

The Farmer's Dog

A BRAND PLANSBOOK

2019/20

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anomaly
strategy

SINCE 2019

Dear Ms. Katie Iles,

After a semester of reviewing in-depth research, compiling data, and gathering information we are able to present to you our findings and suggestions. All recommendations in this document have been designed with the goal of increasing The Farmer's Dog's subscriber base. We suggest a target market of dog owners between the ages 25-40 who value quality, freshness, and convenience.

In your quest to provide consumers with high quality dog food through an easy-to-use e-commerce delivery system, we suggest The Farmer's Dog harness fresh and human grade attributes to develop a clear competitive advantage. Ultimately, this would work to give consumers a sense of fulfillment and quality, especially against competitors like Ollie. The current trend towards health-consciousness inside the pet food industry is a key point we discovered, and it creates a great opportunity for your brand.

We have attached a detailed copy of all of this information and believe that these recommendations will aid The Farmer's Dog in growing its subscriber base. Our group is looking forward to hearing back from you, and we hope that our recommendations are helpful.

Please contact us at adv3001group3.com if you have any questions or concerns.

Best Regards,

ANOMALY STRATEGY



SINCE 2019

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Executive Summary

Our client, The Farmer's Dog, is seeking to grow its subscriber base in the pet food market. Our group was tasked with creating a strategy campaign and a creative brief for The Farmer's Dog to increase its subscribers. We began by performing secondary research for The Farmer's Dog in which we compiled background information about the pet food industry, The Farmer's Dog, the product, its competitors, consumer habits, varying markets, and the macroenvironment.

Following this secondary research, our group formed a list of problems and opportunities. After this, our group decided to recommend that The Farmer's Dog pursue the increased social trends of healthy eating and quality food through various advertising formats, which can help to increase its brand awareness and subscriber base. This health trend and opportunity is highlighted in the problems and opportunities analysis our group conducted.

After further research, our group focused in on a marketing strategy and target market profile. This target market profile consists of health-conscious people between the ages of 25-40 who seek convenience and value longevity.

Next, we formulated two strong possible positioning statements. Following this, our group chose the proposition statement that we felt encapsulated The Farmer's Dog character, vision, and benefits that our target market is in search of. Once this was completed, our next move was creating communication objectives and an overall strategy. After this, our team highlighted specific media strategies and tactics that can be used by The Farmer's Dog to effectively reach the target market and address the ultimate problem statement of this case.

We completed the strategy and campaign ideas through applying tools of measurement and evaluation. Ultimately, a creative brief was compiled to summarize the key take-a-ways from this brand analysis and to make sure that The Farmer's Dog received a beneficial document for future use.



THE FARMER'S DOG

The brand challenge for the Farmer's Dog brand is to grow its subscriber base in the pet food delivery market.



Industry Analysis

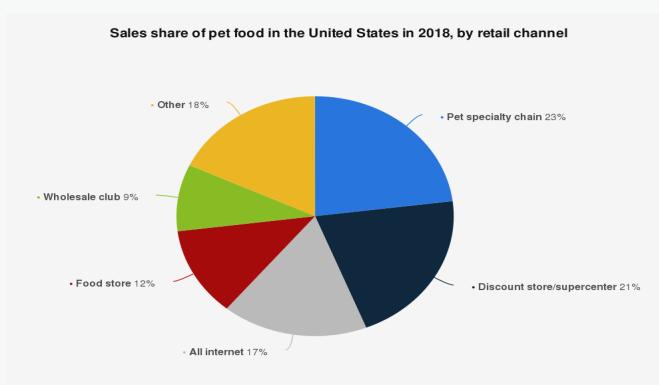
Overview

The Farmers Dog Pet food competes in the dog/pet food industry, the wet dog food industry, and the online pet food industry. These industries are driven by various economic factors including the number of pets, number of broadband connections, per capita disposable income and time spent on leisure and sports. Pet owners control the demand for the industries associated with online pet food and pet supply sales (Cook, 2019). The most relevant industry to the Farmers Dog Pet Food is the pet food market.

Main Industry of Focus

Pet food accounts for the highest-selling category of pet products. In 2018, U.S. consumers spent over \$30 billion on pet food. Dry dog food has the most sales in this classification, hitting \$5.15 billion in 2018. Revenue within the pet food industry has increased throughout the last five years (Bedford, 2019).

Moreover, grain-free and gluten-free pet food is a new trend within the industry. Looking at the graph “Sales share of pet food in the United States in 2018, by retail channel” from Statista, Pet specialty chains hold the largest share of sales at 23%. Discount stores hold 21%, and internet sales make up 17%. Food stores, wholesale clubs, and other retailers account for the remaining sales (Bedford, 2019). The two major companies in this industry are PetSmart and Petco Animal Supplies (Cook, 2019).



Other Industries:

Wet Dog Food Industry

The wet dog food industry has seen an increase in popularity throughout the last few years. From 2017 to 2018, sales of wet dog food grew 4.7% and sales of natural wet dog food grew 43% (Nielsen, 2018). According to Packaged Facts report, 40% of dog owners use wet dog food at least occasionally. The report continues to describe the convenience of individually packaged wet dog food. Overall, trends show that there is a growth in purchases of wet dog food. According to a statista study, there has been an increase from 29.8% to 40.3% of dog owners buying wet dog food.

