

Supporting a major pet product manufacturer with a new product launch

We leveraged pet influencer feedback to provide innovative insights and recommendations to the manufacturer for their product selection process.

Objectives

The manufacturer currently has a large portfolio of market-leading brands. However, they needed to keep this position by:

1. Breaking through the noise of the booming pet sector by launching a new product
2. Expanding their buyer base with the new product's help

Methodology

To support the launch, we:

1. Conducted in-store intercepts among pet parents shopping in pet specialty stores and in-depth interviews with veterinary technicians
2. Developed 50 high-potential ideas with pet influencers
3. Narrowed down to 20 key ideas for refinement and concept testing through simulated social media feeds

Outcome

We identified key innovation platforms for pet vitamins/supplements, such as

1. Targeted/customized formulations
2. CBD infused
3. Preventative medication

Then, we tested specific product concepts in these categories.

Our next steps are to align highly-successful ideas with each of the manufacturer's brands to support their success.

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