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DBA DESIGN EFFECTIVENESS AWARDS

DESIGN AGENCY
FAMILY (AND FRIENDS)

CLIENT COMPANY
COMPANY OF ANIMALS

DATE
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FOR PUBLICATION

EXECUTIVE SUMMARY

Pet Head is a pet grooming brand owned by Company of Animals, offering a complete assortment of products to suit any dog's coat and nose.

The brand assures that their products meet the highest quality standards, with wholesome and natural ingredients and a pH balance specifically formulated for the safety and comfort of dogs and cats.

In 2021 the company planned to relaunch new branding globally, ultimately aiming to increase listings and a more premium positioning within the category.

Family (and friends) succeeded in transforming Pet Head, with a new design that better transmitted the core values and personality of the brand- this led to improved consumer feedback and increases in retail distribution and sales which far exceeded the objectives set out in the brief.

INCREASING QUALITY CUES AND BRAND PERCEPTIONS OF PET HEAD

Before the redesign, consumers admired the range but were not brand loyal- partly down to the highly fragmented, competitive market, but mostly due to an unremarkable visual identity and a lack of quality cues hindering perceived value. After the relaunch, consumer satisfaction was massively increased with a 98% approval rating and around 500 4.8- star reviews. Pet Head also garnered net promoter scores of 69 in the UK and 83 in the US respectively post-launch, an improvement of over 400% on the previous mean NPS in the UK, US and Europe of 15- and a testament to how effective the redesign was in improving consumer perceptions.

TRANSFORMING THE BRAND'S FORTUNES AND WINNING THE HEARTS OF THE MARKET

The new design was a success in the historically fragmented pet care market, increasing market share by 30% in the UK and 9% in the US (by sales value) whilst outperforming market leaders, including Tropiclean, Furminator and Groomers.

IMPROVING EQUITY AND GROWING THE BRAND THROUGH INCREASING SALES AND REVENUE

The most clear-cut indicator of any successful brand redesign is increased sales figures. Pet Head more than doubled their previous total revenue post-launch, with net sales rising from REDACTED CONFIDENTIAL between 2020 and 2021, an increase of 116%- confirming the new look as the sole driver for the brands continued success to this day.



CONTEXT AND OVERVIEW

BACKGROUND:

Pet Head was established in the US in 2007, offering a broad range of quality grooming products for dogs and cats. The products are made using natural and authentic ingredients, with no harsh chemicals and come in a variety of unique fragrances, each one solving a different issue- from a gentle cleaning conditioner designed for puppies, to a heavy-duty shampoo made for heavily soiled dogs.

Originally a brand extension of Bed Head haircare, Pet Head had a vocal and bold tone of voice accompanied by neon colours and set it apart from competitors. When Pet Head was eventually acquired by Company of Animals in 2016, who set their sights on gaining global distribution, building brand equity and eventually becoming one of the top pet grooming brands of choice in the world.

The existing brand identity and packaging did not, however, communicate the high-quality product nor natural credentials in a climate where consumers were becoming increasingly aware of, and actively seeking out high-quality natural and sustainable products for their pets.

Pet Head sales stagnated in the US due to the brands outdated and ineffective brand image and couldn't effectively penetrate the UK and rest of the world. As their image suffered, they needed to reposition the brand to champion their premium and improve perceived value for consumers. **A particular focus was needed to help convert a new generation of pet owners, a large proportion of whom can be described as savvy millennials who treasure their pets like a family member.** The COVID-19 pandemic kept consumers indoors much more in the last 2-3 years and as a result, relied on pets for comfort and company. As such, the pet grooming category had become less function-based and more lifestyle-orientated.

Key Facts

Launch: Q2 2021

Design fees: £36100

Scope of Work:

- Category audit
- Brand strategy
- Brand identity
- Range architecture
- Brand assets
- Packaging & logo design

Collaborations:

Family (and friends) worked with no other agencies to fulfil the brief.



CONTEXT AND OVERVIEW

OUTLINE OF PROJECT BRIEF:

We were briefed in helping Pet Head reposition their core brand messaging to increase engagement with this consumer category, further differentiate from competitors and drive business growth.