Other Industries:

Online Pet Food Industry

Consumer demand for online ordering has been increasing. This industry focuses on pet food sales, pet medication sales and pet supply sales. The major players in this industry are PetSmart Inc., Amazon.com Inc., and Petco Animal Supplies Inc. (Cook 2019). In a Statista 2019 study 23% of respondents said that they used Amazon.com as the main website to purchase pet products (Statista, 2019). PetSmart and Amazon hold 44.4% and 41.7% of the online pet food industry (Statista 2019). The industry has low barriers to enter as starting a website for online ordering is fairly simple and not too expensive. The industry is growing, which could make entry into the industry more difficult. Online pet food is expected to increase annually by 10.1% until 2024 (IBISWorld US). Many new products are being introduced with many firms entering the industry.

Company Analysis

The Farmer's Dog: A Labor of Love

Co-founder Brett Podolsky's beloved pup Jada was extremely sick for the first two years of her life. As any father would, Brett searched endlessly for the answer to Jada's stomach issues.

After abandoning commercial pet food all together, Brett was shocked at how his home-cooked nutrient packed dog food virtually eliminated Jada's problem. Soon after, he teamed up with his friend Jonathan Regev to create The Farmer's Dog and feed pets everywhere the healthiest food.

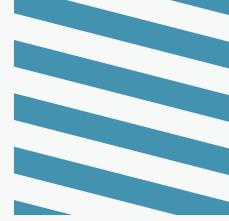
Regev and Podolsky each invested \$5000 to help launch a website for their newest business venture. Within days of the website release they had a waitlist of eager dog parents wanting more for their pets. Regev currently serves as the CEO of the company that has remained private since its founding in 2014. The Farmer's Dog is larger than pet food. It is about ensuring specifically individualized perfect nutritional balance for each pet across America, at each owner's convenience. This direct-to-consumer product provides free and flexible deliveries nationwide in eco-friendly packaging where it is always guaranteed fresh. The food is cooked within days of shipment to ensure the freshest quality.

Their business model doesn't revolve around profits, but rather how it would be virtually impossible to guarantee fresh food when it is aging on a shelf. Regev states in an interview that, "We really could not make this kind of product if it were in retail stores ... It would have to be further processed or the food would have to be made six months before it hits customers' hands." At the moment, The Farmer's Dog currently only has two product offerings in a variety of flavors: a full daily meal plan or a top-per plan to supplement your pets current diet. Each flavor is packed with specifically chosen ingredients and nutrients that are ideal for each pets' age, breed and health history

Their impactful mission has helped raised millions of dollars through crowdfunding. In January, Forbes reported that they raised \$39 million in the largest series B round for a pet startup. They now have over 50 employees headquartered in New York City. Crain's New York Business reports that their 2018 revenue was well in the eight figures coupled with a 500% growth.



Product Analysis



Attributes

The Farmer's Dog is a dog food delivery subscription service that brands itself as human-grade meat and vegetables made for dogs. The Farmer's Dog food delivery subscription is a highly personalized process that varies in price and attributes. The subscription can be altered with the dog's name, breed, gender, age, weight, if it has been spayed/neutered, dog, body type, health issues, level of activity, and the food the dog already consume prior to Farmer's Dog. The product line consists of turkey, pork, and chicken (TheFarmersDog.com).

Pricing, Package, & Distribution

Pricing varies between \$30- \$154 per package depending on the amount of food ordered (a few meals to two weeks' worth), specific prescription foods, and specialized diets (TheFarmersDog.com). Currently using an introductory pricing strategy. The food comes pre-packaged in a clear bag plastic bag with the ingredients and Farmer's Dog logo on the exterior. The product is mailed to each subscriber from the closest distribution center to allow for a timely delivery. The food is never frozen, shipped in eco-friendly packaging and has free shipping nationwide. The cardboard shipping boxes, insulation, and food storage containers are biodegradable and BPA-free (TheFarmersDog.com).

Promotions

The Farmer's Dog as a brand has developed a strong online presence and image for product promotions. On Instagram and Facebook specifically, the brand has positioned itself as "this is what real food looks like... the food dogs were built to eat" (Farmers Dog TV). Through various online

video and photo advertisements they have established a message focused towards dog owners who want the very best, fresh and convenient ingredients for their pet. By utilizing mainly YouTube, Instagram, and Facebook they are reaching more tech-friendly users, a key element in ordering this product to begin with. Furthermore, the messaging in the advertisements implies a focus on changing the way we feed our pets" so a subtle element of being cutting edge, and ahead of the curve is hinted in most of their digital advertisements and promotions. Overall the attributes in the promotions consists of mainly highlighting the types of meat and veggies offered, with more effort being focused on the benefit of the product like its "freshness" "convenience" and being "food dogs were built to eat" (Farmers Dog TV).

Brand Personality

The Farmer's Dog personality is branded as a friendly subscription service that allows dog owners to "skip the stores, preservatives, and retail markups" in favor of perfectly timed refrigerated delivery diets for dogs (FarmersDog.com). The brand promises USDA safe, quality, and fresh food that has never before been available to pets and "nutrition that exceeds industry standards for dogs (AAFCO)". The Farmer's Dog is formulated by nutritionists and praised by vets. It is promoted mainly through social media as being personalized and allowing for your dog to have better digestion, a stronger immune system, and healthier skin (TheFarmersDog.com). As part of their marketing strategy, The Farmer's Dog has an affiliate program that works to get the word out and offers benefits to affiliates. Anyone interested in this program can apply online. Lastly, The Farmers Dog offers DIY recipes for dog owners who prefer to make homemade meals for their pets, which allows them to tap into another market segment.

