



## THE MARKET

The healthy outdoor lifestyle enjoyed by most Australians has historically led to an above average incidence of dog ownership in Australia. Our rate of pet ownership is one of the highest in the world surpassing even traditional pet strongholds such as the US and UK.

The pace and instability of modern life has further accentuated the relevance of owning a dog. Dogs are a welcome counterbalance to our stressful lives and are seen by many to be a symbol of family stability. It should therefore come as no surprise that many people are keen to ensure that their dogs receive the best care and attention in order to help improve the quality and length of their dog's life.

Looking after man's best friend is big business in Australia. In 2002 the Australian petcare market was worth over \$2.6 billion with dog food accounting for over 40 per cent of this figure.

With the rewards of owning a dog comes responsibility. Feeding a dog a well balanced diet is clearly necessary to keep him fit and healthy and dog owners have a huge variety of products to choose from in order to maintain their dog's health. As with human food trends, there is increasing demand for innovation within the category, such as functional foods that have specific health benefits.

The PEDIGREE® range is at the very forefront of innovation in dog care constantly striving to develop products that deliver dogs the best possible chance at a healthy and happy life.

## ACHIEVEMENTS

PEDIGREE is arguably one of Australia's most successful iconic brands, coming in 12<sup>th</sup> in AC Nielsen Top 100 Australian Brands in the 2001 survey. It is undoubtedly the leading pet food brand in Australia. It holds a commanding market share, has unprecedented brand awareness and is seen as a leader in nutrition and pet care.

When MasterFoods Australia New Zealand Petcare division, formerly known as Uncle Ben's of Australia, began making prepared food for pets, only 5 per cent of Australia's dogs and cats were fed some type of prepared food. Most people were in the habit of feeding their pets on food scraps. Today, prepared dog food offers complete nutrition and the vast majority of dog owning households feed their dog such meals.

The company now has a market share of over 50 per cent in the grocery market for petcare, and exports to more than 45 countries including markets as diverse as Japan, Canada, Switzerland and New Zealand.



PEDIGREE PAL® has close to universal brand awareness among Australian customers. It is known that PEDIGREE PAL is associated with expert recommendation, a company that leads the way in developing dog food and that it is an authority in Petcare. The product offers complete, balanced nutrition, and the PEDIGREE brand is instantly recognisable on the shelf with its strong yellow packaging.

## HISTORY

In the early days of domestication, the ancestors of pet dogs may well have been offered leftovers from human meals. They would have supplemented that through a combination of hunting, scavenging and foraging. In this way, they would have achieved a balanced diet. Today, of course, that is no longer possible – or at least it would be distinctly unpopular with the neighbours - and manufactured dog food has become the standard.

Uncle Ben's of Australia first marketed products in Australia in 1965. The success of this initial exercise resulted in the building of the company's Wodonga plant. The first Australian-produced "PAL" (known as PEDIGREE PAL since the 1990s) became available in 1967. The Uncle Ben's of Australia dog food portfolio has grown rapidly since then.

When PEDIGREE was first launched in Australia it offered a portfolio of products catering to different lifestyles of dogs. These included, among others, working dog and breeder formulas. In the early '90s the PEDIGREE 'umbrella' brand was launched with the backing of Waltham Centre for Pet Care and Nutrition. PEDIGREE has continued to extend its portfolio of dog foods to cater for all kinds of feeding and snacking solutions necessary for puppies and adult dogs.



PEDIGREE is, in fact, the history of manufactured dog food in Australia.

### THE PRODUCT

All products in the PEDIGREE meal range are 100 per cent complete and nutritionally balanced.

PEDIGREE products provide a complete and balanced diet specifically designed to ensure that the dog receives all the nutrients it needs to be happy and healthy.

PEDIGREE PAL is the original 'dog food' and with recent product improvements is now even better thanks to tastier, meaty chunks that dogs really love. For the greatest breakthrough ever in dry dog food, PEDIGREE added moist meaty chunks to PEDIGREE MEATY-BITES®.

