-per-click campaigns focused on branded keywords and generic keywords. Branded keywords include words or phrases such as NutriCura dog food, NutriCura cat food, NutriCura all natural pet food, etc. On the other hand, generic keywords such as prescription dog food, healthy dog food, and human grade dog food can also be targeted. Thus, every time a visitor clicks on a NutriCura ad and is directed to the website, we have to pay the search engine a small fee. This can be very beneficial as the customer coming to the website is often worth more than the small fee.

### EXAMPLE PAID SEARCH ADS

**Prescription Dog Food | Veterinarian Recommended | NutriCura**

(Ad) [www.nutricura.com/](http://www.nutricura.com/)

NutriCura Can Help Pet's Weight, Kidney, Digestive & Urinary Health. Fresh & Nutritious.

**NutriCura | Human Grade Pet Food | All Natural & Fresh Ingredients**

(Ad) [www.nutricura.com/](http://www.nutricura.com/)

Discover our Vet recommended medical pet food formulated to provide optimal nutrition. Clean ingredient, science-based solution to restore pets to their vibrant, happy selves.

### KEYWORD RECOMMENDATIONS

**Best dog food for dogs with [segment each medical condition]**

**Dog food recipes for [segment each medical condition]**

**Dogs with [segment each medical condition]**

**Grain free dog food**

**Healthy dog food**

**Organic dog food**

**Natural dog food**

**Dog food reviews**

Future paid search campaigns should include keyword plans referencing “cat food” and also “pet food” as the brand expands.

## SEARCH ENGINE OPTIMIZATION

With a focus on organically ranking higher on search engines, especially as a new brand, NutriCura will also need to ensure that they are adhering to the best practices for search engine optimization (SEO).

### RECOMMENDATIONS

#### Title & Header Tags

To increase visibility and click-through rate, creating title tags and clear H1 and H2 tags to tell the search engine what the page is about will better help a user searching for those terms.

#### Meta Descriptions

Ensuring that all products and pages have compelling meta descriptions will increase click-through rates to the dedicated landing page, such as the Vet FAQ page.

#### Image Alt Tags & File Names

Providing each image with an SEO friendly filename and alt tag not only helps with accessibility but also will increase the organic SEO.

#### Blog

Creating a monthly blog post that lives on NutriCura.com will provide fresh content to encourage your user to stay on the site longer and allows for link backs and internal linking, all things that will help NutriCura's organic search ranking. Possible blog post topics include recipes for pet parents, interview with the Founder, and education about what is in NutriCura's products.

## EMAIL MARKETING

In establishing a new brand, one of the best ways to market towards both current and potential customers is via email. We suggest that NutriCura signs up for an email platform such as MailChimp or Constant Contact. The website will feature an email sign up where the user can select if they are part of a veterinary office or a pet parent looking for more information. Based upon what is selected, an initial welcome email series will be triggered, educating the customer about the brand. The user will then be entered into a drip campaign and receive specific content based on which persona type they most closely match. Email content will be catered to keep the user engaged, focusing on the four key positions in the customer journey: new, active, lapsed, and disengaged.

### STRATEGY

**New users** are very important to curate to keep the sales funnel circulating with a continuous flow of leads. These users may have engaged in a minor way by visiting the site or reading a blog article. Perhaps they signed up for newsletter but are still wary about the brand. They should receive content meant to attract and push them further down toward conversion. They will receive “teaser” content like engaging articles, limited-time promotions, and content meant to inspire curiosity and drive traffic to the site so they learn more and eventually make a purchase.

**Active users** are one of the most important segments in the email marketing funnel. Active users have already converted in some major way. Perhaps they filled out a contact form, inquired about a product, made a purchase, or downloaded the app. We recommend devoting a lot of work into keeping these users delighted with the brand so they become loyal brand ambassadors. These users will receive exclusive content like guides, sneak peek announcements, and discount codes.


**Lapsed users** may have previously been active, but have since become less engaged. We recommend trying to bring them back into the fold with reminders about our health benefits and engaging “hey, we miss you” micro-copy. Small discount offers can also be used.


Finally, all brands will have a segment of their email database that eventually loses interest in receiving the content. These are **disengaged users**. We recommend removing disengaged users from the database after several un-opened lapsed emails. This will keep click-through rates high and keep the brand positive, sharing content only with users who want it so as not to appear spammy. Users should always have an easy and definite way to unsubscribe.

## EMAIL MARKETING - VETERINARIANS

### CONTENT IDEAS

- Welcome series educating about the product, company, and health benefits
- Updates about new product lines
- Recommendations and educational content about how and when to prescribe specific product lines to unhealthy pets
- Exclusive offers for store displays and marketing incentives


DOGS | CATS



### WELCOME TO NUTRICURA

We are the pet food people, where **ANIMALS ARE FAMILY**, nutrition is life, and our ingredient labels are as spotless as the kitchen where we prepared them.

We formulate **VET-APPROVED, MEDICAL PET FOOD** that is human grade, grain and raw optional, and scaled to perfection easily ensure **OPTIMAL NUTRITION** for your furry friend.