Competitive Analysis

The Farmer's Dog faces several leading competitors in the pet food delivery category. Ollie, Pet Plate, and NomNomNow stand as direct competitors, all with similar business concepts and a focus on fresh, healthy pet food. Each of these companies target pet owners who care heavily about their dog's health and distribute food on a regular basis to subscribers. Chewy, an online retailer specializing in automated pet food delivery, acts as a notable indirect competitor.

BIGGEST DIRECT COMPETITOR: Ollie

After analyzing each main competitor's products, marketing strategy, and industry position, we have determined Ollie to be the number one direct competitor for the Farmer's Dog brand. Founded in October 2016 by three self proclaimed dogparents, Alex Douzet, Gabby Slome and Randy Jimenez, Ollie offers a dog food delivery service with customized meals for every pet. Since then, the company has grown rapidly, and it has brought in about \$3.5 million in annual revenue (Owler). Recently, Ollie brought on a new CEO, Nicholas Stafford.

Their slogan is "healthier food for a healthier dog," and Ollie's competitive advantage lies in individualized plans for every dog based on breed, size, build, activity, weight goals, and more. It should be noted that Farmer's Dog has a similar approach. Ollie offers chicken, turkey, beef, and lamb based meals with fresh produce and superfoods mixed in, and they market their products as high-quality and human-grade. They are delivered on a regular basis with a customized scoop, so customers can serve precise portions to their pets.

Through their website, myollie.com, and social media outlets (including Instagram, Facebook, and Twitter), Ollie promotes how their products can help your dog stay healthy while reinforcing their dog-loving brand personality. They also have posted promotional videos on their Youtube channel, including one showcasing how Ollie gives back to charitable organizations benefiting dogs, as well as pet recipe videos. Ollie also has placed a Hulu advertisement in order to reach their target market: "pet-parents."

Plans are priced per week and work on a subscription-based system. As part of their pricing strategy, Ollie offers 50% off your first order to attract new customers. Two plans are available: 25% of your dog's dietary needs for a lower price, or 100% of your dog's recommended caloric intake for a higher price. Ollie also offers a 100% money back guarantee. Overall prices are similar to that of Farmer's Dog. Lastly, Ollie has expanded to a second channel of distribution through a partnership with Jet.com, so customers can buy certain Ollie products (dog snacks) through the online retailer (Pet Product News, 2018).

Competitive Analysis

Honorable Mentions:

Pet Plate

Much like Ollie and Farmers Dog, Pet Plate offers human grade, USDA certified, chicken, turkey, beef, and lamb based meals. Unlike Ollie, meals are already proportioned, and come in resealable containers. Base prices are higher than other competitors, but their pricing strategy includes many discounts, such as their current "35% off limited time offer." These price reductions make the cost comparable to other options on the market. Pet Plate also offers a money back guarantee on your first box.

NomNomNow

Offering meal plans for dogs and cats is a major point of differentiation for NomNomNow, who also offers a healthy meal delivery service for pets. In the dog realm, their product line includes chicken, turkey, beef, and pork. NomNomNow meals are also already proportioned. They market their products as specially formulated by Dr. Justin Shmalber, a veterinary nutritionist which also sets them apart. Their prices are slightly higher in comparison to Ollie and Farmers Dog, and they offer a 30% discount off your first order.

Biggest Indirect Competitor: Chewy

Launched in 2011, Chewy is an online pet supplies retailer with over 1000 brands to choose from. They sell both food and supplies, and they offer free shipping. As for pet food, Chewy specializes in automated delivery. There are many options for human-grade, whole food, and fresh food (which constitute the market niche The Farmer's Dog occupies).

Chewy's marketing strategy focuses on convenience, and their promotions strategy relies heavily on television commercials and word-of-mouth to reach their main target market, new parents.

Overall, their stock market value has been declining since their IPO in June 2019. On another hand, Chewy accounted for 20% of online sales of pet products in 2018, just behind Amazon (23%) and Walmart (22%) (Petfood Industry, 2019). Chewy is under the parent company PetSmart, which owns 70% of Chewy. PetSmart held a strong 27.3% market share in the pet store industry in 2018 (IBIS World, 2018).



