

PETCO

Problem

How do you reach pet owners to raise awareness of your product offerings?

Solution

Use high profile OOH to reach your target audience as they interact with their pets.

Background

In late 2009, PETCO remodeled a majority of its stores in the Los Angeles and San Francisco markets. It has built on its long-standing heritage of supporting pet adoptions through its shelter partners and has become the leading destination for natural pet foods by expanding its product offerings and investing in nutritional training for store associates.

Objective

PETCO's advertising objective was to target pet parents who hadn't shopped with them for a while, and who weren't aware of their commitment to educate responsible pet parents or support animal welfare groups. PETCO believes in the special bond between pets and their pet parents, and wanted to connect with them in the places where they interact with their pets: at the dog park, the beach, the local coffee shop, etc.



Strategy

Bulletins and a high profile wall unit and brightly colored cut-outs in the shape of dogs were used to reach pet parents and raise awareness among pet parents who hadn't visited PETCO in a while. To connect with pet parents and educate them about PETCO's values and commitment to responsible pet education, street teams were transformed to "pet educator" teams who provided valuable information to pet parents in addition to walking "dog mob" teams.

Plan Details

This campaign ran in November 2009. There were three parts to the execution. The first consisted of creating bright yellow dog cut-outs bearing the PETCO name. These were placed in dog and regular parks throughout the market. Thirty cut-outs per park, placed in 24 parks were displayed over the course of three days.



The second element of the campaign included dog mobs. Each dog mob consisted of one dog walker, one assistant, two brand ambassadors, one field manager and eight dogs. Dogs varied in breed, size and color, and were recruited from a variety of places. The dog mobs canvassed heavily trafficked pedestrian areas throughout the markets for five days, three of which coin-

cided with the dog cut-outs. In total, six teams went out each day with 48 dogs among them. Lastly, PETCO ran two traditional elements that consisted of the largest wall on the 405 freeway in Los Angeles as well as a bulletin on the I-80/Skyway in San Francisco.

Results

The campaign worked on two levels. First, it was highly targeted toward pet owners, who love to take their dogs on outings. Second, it was memorable as PETCO created interactions with consumers that they couldn't generate through traditional media (in fact, many cut-outs were removed by park-goers).

PETCO generated a lot of support for their goal of finding homes for thousands of shelter animals by the end of the year. In addition, they received a lot of positive feedback about their emphasis on promoting natural and organic nutrition. PETCO's efforts were recognized and published in Media Life Magazine for engaging consumers in a nontraditional way. PETCO increased sales by over \$1 million in Los Angeles and San Francisco (8.1%) with an increase of 13.1 percent in transactions and 29.4 percent increase in loyalty cardmembers.