[LEARN MORE](#)


### VET FAQ





### BLOG

## EMAIL MARKETING - PET PARENTS

### CONTENT IDEAS

- Welcome series educating about the product, company, and how to purchase or talk with a vet about options
- Discount offers and special promotions for first-time purchases and lapsed buyers
- Reminder emails throughout the user journey: cart abandon, order confirmation, and re-order reminders
- Weekly engagement emails focusing on educational blog content, driving traffic to the website
- Frequent promotional emails and announcements for new products or formula changes


DOGS | CATS



### WELCOME TO NUTRICURA

We are the pet food people, where **ANIMALS ARE FAMILY**, nutrition is life, and our ingredient labels are as spotless as the kitchen where we prepared them.


[LEARN MORE](#)

### ENJOY \$5 OFF YOUR ORDER!


We formulate **VET-APPROVED, MEDICAL PET FOOD** that is human grade, grain and raw optional, and scaled to perfection easily ensure **OPTIMAL NUTRITION** for your furry friend.

Save **\$5** on your first NutriCura order over \$30.  
 Use Code: **WELCOME5**  
 Your furry friend will thank you later!

[SHOP NOW](#)



SHOP DOG



SHOP CAT

## DISPLAY

Display advertising is a powerful top level marketing tool. While it typically does not yield as high click-through rates as inbound marketing strategies, a well-balanced outbound display campaign can have excellent conversions and, most importantly, the thousands of impressions will help facilitate generate brand awareness.

### DISPLAY STRATEGIES

#### Topic Targeting

Topic Targeting will allow NutriCura to bid on categories of pages where ads should appear. Relevant categories might include “natural dog food” or “medical dog food.”

#### Contextual Targeting

Similar to search ads, these banners are displayed in conjunction with content that matches targeted keywords. This way, if a user is reading about prescription dog food, they may be served with a NutriCura ad.

#### Demographic Targeting

Demographic targeting should be layered with all other targeting options to increase specificity. We recommend using the demographics outlined in our target audience section. This should be catered based on ad campaign.

#### Placement Targeting

Placement targeting is a powerful tool to target audiences when you already know the sites they frequent. For example, serving a NutriCura ad on dogfoodadvisor.com may be very helpful. We recommend also excluded placements that will not appeal to the target audience, for example, discount pet food sites.

#### Affinity Audience Targeting

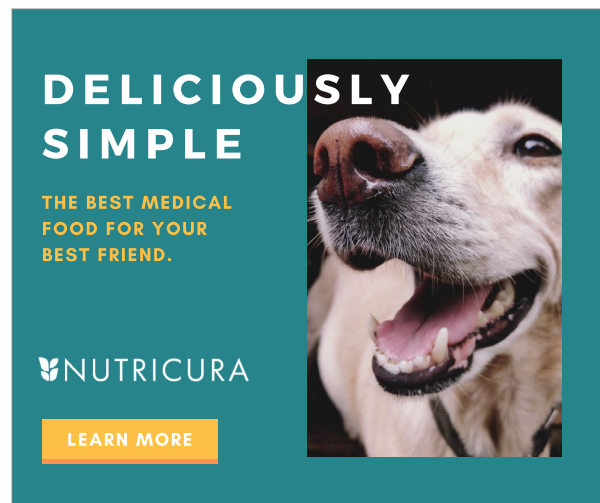
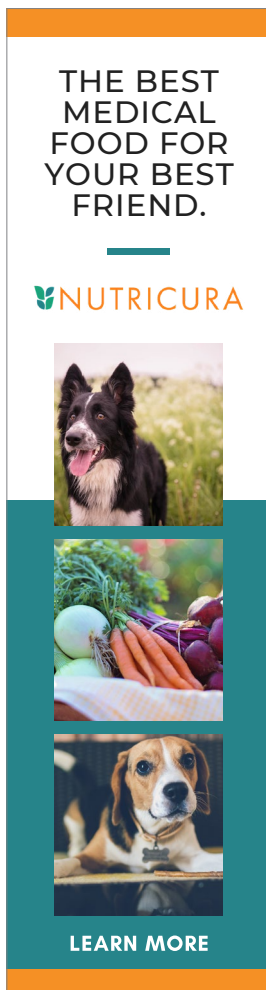
Google allows advertisers to target display ads to predefined affinity audiences. This will allow NutriCura to show ads to shoppers who share relevant interests. A few examples are pet lovers, health enthusiasts, luxury shoppers, or green living enthusiasts.

#### In-Market Targeting

Google identifies “in-market segments” based on what a user is actively in the market for. These users are identified based on recent searching behavior. This is a powerful tool to capture leads who are actively shopping for a medical or natural dog food

## EXAMPLE BANNER ADS

Banners ads used for display advertising come in a variety of sizes. Below are three of the most popular: medium rectangle (300x250 pixels), leaderboard (728x90 pixels), and skyscraper (300x600 pixels). Banner ads are designed to give more of a feeling about a brand than a message. The users will likely only see the ad for a second and will likely skim over any large chunks of text. The most impactful banner ads use bright colors, captivating imagery, and a very clear call to action.



