

SLIDE 1

Our IMC objective is to have a 30% increase of awareness for the human-grade dog food line through a targeted user generated campaign on our social media, a televised advertisement on popular pet channels, and two engagement events that support our product line and small businesses while connecting directly with our consumers. Each of these things will help our marketing objective by increasing total market shares, total sales, and overall positivity towards the brand through educating consumers of the benefits of natural dog food.

Our campaigns will be targeted towards pet owners who have a need for personalized food products that provide maximum benefits to their dogs. These men and women will be between the ages of 25-35 and live in densely populated areas making between \$60,000-100,000 a year.

Our strategy will primarily focus on our online presence on Facebook, Instagram, and Twitter. However, by adding in a televised campaign we can also reach a broader audience that may not be technologically savvy but still care about their pets. And by involving ourselves in the community, we can build a better brand appearance while using word of mouth techniques to promote the brand. And we get to see all the happy dogs enjoying our dog food line.

SLIDE 2

We will be working with the Discovery Channel, and their Animal Planet team on a televised advertisement. The advertisement will showcase our dogs and their favorite line of food. We think it's important to also get real opinions from real customers.

By using the Animal Planet's television channel to advertise the human grade-dog food we will reach a broader audience. This can include an older generation that may not be on social media but still have the ability and desire to purchase healthier food options for their pets.

We reviewed the numbers with animal planet and people between the ages of 25-35 and the older empty-nester generation we are targeting, we will be reaching about 69% of total viewers through these televised campaigns. And based on the Animal Planet's audience, about 51% of their population fits into the income level we are targeting.

Out of the 59 shows, 11 shows on the channel are dog or vet related shows. This means that we have a few different opportunities to reach our audience however we will need to work with Animal Planet to ensure our advertisements go out during or around these shows. This can be a great way to expose the right audience to the new human-grade dog food line because they are already interested in dogs and/or the health of their pets.

SLIDE 3

We will start our social media campaign by establishing ourselves on Facebook, Instagram, and Twitter specifically for our human grade dog food line. Each of our social media platforms will have their own content schedule with Instagram being our focus because the demographics of Instagram users, better aligns with our target audience.

However, our main focus of our social media campaign will be user-generated content because it shows the authenticity of our brand and will create a reputable brand image. UGC is content that is created by our users to advertise our products.

We will utilize the hashtag #realfood4realdogs to collect our user-generated content from our consumers. Here they can share photos of their dogs enjoying the food from our pet line, share before and after photos, share educational videos, a lot more engaging content.

We will also establish a posting schedule that ensure we are promoting our products, explaining the benefits, and sharing updates through engaging content.

UGC and other engaging content will be incredibly important to our media campaign because we want our audience to see the benefits of our dog food line by our customers sharing how happy and healthy their pets look this will better help establish a trusted relationship with the consumer thus increasing sales.

SLIDE 4

Sample marketing is an easy way for our customers to try the products without any commitment but see how happy their dog is. It is also a great way for Hill's Science to create brand awareness not only towards the brand but also create exposure to our new line of human-grade dog food.

Washington State is home to many popular dog parks such as Marymoor Off-Leash Dog Park, Robinswood Dog Park, Warren G. Magnuson Park Off Leash Area, Willis Tucker Off-Leash Dog Area, and many more. By having our team members explore these dog parks and talk with real pet owners about our new dog food line and provide each one of them with a sample we can build trust in our brand and create stronger business relationships.

We will start by having team members go a few times a week, alternating the months and days every quarter.

To ensure we are increasing traffic to our website and boosting sales we will have all owners sign up for our human-grade dog food line specific mailing list. We will also provide them with a coupon for their first order and a referral code for their friends and family so if they want to buy our food, both parties will be rewarded.

SLIDE 5

To support local businesses all while re-establishing the importance of natural and healthy foods, we will partner up with local farmers markets during the spring and summer.

We will work with the farmers markets and vendors that we utilize to create our products to ensure that they are on board with our engagement events as well as use social media to promote them as they become closer.

We will have special dog friendly weekends once a month where owners and their furry friends can walk throughout the farmers markets looking for different clues from vendors all while getting samples of the local produce that we use in our dog food formulas.

Teams that complete the treasure hunt and provide the final clue can be entered to our different raffles to win prizes such as discount codes, year-supply of free food, and many other prizes such as food bowls made by local businesses, dog leashes and collars also made by local businesses, etc. Everyone who participates will get a free shirt with our official Human-Grade Dog Food x Farmer's Market Treasure Hunt Logo.

Our goal with these treasure hunts is to increase brand exposure while supporting the businesses that mean the most to our customers and who can make our products possible. By providing prizes such as coupons and free products, we can easily direct more traffic towards our website thus increasing sales. And by getting involved in our community we are make a very strong appearance in the human-grade dog food industry which can help increase total market shares.

SLIDE 6

Here you will find our campaign calendar that highlights the events of each of our different campaigns over the next year. You can see that we focused the warmer months on the engagement events and then directed our resourced to the online and television space during the colder months. This was done strategically to ensure maximum exposure to our promotions.

We also think it's important to run promotions on our social media every quarter to ensure that our brand continues to grow on social media. Since our target market is so young, we are primary using social media to communicate with our audience.

SLIDE 7

Thank you for taking the time to listen through my IMC campaign pitch. I am truly invested in making our pets happy and healthier and I think by introducing an all-natural line of dog food we can make that healthier change in a lot of pets lives