PEDIGREE offers a range of high quality foods to help dogs lead happy, healthy lives. PEDIGREE contains meat because it's a natural source of protein that not only maintains strong muscles but also offers a taste that dogs love. PEDIGREE has developed Vitacoat®, a unique blend of minerals and essential oils designed to help promote skin and coat health. PEDIGREE also delivers an optimal balance of vitamins and minerals for strong teeth and bone development. Natural dietary fibre leads to a healthy digestion and smaller stools. Finally, PEDIGREE helps to strengthen the immune system with a unique combination of antioxidants.

All PEDIGREE foods are developed with Waltham® the world's leading authority on pet care and nutrition and has an established reputation amongst pet owners, breeders, veterinarians and academics alike. Waltham is committed to the advancement of the health, longevity and well-being of dogs worldwide, applying expertise to the development of innovative, high performance dog foods.

PEDIGREE has a wide range of products for all



types of dogs. Whatever age or size of dog, be it puppy, adult, mature, big or small, it should be fed a diet that suits its specific development needs.

### RECENT DEVELOPMENTS

Everyone is quite aware of the fact that a newborn baby or even a toddler does not eat exactly the same food as his parents. In the early stages of growth and development it is very important that puppies, like humans, get the nutrition they require to develop properly. Learning, playing and growing can be hard work. That is why puppy food must contain an appropriate mix of vitamins and minerals as well as the required energy levels.

The PEDIGREE PUPPY range has been specially formulated to meet the nutritional requirements of growing puppies and to encourage optimal growth and development. Each product also contains a unique blend of natural antioxidants that help maintain the immune system, giving puppies greater protection at this important time in their lives. Puppies' specific nutritional needs have been identified quite clearly. It is very important to feed them a specially formulated puppy food because puppies need up

to one-and-a-half times the energy of adult dogs of the same size. Young dogs also require special vitamins and minerals for strong teeth and bones, while higher protein levels are needed for strong muscles and growth. Additionally their immune systems need strengthening at this vulnerable time of growth.

The company has also developed PEDIGREE Senior products especially to give older dogs the quality of life they deserve during their golden years. PEDIGREE Senior products provide a nutritionally balanced diet that responds to an older dog's developing needs, including lower activity levels and a more sensitive digestive system.

### PROMOTION

PEDIGREE promotions for many years have been synonymous with the slogan 'Top Breeders Recommend It'.

PEDIGREE advertising has consistently communicated its understanding of what dogs need and want in order to thrive. The company's outstanding knowledge and insight into a dog's nutritional needs means that it has been at the forefront of product innovation for this category. In 2002, PEDIGREE research indicated a need to make communications with the market more contemporary.

In discussions with customers it was recognised that family dogs are



loved first and foremost for what their owners perceive to be their unique personalities. The three most recent advertisements focus on the personalities of the lead dogs and in doing so highlight one of the most rewarding aspects of owning a dog.

The first featured a boxer dog stealing a string of sausages that he gave up for a can of PEDIGREE PAL. The second saw an Hungarian Vizsla so impressed with the packaging benefits of PEDIGREE Pouch that he buried a bone in an empty pouch. The most recent featured a sniffer dog beagle at the airport losing control at the discovery of some PEDIGREE MEATY-BITES. These executions have proved to be most impactful and involving amongst the PEDIGREE target market.

### BRAND VALUES

The PEDIGREE brand vision is to be the brand of choice through superior delivery of the mainstream customer's wish to have a healthy, happy dog for life. PEDIGREE understands the friendship that exists between the owner and the dog and enhances this relationship by knowing dog and owner better.

PEDIGREE goes beyond pure science to observe and understand what dogs need and want to thrive, including their relationship with people. PEDIGREE translates this unique knowledge and insight into foods that deliver a superior combination of visible health and enjoyment.

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### THINGS YOU DIDN'T KNOW ABOUT PEDIGREE

- PEDIGREE has been a major sponsor for Australian Guide Dogs for the past 35 years.
- Over half of all households which buy dog food, purchase PEDIGREE.
- There are approximately 3.97 million dogs in Australia.
- Pet owners make fewer annual doctor visits and spend less time in hospital.
- The average life of a dog is 11 years.
- There are currently 260 registered dog breeds in Australia.
- Labradors are the most registered dog breed in Australia.