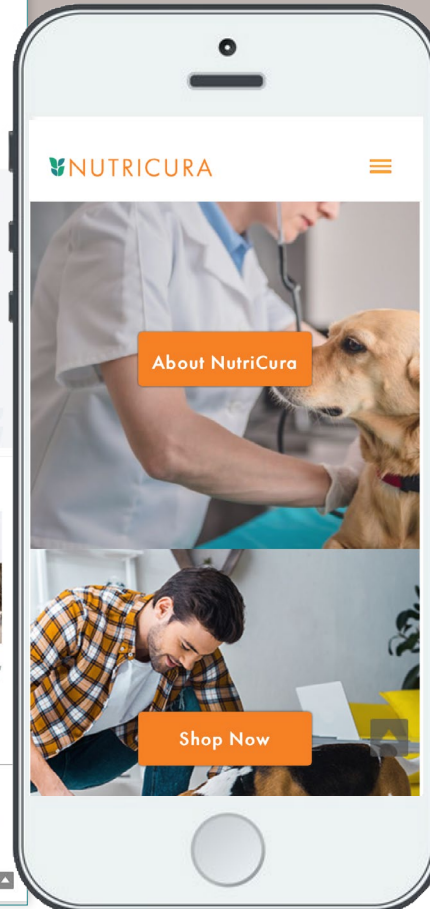
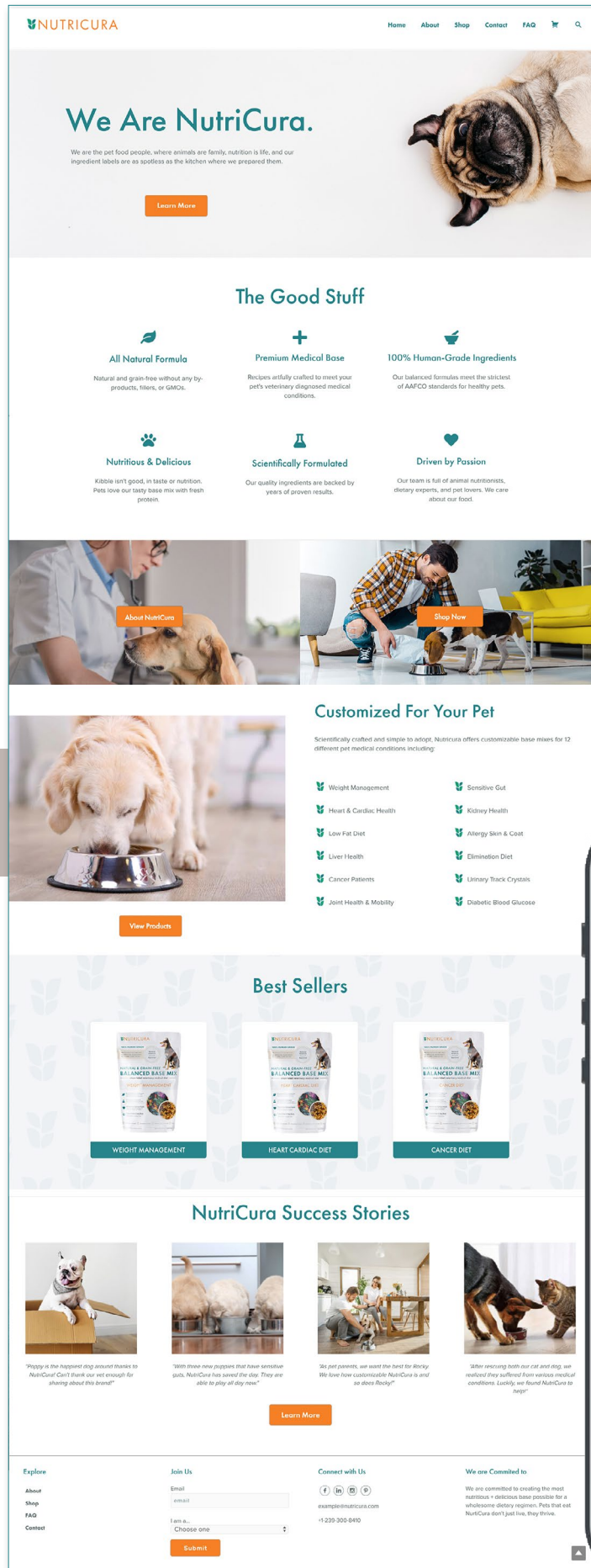