Market Analysis

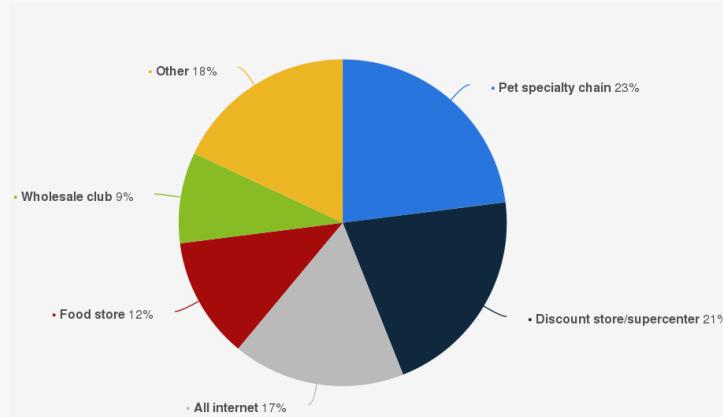
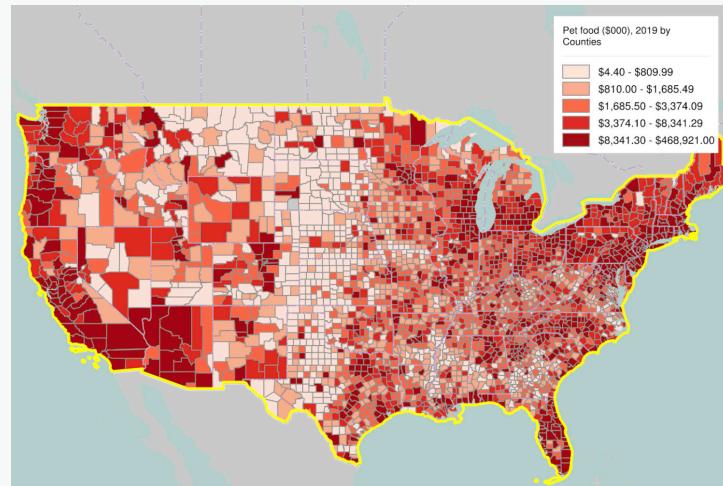
As far as geographic nuances go, pet food spending varies greatly across the nation. The highest spending is concentrated greatly in the Northeast, California, Florida. It correlates closely with high population density.

One interesting thing to note, is that the top two criteria for choosing where to purchase pet food are price and convenience for nearly all demographics (Mintel, 2019).

This map to the right highlights the variance in pet food spending among different geographical regions with the continental United States (Simply Map, 2019)

The pet food market has consistently been the highest-selling category of all pet products in the United states. Over 30 billion U.S. dollars were spent on pet food in 2018, a figure that had increased by over 10 billion dollars throughout a five-year period. Dry food is the most popular segment and has obtained sales of over 5.15 billion U.S. dollars in 2018. Consumer spending in the US has also increased by 4.9%

The pie chart to the right notes that pet specialty chains have gained the highest sales share of pet food in the United States in 2018, with a share of 23%. Discount stores and supercenter came in second place with a sales share of 21%. In third, 17% of all sales were made through e-commerce channels (Statista).



Consumer Analysis

A Farmers Dog consumer is driven by the love that they have for their dog. The consumer views their dog as an extension of their family and self. The dog may even be regarded as a "child" of the owner. The Farmers Dog consumer takes an additional interest in pet happiness and believes that their dog deserves the best. They would be viewed as the type of individual interested in walking their dog or visiting local dog parks.

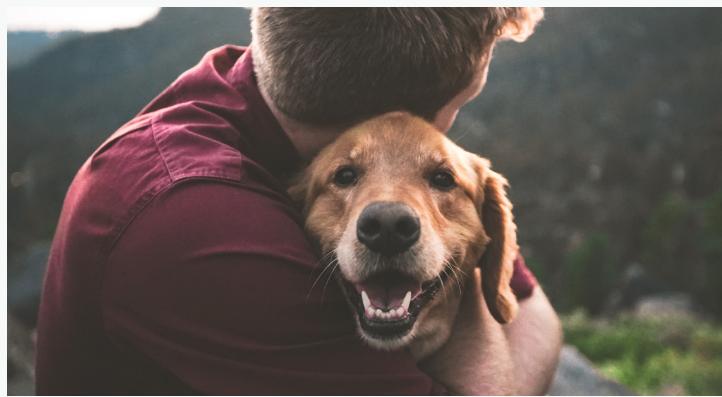
When providing food to their pets, the consumer will choose food that is made with clean ingredients and built sustainably (Mintel). According to Mintel, younger shoppers will also preference pet food that reflects their own priorities. Therefore, the consumer Farmers Dog prefers to live a healthy lifestyle and expects the same benefits for their dog.

The consumer of The Farmer's Dog is also highly engaged in the wellness of their pets. Overall, individuals who own dogs are more likely to invest in a product that enhances the quality of life for their pets, such as the personalized nutrition of Farmers Dog (Mintel). These consumers may use the product by placing a subscription order with the company to completely replace or mix in with their current dog food.

According to Mintel, convenience and price are the leading considerations taken into account in regards to pet-related purchases, as mentioned earlier. The Farmer's Dog consumer is able to afford the brand and enjoys the convenience of having a home delivery.

Reviews from Farmer's Dog consumers indicate that another driven factor in purchases are maintaining gut health and repairing additional health issues. For instance, Robert, a subscriber of The Farmer's Dog, states that the switch in food had reduced stomach inflammation and helped his dog, Myah, regain strength. Another reviewer, Nicole, gives a similar testimony about her dog, Ginger. In addition to health, some purchasers choose the company due to the pickiness of their pet. According to Alison, her dog was able to maintain a clean eating routine despite his pickiness (The Farmer's Dog).

The Farmer's Dog consumer is located throughout the US typically in coastal regions. The concentration of money spent on pet food is focused on the west, northeast, north, and Florida. States with the highest spending habits include California, Florida, and New York.