The feel of the brand sat too closely to previous brand owner Bed Head and looked cheap and brash, lacking in care and quality. The packaging didn't feel connected to the fun, yet naturally sourced ingredients and fragrances that differentiated Pet Head. A new brand proposition and positioning was needed to help drive a new creative direction.

The core objective was to change consumer perceptions and move away from brash, artificial branding to a more comforting, sensitive brand image befitting the product truth. At the same time, Pet Head set out to achieve some core business objectives.

Business Objectives

- Increase brand awareness & drive trial by increasing total market share by at least 15%.
- Increase the brands positioning as a premium brand and innovation trend setter in the industry by increasing net promoter score by over 40%.
- Significantly increase sales and market distribution within current and new online and offline pet specialty partners by gaining at least 1000 new retail listings.



CONTEXT AND OVERVIEW

OVERVIEW OF MARKET:

The global pet grooming market was experiencing steady growth at the time of the brief, valued at USD 2576.1 million in 2020 and expected to reach USD 4131.3 million by the end of 2028, growing at a Compound Annual Growth Rate of ~7.0% between 2021-2028. (The Express Wire – Oct 2022)

As such, the quantity of pet grooming brands grew proportionally and by this time Pet Head had an estimated minimum of 50+ competitors in the global market, the majority of which were offering conventional and generic packaging and branding. (Nielsen & EPOS Sell Out Data Report 2020)

Beauty items, including shampoos & sprays account for almost 60% of the total pet grooming category market share (in units) in the US (Nielsen Sell Out Data Report 2021-2022).

Competitors were typically focused on functional benefits and there was low differentiation in-category. This gave Pet Head an opportunity to explore the more emotive aspect of grooming, the symbolic benefit of a clean animal and how it makes the consumer feel and, in this way, more effectively transmit unique attributes against competitor brands.

There is also a growing trend of pet humanization. While pet owners have traditionally treated their pets as family members, they now want the benefits of grooming and health options that they can avail of for their pets as well. According to Petpedia, 69% of millennial dog owners seek for natural and organic ingredients in their pet products, while 32% of dog owners rely on the product label when making purchasing decisions. There was an opportunity to better reflect premium and ethical cues on-pack in a category where few competitors had attempted this.



DESIGN SOLUTION

Through category analysis and consumer insight development, Family (and friends) was able to make solid recommendations on the best route to take strategically. The key insight was that our target consumer sees their pet as their best friend, so seek products that are as holistically appealing as their own hygiene products.

We developed the overarching big idea of “Love from Head to Paw” bringing to life the incredible connection between human and pet and delivered this through using personal care cues and pet iconography throughout, implementing hearts and natural ingredients on the updated logo which promised a multi-sensorial experience whilst still signposting functional hygiene benefits.

The pack messaging hierarchy was enhanced to allow easier navigation on-shelf, tightened copy made functional and symbolic benefits concise and

easier to read. New typography created a more premium, high-quality brand image.

In terms of visual assets, the whole range was refreshed to better reflect core benefits, with colours becoming much more flavour and function orientated. Individual product naming was also rethought, softening a previously provocative and brash tone of voice, moving towards a more luxurious yet playful tone. The iconic bone cap was kept, maintaining some of the provenance established in the past whilst ushering in a new era for the brand elsewhere.

Updating to biodegradable bottles also meant the brand was cutting down on plastic waste in the supply chain and added another benefit for the consumer, further reflecting Pet Head’s desire to deliver a high-quality product that smelt and felt as good for the pet as it does for the consumer.



“WORKING WITH FAMILY (AND FRIENDS) WAS AN ABSOLUTE PLEASURE THROUGHOUT THE ENTIRE REBRAND JOURNEY. THEY TRULY UNDERSTAND BRANDS AND CONSUMERS, THEY LISTENED TO OUR VISION AND THEIR INPUTS WERE INVALUABLE”.