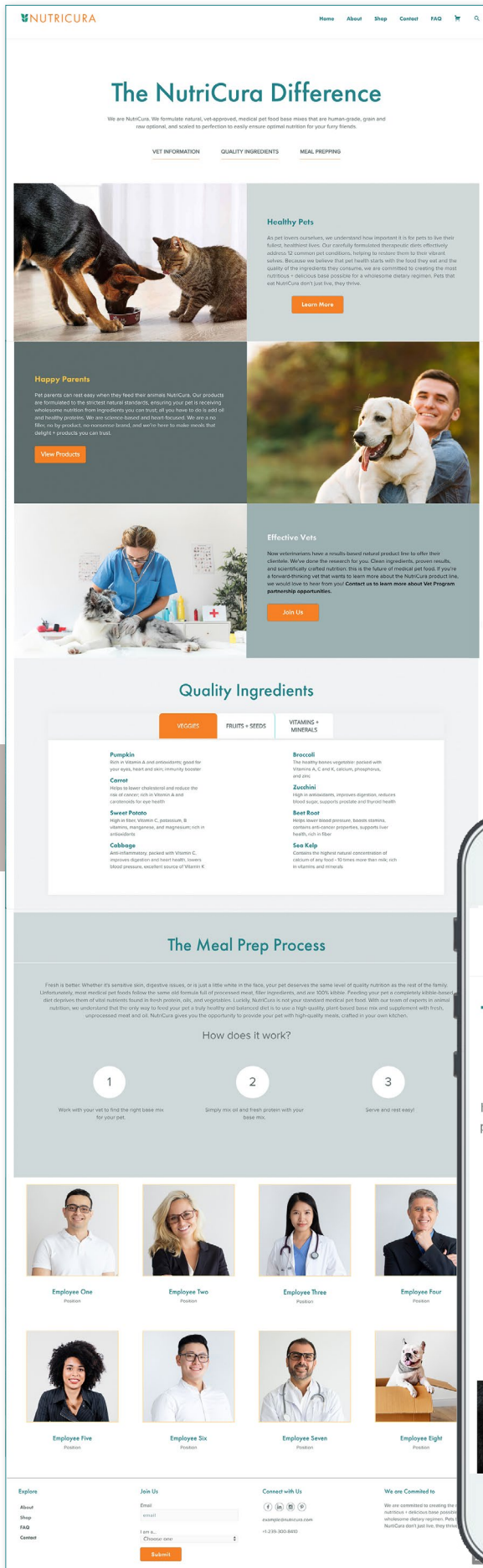
The NutriCura  
**FINAL WEBSITE**

---

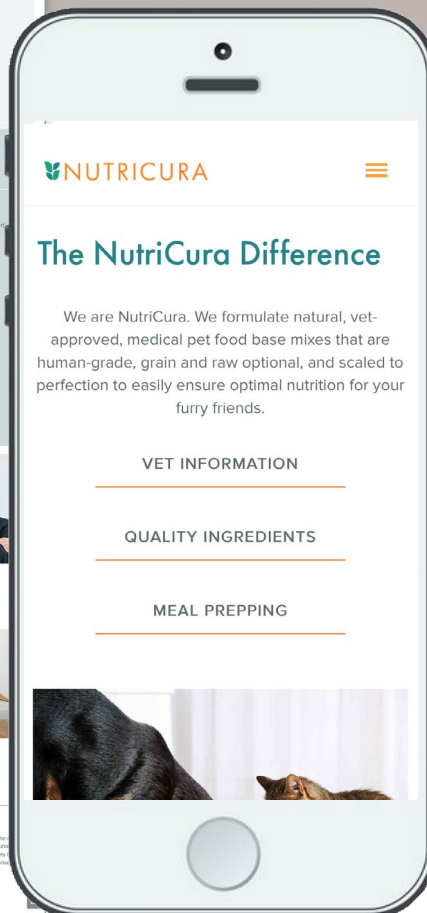
**Home**  
**About**  
**Shop**  
**FAQ**  
**Contact**  
**Future Development**