Macro-Environmental Analysis

ECONOMIC

The market of pet owners has witnessed a shift towards having a higher willingness to spend on pet food for health purposes. This is primarily due to the shift consumers are having towards a healthier lifestyle for themselves and their pets. It was reported that in 2017 over one-fifth of pet owners have some sort of home delivery set up for their pet and this number continues to climb. This is also due to the millennial “state of mind” of constant convenience. However, they expect their convenience to come without a price. The pet food industry seems to be giving a larger market share to those who source their products with ethical, environmental and sustainable considerations in mind. However, pet ownership is at an all time high with over 68% ownership across all households in the U.S (Petfood Industry, 2019). Evidently, this is the main driving factor in the market so they are presented with an opportunity to grow.

POLITICAL

In July 2019, the FDA began an investigation on the impact of grain free dog food on dogs' health, particularly reports linking it to canine dilated cardiomyopathy (DCM). Pet owners and veterinarians alike, have expressed concern that eating high proportions of legumes and/or potatoes can cause or exacerbate the illness (FDA, 2019). The Farmer's Dog recipes are, in fact, grain free.

LEGAL

“In the United States, pet food is among the most highly regulated of all food products, and must meet federal and state requirements. The U.S. Food and Drug Administration (FDA) regulates both finished pet food products (including treats and chews) and their ingredients. Nearly all states also require products sold therein to be registered, and for their labels to adhere to strict requirements regarding product names and ingredients. An ingredient cannot be used in pet food until it has been accepted by FDA and adopted by the Association of American Feed Officials (AAFCO), the organization of state regulatory officials that develops model bills and regulations for pet food that states can adopt into their respective state laws and regulation” (Regulation, 2019).

TECHNOLOGICAL

Online shopping has dramatically increased as brick-and-mortar stores lose sales. Individuals are driven by the convenience of online shopping. In 2018, e-retail sales grew 22.8% globally. In the Pet industry, online purchases are also gaining in popularity. One in six pet owners will purchase their pet food online rather than in-store.

SOCIAL

Consumers are shifting towards having a healthier lifestyle for themselves and their pets. In a survey, 23% of the respondents strongly agree that natural and organic pet foods are better than standard national brand products, as seen to the right. Further, nutritious pet food is growing as diets are being catered towards a healthier lifestyle. (Statista, 2019).

Problems & Opportunities Analysis

Problems

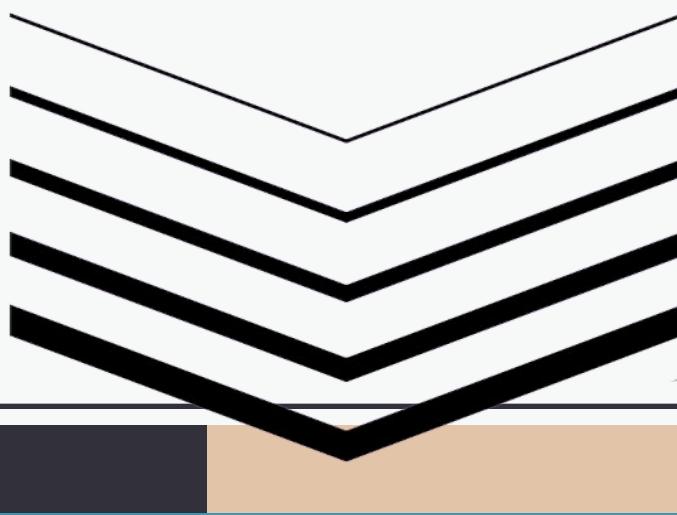
- The online pet food industry has very few barriers to entry, allowing for market crowding. New companies and heavy competition provide threats to The Farmer's Dog brand.
- The majority of online pet product sales have been coming from retailers with huge market penetration. The top three, Amazon, Walmart, and Chewy constitute over 65% of sales.
- The Farmer's Dog lacks a clear competitive advantage over other online pet food delivery services. This is especially true when comparing The Farmer's Dog to their largest direct competitor, Ollie, who uses very similar marketing strategies, offer very similar products, and occupies the same market niche.
- Consumers have expressed concern over grain-free dog food causing canine dilated cardiomyopathy (DCM), and the FDA has been investigating a correlation. The Farmer's Dog provides grain-free pet food.

Opportunities

- The veterinary services industry has experienced a growth rate of about 7% over the past several years, and growth is expected to continue. As more consumers look to various veterinary services, The Farmer's Dog has an advantage because their products and plans have been veterinarian approved.
- Natural wet dog food has become a rising trend among pet owners, and sales increased 43% in 2018.
- A market segment of pet owners who cook homemade pet food exists, and The Farmer's Dog offers limited DIY recipes already. There is an opportunity to expand further into this market and capitalize on DIY efforts.
- Consumers are spending more on pet food than ever before. Spending has increased by over \$10 billion over a 5-year period and topping \$30 billion in 2018. This may be correlated with the all-time high proportion of U.S. households that own a pet – at 68%.
- High pet food spending is concentrated in certain areas of the United States, including the Northeast, California, and Florida, and it correlates with high population density. With this, The Farmer's Dog is based out of NYC.
- Increased social trends towards healthier eating and healthy foods for pets make the healthy “human grade” options presented by The Farmer's Dog a top choice of purchase in the pet food industry. Consumers may be willing to spend more money if their lifestyle is reflected in the brand.
- Online retail is growing as brick-and-mortar retail decreases in popularity. More pet owners are likely to purchase pet food online, especially due to the convenience it brings (which is one of the top two criteria for choosing where to purchase pet food alongside price).
- The brand promises USDA food that has never before been available to pets and “nutrition that exceeds industry standards for dogs (AAFCO)” as approved by veterinarians. These qualifications allow for an advantage over competition that does not possess these traits.