Liliana Saraiva – Global Senior Brand Manager
Pet Head - Company of Animals



RESULTS AGAINST OBJECTIVES

INCREASE BRAND AWARENESS & DRIVE TRIAL- INCREASE TOTAL MARKET SHARE BY AT LEAST 15%

Pet Head's sales value saw their UK market share increase by

+30%

The redesign was transformational for Pet Head and Company of Animals as a whole. The 1st objective was to increase brand awareness and drive trial by increasing market share- the target figure of 15% was smashed, and Pet Head gained a massive 30% market share in the UK (by sales value), out-performing historically top pet grooming competitors and 9% market share in the US (by sales value) just one year on after its launch, a testament to the hugely increased on-shelf presence from the redesign.

INCREASE THE BRANDS POSITIONING AS A PREMIUM BRAND AND INNOVATION TREND SETTER IN THE INDUSTRY- IMPROVE NET PROMOTER SCORE BY OVER 40%

The UK & US Net Promoter Score saw an increase of

400%

Measuring consumer satisfaction was paramount to growing the brand and improving equity, a key indicator of how well the brand was performing. Net promoter score measures customer loyalty, enthusiasm, and satisfaction by deducting detractors from promoters of the brand.

Before the rebrand, Pet Head had a net promoter score of 15 based on a market study in the UK, US and Germany in 2017 and aimed to increase this figure by at least 40% post-launch. This was based on brand appeal and consumer opinion on packaging. Source: U&A research study- US, UK, Germany

In May 2021 Pet Head performed research among



dog owners in the US and UK to capture their opinions and test how the new branding could ultimately impact brand consideration and purchase.

As shown on the next page, Pet Head gained impressive Net Promoter Scores of 83 and 69 in the US and the UK markets respectively post launch, meaning an increase of well over 400% in both markets as consumer satisfaction clearly improved due to effective design.

RESULTS AGAINST OBJECTIVES

‘FROM A BRASH AND ARTIFICIAL BRAND IMAGE TO A MORE SENSORIAL AND NATURAL IMAGE BEFITTING THE PRODUCT TRUTH’

AFTER NEW BRANDING – CONSUMER INSIGHTS

The new branding performed very strongly on appeal and consideration in both markets, however, the US market showed higher appeal (86%) and consideration (75%) than the UK (77%; 72%).

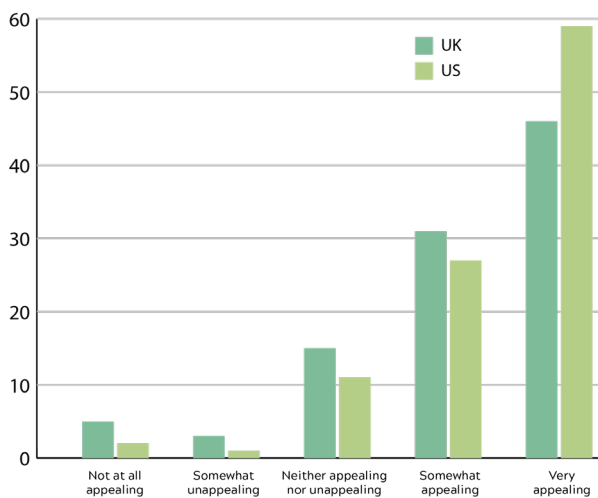
42% of dog owners claimed to have seen the new Pet Head branding; and the majority of the opinions were positive, highlighting increased shelf presence.

When asked what stood out most, the majority of consumers showed appeal to the colours and logo of the branding, reflecting powerful visual assets and aesthetic appeal as a result of the rebrand

Positive consumer associations in both markets:

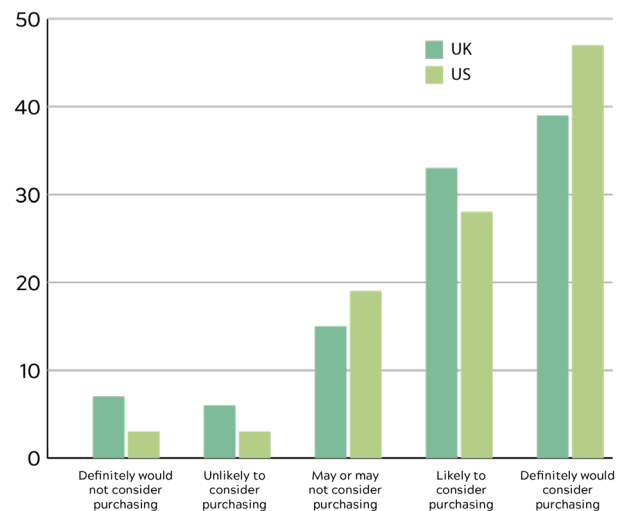
- Centred around the shape & design of bottle, and product features such as the scent & natural ingredients
- Eye catching/memorable and colourful new branding
- Premium product and high-quality perception

APPEAL OF NEW BRANDING: POST EXPOSURE



Sample size: based on those who originally said they had not seen the branding (UK n=215) and (US n=155) Source: Total Media Connect Pet Head Brand New Branding Report 2021

PURCHASE CONSIDERATION: POST EXPOSURE



Sample size: based on those who originally said they had not seen the branding (UK n=215) and (US n=155) Source: Total Media Connect Pet Head Brand New Branding Report 2021

RESULTS AGAINST OBJECTIVES

SIGNIFICANTLY INCREASE SALES AND MARKET DISTRIBUTION WITH FOCUS ON PET SPECIALTY PARTNERS- GAIN OVER 1000 NEW LISTINGS ACROSS MARKETS

Pet Head was looking to increase retail presence across markets, with a core focus on pet specialty retailers, and gain at least 1000 new listings to stimulate overall business growth and generate distribution. Pet Head gained over 2500 new retail pet specialty listings globally, shattering its target by over 150%. The increase in pet specialty retail listings boosted the brands premium perception and exponentially generated traffic and sales, with a 116% sell-out growth year-on-year.

From 2020 to 2021 Pet Head grew from a global revenue of REDACTED CONFIDENTIAL, showing a staggering +116% growth within the first year of launch. The objective set was overachieved with no retail promotions or marketing activities to support the launch, in fact, implementing a price increase in its entire new assortment to reinforce the premium positioning the brand set out to achieve.

Source: Power BI COA Sell Out Data (2018-2021)

The Overarching Campaign Results:

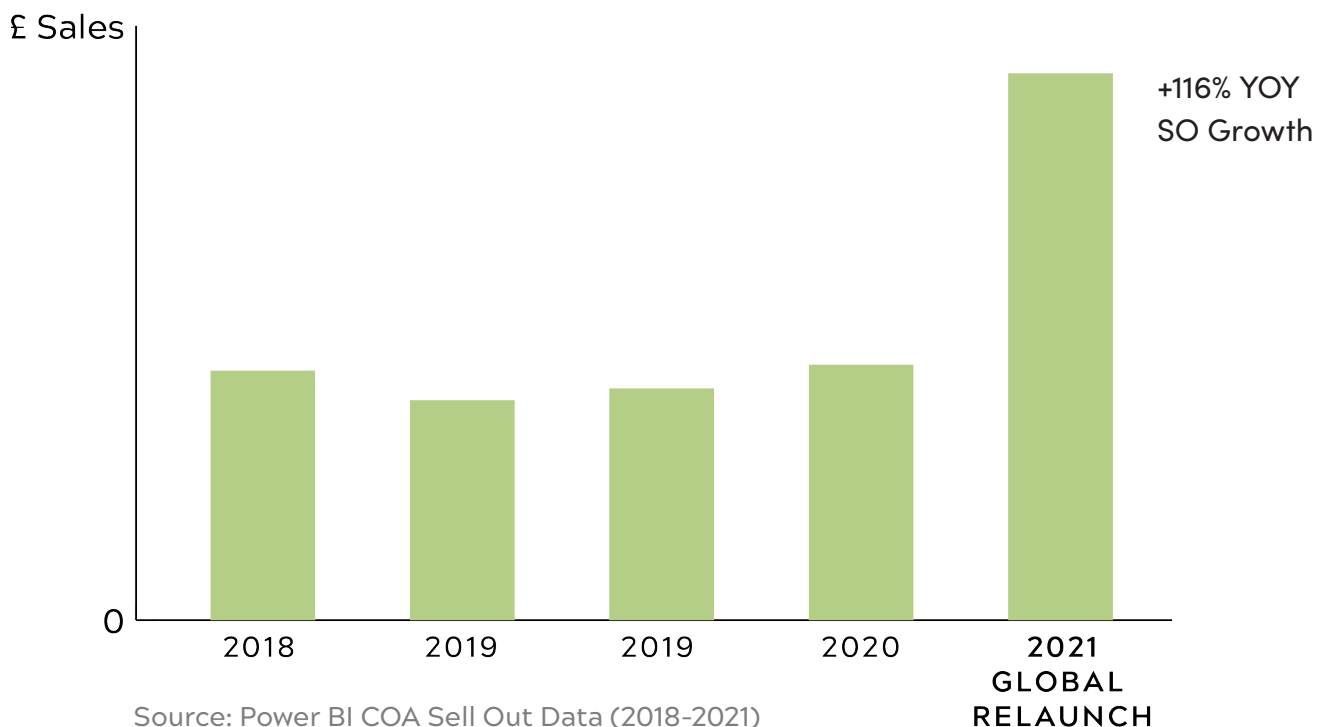
- 4.8-star rating
- 93 UGC Uploads
- 898 total ratings and reviews
- 98% of consumers would recommend Pet Head products.