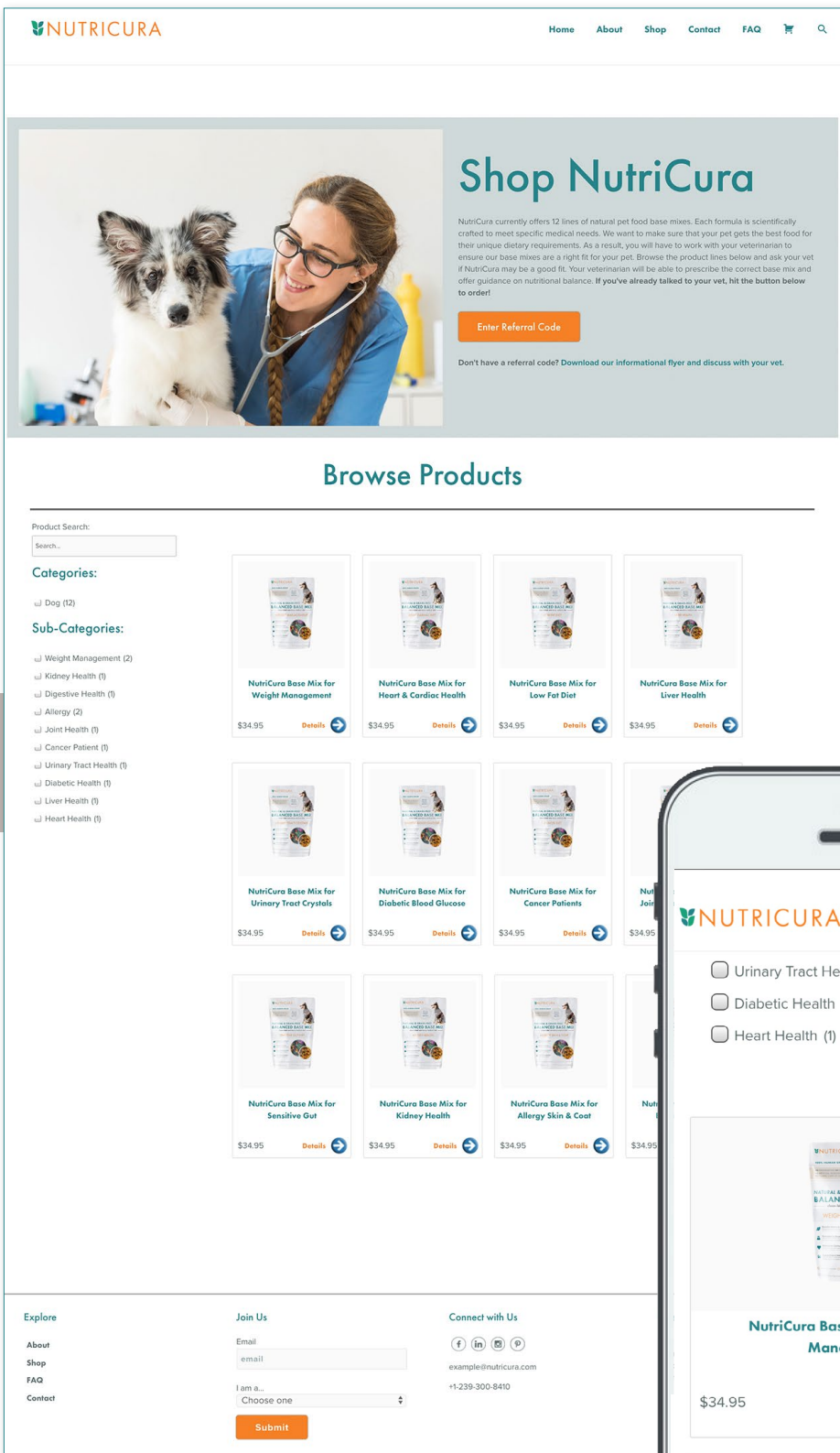




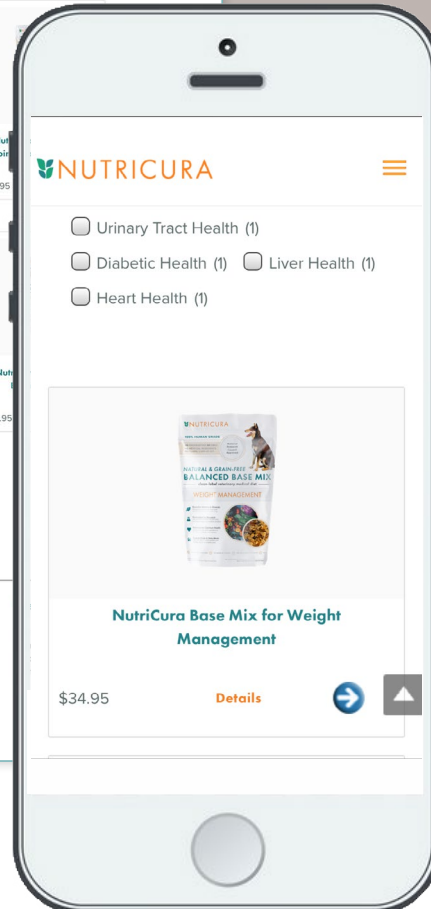


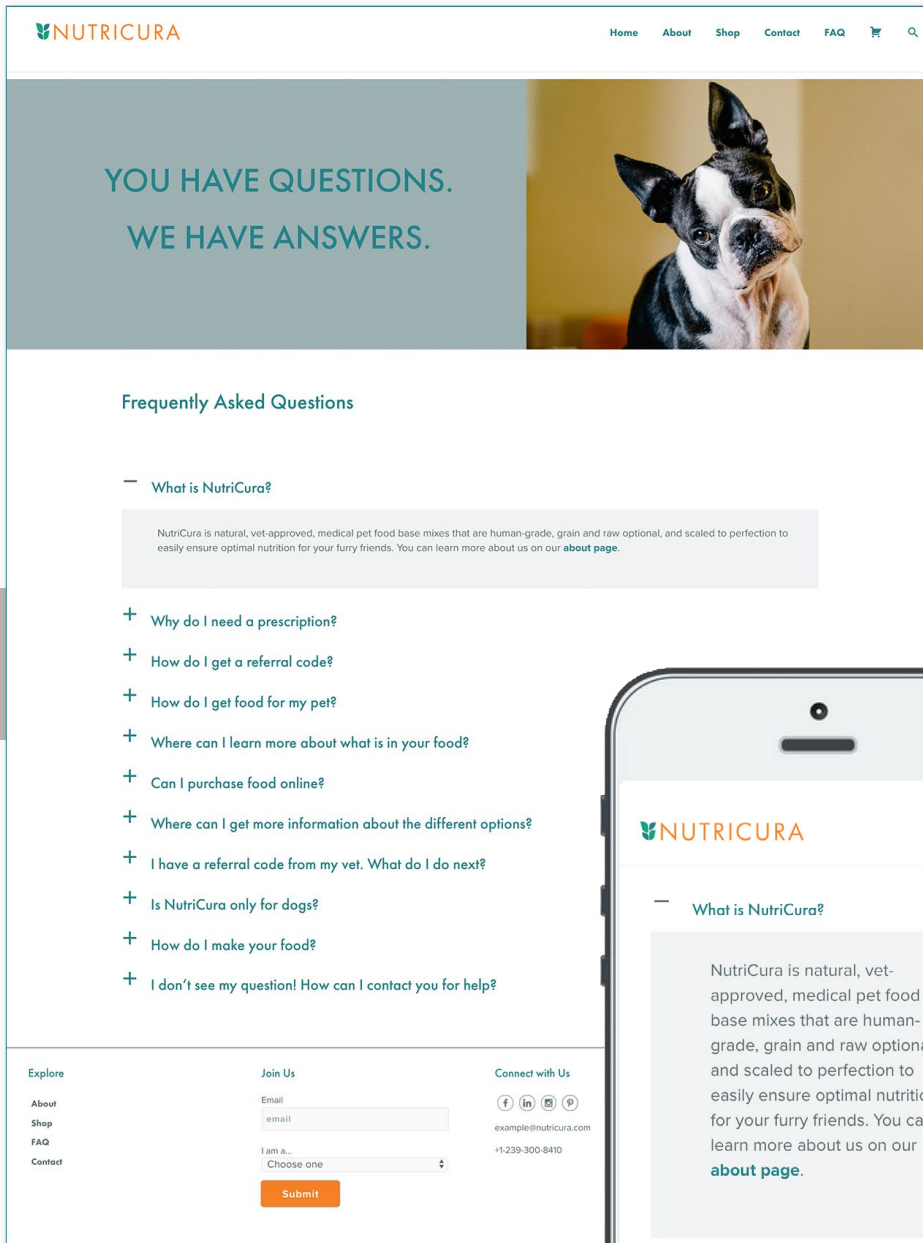
## ABOUT



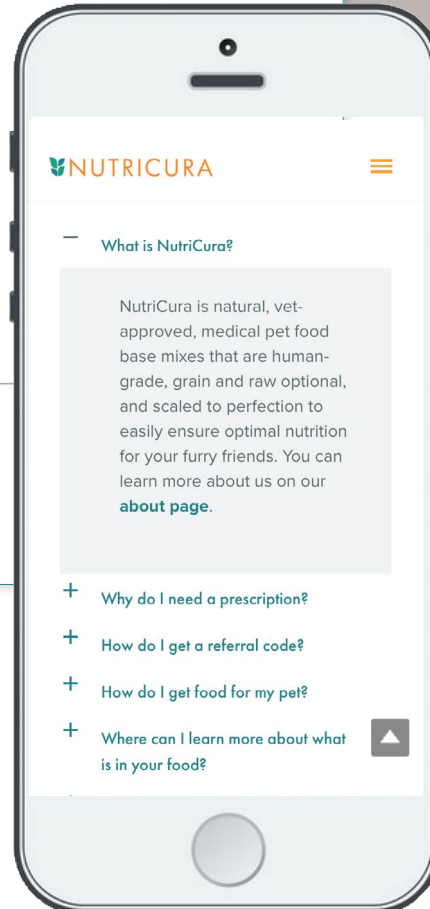


[SHOP](#)

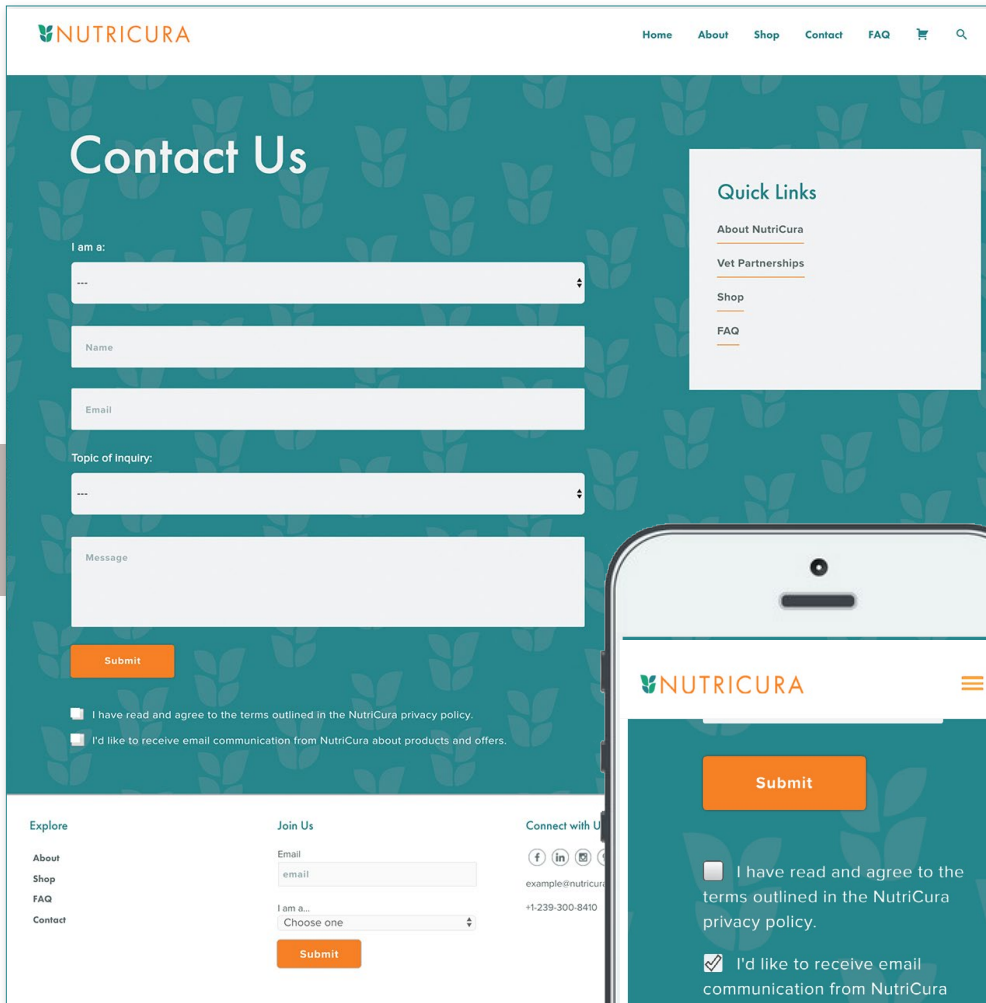




## FAQ



# CONTACT



**NUTRICURA**

Home About Shop Contact FAQ

## Contact Us

I am a:

\*\*\*

Name

Email

Topic of Inquiry:

\*\*\*

Message

Submit

☐ I have read and agree to the terms outlined in the NutriCura privacy policy.

☐ I'd like to receive email communication from NutriCura about products and offers.