Opportunity Recommendation

The Farmer's Dog faces the key problem of growing its subscriber base in the pet food delivery industry. The Farmer's Dog has many opportunities to grow as the pet food delivery industry and popularity of healthy eating and quality food continues to rise. Specifically, The Farmer's Dog has can use these trends to help differentiate itself from other brands and gain a competitive advantage. If The Farmer's Dog can communicate its more specific health benefits, USDA human grade food that has never been available to pets, nutrition that exceeds AAFCO industry standards for dogs, and possession of veterinarian approval through traditional and digital advertising avenues they can gain a large competitive advantage. Since The Farmer's Dog is in the introductory to growth stage of the product life cycle, using these traits when paired with increased social trends in various advertising formats can help to increase brand awareness and subscriber base.



Marketing Objectives

1. Increase number of total subscribers by 25% over the next 12 months
2. Increase sales by 10% within the next 12 months.

Brand Marketing Strategy

Product

The Farmer's Dog product is unique because it is a dog food delivery subscription service that brands itself as having human-grade meat and vegetables made for dogs. A focus on human-grade and high quality fresh food is where this product truly shines above the competition. The packaging is minimalistic yet homemade feeling design when combined with eco-friendly packaging allows for consumers to gain a sense of quality and sustainability from this product. Expanding on these key product attributes in promotions is vital to gain a competitive advantage over similar brands.

Promotions

The Farmer's Dog is trying to grow its subscriber base, and that starts by getting people aware and interested enough to purchase their product. A focus on convenience combined with health, freshness, and quality is strong path for this product. The effective use of Instagram and Facebook advertisements is effective in reaching the target market of millennials that will use this product. The website promotions provide a wealth of knowledge for viewers to understand what is included. The Vogue, Google, the Today Show, and Forbes testimony quotes on their website will help to further the brands promotions as legitimate. However, as of right now, there are multiple companies, like Ollie, that appear to provide similar things. Further promotions recommendations will be outlined in greater depth in upcoming sections.

Distribution

One strength The Farmer Dog exhibits is distributing directly to consumers, and we suggest they keep doing so, as it allows for high freshness and gives them a competitive advantage. Although we do not have access to adequate customer and financial data, we do have a suggestions to support an extremely efficient distribution strategy during growth and expansion. The Farmer's Dog may consider opening production facilities (or at least distribution hubs) where subscribers are most likely to come from. This may cut down distribution costs and further ensure the best quality, freshest dog food for consumers. Since The Farmer's Dog is based in New York, we suggest looking into Northern and/or Southern California first, then the upper midwest (perhaps the Chicago area), and Florida. This is because these areas show the highest pet food spending by county (Simply Map 2019) and exhibit trends toward healthy lifestyles, therefore holding a high number of people in the suggested target market.

Price

We recommend The Farmer's Dog continues its current pricing strategy. The subscription price, which starts around \$2 per day, communicates high-quality, but is still affordable for many people in the target market. It is also comparable to other top competitors' pricing. Thus, price will not deter potential customers from trying (or switching to) The Farmer's Dog. We also recommend continuing to offer 20-50% off the first order, as this stimulates trial. However, we suggest switching up the promotion of this deal every so often, perhaps converting it to a dollar value, to intrigue new possible subscribers and convey a sense of a "special" discount.

Target Market Profile

Market Demographics, Psychographics and Values

The Farmer's Dog is a health-conscious brand, and younger shoppers are more likely to choose pet food that reflects their own priorities (Mintel). With this, trends toward healthy lifestyles are very prominent in the young adult community (Statista 2019). Professionals with incomes above at least \$50,000 are more likely to be able to afford the luxury of premium pet food, especially if they do not have kids.

Those without children are also more likely to view their pets as their "kids" and treat them like people, matching The Farmer's Dog food's human-grade attributes. Overall, the combination of these factors make health-conscious, millennial dog parents a very attractive target market for The Farmer's Dog brand. The demographics associated with this target are males and females aged 25-40 who own 1-2 dogs and have a household income of at least \$50,000, depending on geographic cost of living. They are willing to spend money on their dogs because of their pet's prominent role in their health-minded and active lifestyles.

With this, millennial values are important in defining the target market. As a whole, millennials are a group characterized by openness, efficiency, convenience, and work-life harmony. In addition, a balance of playfulness and serious concerns for health and vitality works its way into the millennial mindset. For The Farmer's Dog, the ideal target market simultaneously combines a healthy lifestyle with values of convenience and utmost affection for their pet(s).



\$50,000
Average HHI

25-40
Years Old

1-2
Adorable Dogs

First Person Consumer Accounts: Pet Parents

Hello! I am a hardworking, busy dog parent who values a balanced lifestyle of work and play. My typical weekday is centered around my active lifestyle, my profession, my personal fun, and of course my child -- my dog. Every morning I wake up early just to walk my dog, while a cup of coffee is brewing in the kitchen to save time. When I get back, I feed her a specialty meal. I cook meals carefully, combining premium food with homemade food because she is a rescue dog with several food sensitivities. I make sure she is all set with food, water, toys, and access to my entire home, then get ready to climb the corporate ladder at work. I grab my healthy breakfast to go, give the dog a smooch, and head to work in my practical yet luxurious car.