Source: Home Tester Club
Pet Head Market Test Data 2021.

INCREASED BRAND SATISFACTION & LOYALTY FROM HYPER-TARGETED CONSUMERS.

The above results were taken from a market test performed by the Home Tester Club and hyper-targeted 500 UK female dog owners, aged 24-35, who love using fragranced grooming products on their dog in order to gather honest ratings, reviews and insights about 2 best-selling product ranges: Ditch the Dirt and Furtastic.

REDACTED CONFIDENTIAL SALES DATA



INFLUENCING FACTORS

COVID-19

Pet adoption trends were significantly impacted by Covid 19 back in early 2020 when consumers working remotely were eight times as likely to get a new pet than in previous years. Having more time was a reason that most respondents cited for their new ownership of a pet, while companionship was mentioned second.

The population of pet dogs in the US was estimated to be between 83.7 million and 88.9 million in 2020, up 9%-16% from Q4 of 2016. Research also revealed that the number of dogs and cats in the UK surged by 7% year-on-year in 2020 as Brits sought out the mental health benefits during lockdown.

By April 2021 the global adoption rate had already decelerated showing that even though there were more pets because of the pandemic, the new Pet Head branding relaunch and sales performance took place once this trend had settled; hence not being affected by this growth in the category. The effectiveness of a fantastic design drove sales at a time where there was slow growth in pet adoption and an increased level of competition in all markets.

Sources: American Veterinary Medical Association – MARS Pet Care UK Survey 2020

PRICE PROMOTIONS

Pet Head did not participate in any price reductions or specific promotions with its retailers during the time period mentioned. In fact, the brand applied a significant price increase for the launch mainly to align the new branding and higher quality formulations with a more premium positioning within the category.

As an example, the 16oz shampoo bottles increased from \$9.99 to \$14.99 (+50% in value) within pet specialty retailers in the US and were still able to outperform sell out expectations merely based on its premium on-shelf presence. In the words of the Pet Head client: *“Our continued growth in the last several years was almost entirely down to the highly effective design which has put us back at the top of consumer minds”*

MARKETING COMMUNICATION ACTIVITY

Pet Head did not take part in any traditional advertising or marketing campaigns throughout the period mentioned. Due to limited budget the brand only used its owned social media channels (Facebook and Instagram) to organically showcase the new branding through product and lifestyle images that feature the premium and natural qualities of the ranges.

Its significant sales growth was mainly driven by their new visual identity, which increased brand recognition at the point of sale and captivated new consumers worldwide.