Explore

About

Shop

FAQ

Contact

Join Us

Email

email

I am a...

Choose one

Submit

Connect with Us

example@nutricura.com

+1-239-300-8410

Quick Links

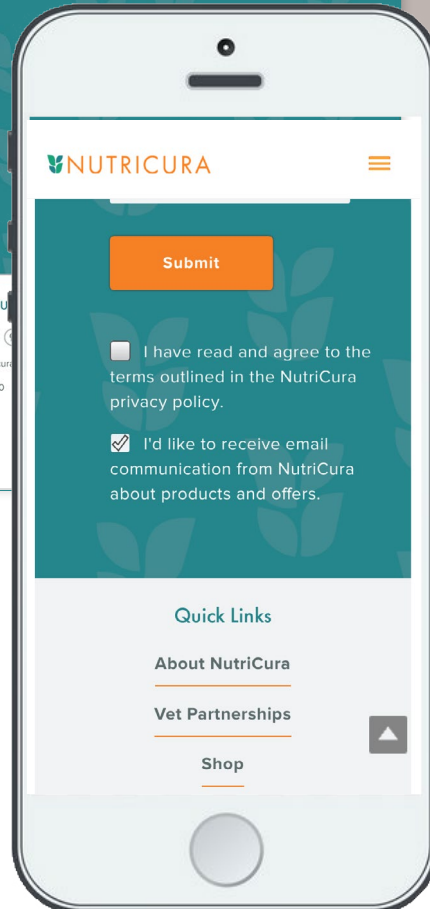
About NutriCura

Vet Partnerships

Shop

FAQ

## CONTACT



**NUTRICURA**

Submit

☐ I have read and agree to the terms outlined in the NutriCura privacy policy.

☒ I'd like to receive email communication from NutriCura about products and offers.

Quick Links

About NutriCura

Vet Partnerships

Shop

## IMAGE INSTRUCTIONS

PAGE	IMAGE NAME	SOURCE	ATtribution RULE
Home	home_1	<a href="https://www.freepik.com/free-photo/cute-surprised-dog-lying-floor_4783380.htm">https://www.freepik.com/free-photo/cute-surprised-dog-lying-floor_4783380.htm</a>	Attribute author, or purchase with Freepik subscription for no required attribution
Home	pawprint.svg	<a href="https://fontawesome.com/icons/paw?style=solid">https://fontawesome.com/icons/paw?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Home	passion.svg	<a href="https://fontawesome.com/icons/heart?style=solid">https://fontawesome.com/icons/heart?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Home	natural.svg	<a href="https://fontawesome.com/icons/leaf?style=solid">https://fontawesome.com/icons/leaf?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Home	medical.svg	<a href="https://fontawesome.com/icons/plus?style=solid">https://fontawesome.com/icons/plus?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Home	ingredients.svg	<a href="https://fontawesome.com/icons/mortar-pestle?style=solid">https://fontawesome.com/icons/mortar-pestle?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Home	science.svg	<a href="https://fontawesome.com/icons/flask?style=solid">https://fontawesome.com/icons/flask?style=solid</a>	Attribute Fontawesome, or purchase with Fontawesome subscription for no required attribution
Shop	buyingguide_1	<a href="https://www.freepik.com/free-photo/close-up-smiling-young-female-veterinarian-carrying-dog-clinic_3181081.htm">https://www.freepik.com/free-photo/close-up-smiling-young-female-veterinarian-carrying-dog-clinic_3181081.htm</a>	Attribute author, or purchase with Freepik subscription for no required attribution
About	about_1	<a href="https://www.shutterstock.com/image-photo/cute-cat-funny-dog-eating-food-455849011?src=cp2sVJ61utidY97q2SyyGw-1-35&amp;studio=1">https://www.shutterstock.com/image-photo/cute-cat-funny-dog-eating-food-455849011?src=cp2sVJ61utidY97q2SyyGw-1-35&amp;studio=1</a>	Purchase with Shutterstock subscription for no required attribution
About	about_2	<a href="https://www.freepik.com/free-photo/guy-holding-his-friend-dog-labrador-smiling-sunset_2583904.htm">https://www.freepik.com/free-photo/guy-holding-his-friend-dog-labrador-smiling-sunset_2583904.htm</a>	Attribute author, or purchase with Freepik subscription for no required attribution
About	about_3	<a href="https://www.freepik.com/free-photo/veterinarian-checking-dog-with-stethoscope-table-vet-clinic_3156607.htm">https://www.freepik.com/free-photo/veterinarian-checking-dog-with-stethoscope-table-vet-clinic_3156607.htm</a>	Attribute author, or purchase with Freepik subscription for no required attribution
About	about_4 – about_11	<a href="https://www.freepik.com">https://www.freepik.com</a>	Replace stock images of people with of NutriCura staff before official website launch
About	about_11	<a href="https://www.freepik.com/free-photo/closeup-french-bulldog_3297316.htm">https://www.freepik.com/free-photo/closeup-french-bulldog_3297316.htm</a>	Replace with image of NutriCura staff before official website launch
FAQ	faq_horizontal	<a href="https://unsplash.com/photos/ugOn4NqS-3o">https://unsplash.com/photos/ugOn4NqS-3o</a>	None Required