After a morning full of important meetings, I head to my lunch-break workout. Afterward, I usually purchase a nutrient dense lunch from a local cafe. I head back to work and eat while I accomplish my tasks for the day. It's the best feeling when I finally get to go home to my dog's affectionate greeting. I open my meal delivery service box and make dinner while FaceTiming a good friend. We plan a weekend hiking adventure together, and of course, the dog is coming too! When I'm almost finished eating, I am sure to give a few scraps to her. At night, I love snuggling with my dog, and I usually snap a cute picture of her to post on social media. Most evenings, I finish up some work, watch the evening news or a television show, and head to bed.



Product Positioning Alternatives & Brand Positioning Recommendation

1

To health-conscious millennial dog parents (25-40) who need to feed their furry best friends, the Farmer's Dog is the pet food delivery brand that gives your dog healthy, ultra-fresh dog food without requiring effort from you. The reason is because every meal is human-grade, vet approved, preservative free, and delivered straight from the kitchen to your home. The brand character is compassionate, health-centric, and lively. The value-based payoff is a deep connection between pet parents who value and love their dogs and their dog's health.

2

To health-conscious millennial dog owners who need to feed their pets the highest-quality food efficiently with products that fit into their hectic lifestyles. The Farmer's Dog offers a wide assortment of fresh and quality dog food online. The reason is because each meal is human-grade, vet approved, and delivered directly to the consumers home. The brand character is compassionate and lively. The value-based payoff is balance and efficiency.

We moved forward with the first production positioning alternative for the communication strategy. We felt this was the stronger choice, as it included the age bracket of the target market, more benefits, and offered a more compassionate position of a dog parent who values health more than their busy schedule. While the second alternative does include benefits for the dog and its owner, it tends to focus more of the "busy" and "hectic" schedule of the pet owner instead of the balance of efficiency and health consciousness. We believe the first positioning statement is more encompassing of the benefits, attributes, and brand character of The Farmer's Dog as well as emphasizing both the convenience and health-centric value for the target market pet food consumers.

Communications Objectives:

1. To increase brand awareness among millennial dog owners by 20% within the first year of the campaign's introduction.
2. To increase consumer recall with ideas like "pet love" and overall feelings by 25% of potential consumers/target market within the first year of the campaign's introduction.

Communications Strategy:

Convince health-conscious millennial dog parents who need to feed their furry best friends

That the Farmer's Dog gives you nutritious, ultra-fresh dog food without extra effort for you

Because every meal is human-grade, vet approved, preservative free, and delivered straight from the kitchen to your home.

Media Planning

It is imperative to focus on media outlets that will both be receptive and relevant to the target market. They can be used for advertising, PR, digital media and sales promotion.

Suggestions on appropriate outlets are below.

Advertising

Farmer's Dog should focus advertising on telling a story with a stance. This will allow consumers to feel emotions and connect to Farmer's Dog. It also allows them to further understand the company and its beliefs. Furthermore, a focus on quality by showing a human "eating" (or insinuating this action) the product would be an effective way to help draw interest to the product. The possible use of an advertising campaign that showcases a human consuming the product, or at least playing around with that idea is shocking and fresh for this brand. This is a suggestion that would aid The Farmer's Dog positioning itself as being of higher quality when compared to similar brands.

Public Relations

For public relations, Farmer's Dog would benefit from supporting companies and ideals that appeal to consumer's values. Illustrating such things on social media would be beneficial because the consumer could see Farmer's Dog connected to causes. For the target market, environmentally conscious and health focused companies are a great focus.

Digital Media

There are two vehicles that would aid in digital media for Farmer's Dog. This first is social media because the young target market. Social media is used almost daily by young adults and allows them to feel a connection from the medium's interactive aspect. Another amazing vehicle is digital publications which allows young adults to understand a company more by reading an in-depth piece on the company's mission or values.

Sales Promotions

Farmer's Dog should focus sales promotions on discounting the first purchase a consumer makes. Providing a discount on the first purchase is most beneficial for sales promotions because it will entice new consumers to try the product first.

IMC TACTICS

Creating a strong foundation for integrated marketing communications is essential for a company to achieve success. The Farmers Dog should build upon its integrated marketing communications to strengthen synergy in the organization. They may do so by implementing a combination of Think, Feel, and Do tactics into their communication efforts and utilize a variety of media outlets.

Advertising Tactics

Advertising tactics may be used to help achieve our listed communication goals: increasing brand awareness and building the Farmers Dog association with freshness. The goals of advertising are to generate awareness, persuade purchase decisions, educate, and reinforce consumer behavior. First, the Farmers Dog can increase awareness by creating paid messages for the media in locations consumers might reside. Each advertisement will contain either a think or feel component.

The Farmers Dog should place “think” advertisements in pet-related magazines that are typically located in veterinarian offices. While at the vet’s office, consumers are more receptive to hear about think information component of Farmers Dog. Additionally, consumers will be educated on the product attributes and create a higher association between Farmers Dog and “freshness”.

The Farmers Dog should also utilize “Feel” advertisements in Pet Shops by placing an emphasis on a happy healthy dog. They should focus on the benefits and gaining awareness.

Sales Promotions

Farmers Dog can implement sales promotions to create a sense of action among their target market. These promotions should be placed at the point of purchase on the website. The Farmers Dog can continue placing advertisements with limited time only promotions to get consumers to act quickly. For instance, they should utilize pull tactics by placing promotions over holidays such as Black Friday and memorial day weekend when individuals are searching for good deals.

Digital Media Activities

Farmers Dog should continue to create engagement on social media site Instagram by pairing with popular dog influencers. Pairing with dog accounts keeps the focus on the pet. However, the Farmers dog can create further interaction by using their Instagram story to post fun interactions such as recipes for dog treats and responding to Instagram comments.

On Facebook, Farmers dog can post longer advertisements that engage with their audience. They can even connect facebook to Youtube by sharing videos they create and resonate with the target audience.

Measurement & Evaluation

Advertising Tactics

Pre-test: We suggest performing a pre-test survey so that the campaign is able to better penetrate the audiences in the targeted regions of Florida and the northeast. This will also allow for the positioning statement to be further strengthened on a geographical level. Qualitative research can also provide a baseline metric for brand awareness in the regions of interest.

Post-test: We advise using post-tests to measure brand recall and awareness from our campaign. The goal is to increase awareness by 20% within the target audience. This research can also reveal whether the think or feel advertising strategy was more influential in affecting brand awareness.

Sales Promotion

Pre-test: We recommend creating various pre-tests to see what type of effect sales promotions will have on the target markets and how they view the company's pricing strategy. This test can also serve as the baseline measurement to compare against our marketing goal of a 25% increase in subscribers and a 10% increase in sales.

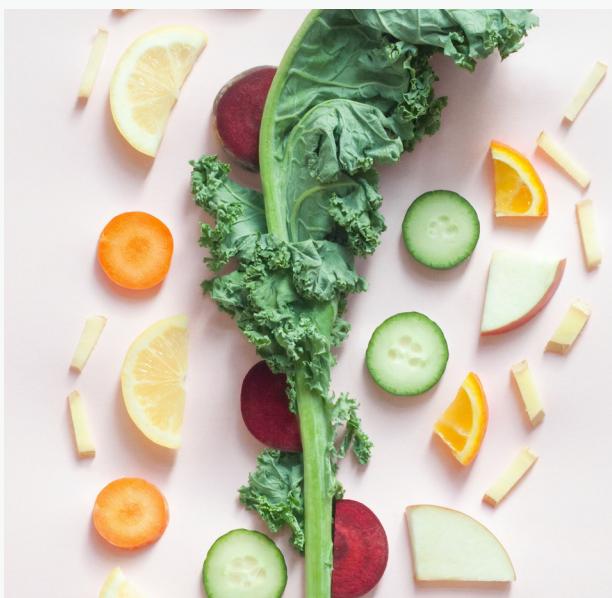
Concurrent test: We propose that the Farmer's Dog uses concurrent testing to measure how consumers are actively responding to the sale. This can also provide live data on the number of promo codes and sales promotions being used.

Post-test: We also advise that The Farmer's Dog performs post-tests to measure how many new subscribers joined specifically due to the sales promotions. Consumers will be able to share which part of the bargain enticed them. In addition, this can reveal if the holidays are a profitable time to obtain new customers.

Digital Media Activities

Pre-test: We suggest performing a pre-test to measure which dog influencers would be the most popular within the target audience. This also provides a more focused picture of the target market profile.

Post-test: We suggest having the Farmer's Dog create a post-test to see if their digital activities helped in increasing awareness over other traditional media sources. This will allow for a better advertising budget allocation in the future.



Strategy Brief

Product/Service: The Farmer's Dog

Objective: To the target market that Farmer's Dog individualized meals are the best and most convenient way to bring great meals to their pet (s).

Target Market: Health-conscious, millennial .dog owners who believe that their pet(s) is a part of the family

Marketing Strategy: Our goal is to increase the number of total subscribers by 25% over the next 12 months. We also hope to increase sales by 10% within the next 12 months.

Brand Positioning Statement: To health-conscious millennial dog parents (25-40) who need to feed their furry best friends, the Farmer's Dog is the pet food delivery brand that gives your dog healthy, ultra-fresh dog food without requiring effort from you. The reason is because every meal is human-grade, vet approved, preservative free, and delivered straight from the kitchen to your home. The brand character is compassionate, health-centric, and lively. The value-based payoff is a balanced lifestyle for you and your dog.

Communications Strategy: By focusing on the human-grade and high quality fresh food, Farmer's Dog can effectively reach their target market by standing out amongst competitors.

Convince health-conscious millennial dog parents who need to feed their furry best friends

That the Farmer's Dog gives you nutritious, ultra-fresh dog food without extra effort for you.

Because every meal is human-grade, vet approved, preservative free, and delivered straight from the kitchen to your home.

Competition: Other healthy and convenient dog food stores, like Ollie.

Mandatory: Farmer's Dog Logo

Tone of Voice: Healthy, individualized, convenient.

Desired Customer Response: "Me and my dog(s) love Farmer's Dog. I always feel like I am giving my pets the best when it comes to health and quality of food. I really think Farmer's Dog is helping our family be the best versions of ourselves!"t

Media Requirement: Social media platforms (instagram, twitter) and digital publications (blogs).

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