## PLUGIN INFORMATION

PAGE	PLUGIN NAME	LOCATION ON PAGE	EXPLANATION
Home	Favicon by RealFaviconGenerator	All pages (in browser bar)	This plugin allows for NutriCura's favicon to appear in the browser bar next to the URL.
Home	LoftLoader	All pages	This plugin adds a customizable loading screen and smooth fade-in transitions to each page
Home	Menu Icons	Navigation	Allows the addition of icons to navigation
Home	MetaSlider	Customized Pet Section	This plugin creates an interactive slider that users can click through to see various products.
Home	Flip Box	Best Sellers Section	This plugin allows the user to hover over the product image to learn more about the product. All customization has been done via external css. For easier customization, there is a pro version available.
Shop	Product Catalog	Product listings and category set-up on buying guide	This plugin allows for easy management of products and categories. We recommend purchasing the premium plugin for \$50 in order to unlock all of the customization options. The premium version includes options like expanding the product page, adding advanced displays, product page SEO, cart functionality, adding tags, custom fields, and connecting ecommerce. It will also allow for unlimited products and categories.
Home	Popup Maker	Creates popups triggered by action or time	Currently, this plugin is used to show interactivity when a user redeems a referral code. However, since ecommerce is not connected, this is only meant to simulate the behavior and does not actually interact with the products.
About	MaxButtons	3 text block sections for pets, parents and vets	Buttons are styled in the WordPress dashboard and are there to keep users on the site, directing them to product purchases and other pertinent information
About	Content Tabs	Quality Ingredients tabbed content	Key ingredients are broken down into categories and designed with an equal amount of content in each
FAQ	Ultimate FAQ	Main Page Content	This plugin allows for easy creation and management of frequently asked questions. While there is a premium version that will provide more customization, the free version does suffice as is.
Contact	Contact Form 7	Main Page Content	This plugin allows for easy creation and management of contact forms, newsletter sign-up forms, and email marketing integration.
About	Contact Form 7 Redirection	Thank You page (appears after form submission)	This plugin allows for the user to be redirected to a thank you page after they submit the form.
Misc.	Beaver Builder Plugin Lite	N/A	Foundational plugin in order to build the site layout and content

## PLUGIN INFORMATION CONTINUED

PAGE	PLUGIN NAME	LOCATION ON PAGE	EXPLANATION
Misc.	Beaver Builder Header Footer	N/A	This plugin allows for easy customization of the header and footer via the WordPress customizer.
Misc.	Custom Fonts	N/A	This plugin allows for easy adding of custom fonts for the site.
Misc.	Menu Image	N/A	Menu Image is used to add images into menus in the menu tab of the WordPress dashboard. The use of this plugin can be found in the footer with the social media menu.
Misc.	Smush	N/A	Smush is an image optimizer that aids in decreasing the loading time of the website.
Misc.	Yoast SEO	N/A	Yoast SEO helps with the overall SEO of the site, and is able to add customization of keywords and predict the SEO success of pages and posts.
Misc.	Autooptimizer	N/A	Optimizes website for faster loading speeds

## FUTURE DEVELOPMENT

### HOME PAGE

#### Instagram Feed

The Pet Parent Features section should ideally pull from NutriCura's Instagram feed. Once that has been set up and established, we would recommend installing this plugin to pull the feed into the site to increase social engagement.

### SHOP

#### Referral Code

Currently, the pop-up simulates the behavior from this button but it does not perform the action describe. Eventually, once ecommerce is hooked up to the site, then the product associated with the referral code/prescription should be added to the cart when the user enters the code. The codes will be provided to the vets who become partners with NutriCura.

#### Product Catalog

Eventually, the product pages should include "add to cart" functionality. If the user does not have a code, it should prompt for one and/or provide instructions to speak with their vet. This shopping functionality will need to be added once ecommerce is hooked up.

#### Downloadable Veterinarian Form

Once the veterinarian partnership program is fully developed, the download accessed by the *"don't have a referral code?"* section should be updated. We recommend an information flyer explaining the program to the veterinarian with instructions on how to join and start prescribing NutriCura.

### ABOUT

#### Learn More

Should eventually point to an educational page that explains more about the formulas. Alternatively, add this content to the Shop and link to that page instead.

#### Join Us

Should eventually point to a vet portal where prospects can apply to be a part of the NutriCura family and receive referral codes for their clients.

## FUTURE DEVELOPMENT

### FAQ

#### Content

FAQ's should be adjusted/ added to truly represent the questions NutriCura specifically receives. Further development can also include categorizing the FAQs.

### CONTACT

#### reCAPTCHA Spam Protection

Once client sets up website on their domain, they will want to add reCAPTCHA integration to the contact form (available within Contact Form 7 plugin). This is recommended as an add-on for any type of form submission, as it protects against spam and other kinds of automated abuse.

### IN PROGRESS

#### Future Pages

The in progress page is purely a placeholder for undeveloped pages. As more pages and information is added to the site, the need for the in progress page will no longer be needed. Links in various areas will need to be replaced to direct to the right pages. We suggest the following pages to fully flush out the website:

- Dog & Cat pages: While NutriCura is launching with a line for dogs, these pages specifically speaking to products and recommendations for dogs and cats can be built out once future product lines are developed.
- Vet Information page: This site is consumer facing, based on the sales option for a pet parent to purchase their own product after being referred by a vet. The veterinarian-specific content will need to be built out with information about how a veterinarian can join and receive codes and educational content for their clients. Once a veterinarian joins the network, an account set-up should be initiated so the veterinarian can log in and manage their codes, preferences, order samples, displays, etc.