

# K-9 Maxx Positioning Research



12 September 2003

**SILBERWARE**



## **Research Summary**

# Dog Nutrition 101

## SUPPLEMENTS CAN BE BENEFICIAL ...

### Boosting your dog's nutrition

- Antioxidants: "I recommend ... dogs be given additional vitamin C and other antioxidants such as vitamin E and carotenoids during times of stress, such as when they are ill ... And growing puppies may benefit from additional vitamin C as well."
- Fish oil ... "can be helpful for nutritional therapy in the treatment of cancer, allergies, kidney disease, heart disease, and diabetes."

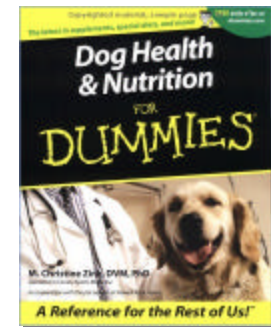
### Helping your dog battle joint diseases

- "If your dog has been diagnosed by a veterinarian as having a problem that results in less than ideal joint conformation or fit, she will probably benefit from supplementation with a mixture of nutraceuticals."

### Making digestion easier for your dog

## ... BUT PROCEED WITH CAUTION.

- "There are no standards for quality control in the production of supplements."
- "Supplements can interfere with essential components of your dog's basic diet, with medications your dog may be taking, and with other supplements."
- "Just because a supplement is a normal constituent of many dogs' diets, it isn't inherently safe."
- "Before giving your dog any supplement, discuss it with your veterinarian or with a veterinary herbalist or nutritionist."
- "Give a supplement only if your dog needs it and only in the amount that she needs."
- "Feed only a supplement that lists its exact makeup on the label."
- "If your dog has no response (or a negative response) to the supplement after six to eight weeks, stop feeding it."



# What Owners Say

## **When to start?**

Generally start as puppies and kittens for general good health.

## **Which one working?**

Mostly all of them seem to help, dog food is questionable.

## **Willing to select another?**

Yes, for quality, price, noticeable results.

## **What sold you on product?**

Vet /breeder recommended, noticeable good health.

## **Who recommends?**

Vet /breeder recommended.

## **How often?**

Once a day OR used as treats for life!

## **Name important?**

Only if vet or breeder recommended.

## **Package important?**

Yes, but they all look alike.

## **Net-net**

Taste is most important!

**"Both of my dogs like `em because they taste good."**

"Our breeder recommended supplements when we brought our puppy home."

**"I like them because they are safe – our dogs can eat a ton of them and they are fine. I use them like treats."**

"When we give our dog supplements, he smells less `doggy.'"

**"I feed supplements to our stressed-out older dog. She copes better with loud noises like thunder. She's less high-strung."**

"Vitamins actually make our dog's breath smell better."

**"Vitamins seem to just pick up his spirits."**

"He poops less when his diet is healthier, less cleanup for me."

**"It gives our dogs an extra boost, it's like you and me, when we're taking vitamins we feel a little bit better overall."**

"I like the idea of feeding vitamins to my dog but she's picky and she spits them out, it's important that they taste good."

**"He sheds and scratches less."**

"Less fleas and ticks to deal with overall."



# In Stores Now



For over two decades, **Vetri-Science Laboratories of Vermont** has been a leader in the research and product development of high quality nutritional supplements for large and small animals. These nutritional supplements have been formulated to focus on specific areas such as support of immune system functions, joint and connective tissue functions, and physical performance.

**Canine Plus™** a multiple vitamin is a palatable, chewable nutritional supplement for dogs of all ages, sizes, and breeds. Canine Plus™ increases the nutritional value of your dog's food. Canine Plus™ incorporates a delicate balance of vitamins, minerals, fat-dissolvers, and enzymes to enhance the physical and mental well-being of your dog.



**Nupro joint support all natural dog supplement** has Glucosamine complex, MSM and Ester-C\*, which enriches our original formula, especially for the active dog. Your dog now has the benefit of a scientifically balanced formula that is high in vitamins, minerals, enzymes, amino acids and essential fatty acids along with the extra ingredients to help possible joint problems. NUPRO provides the necessary raw nutrients (lacking from cooked and processed dog foods) with easily digestible whole foods, specially designed to condition your dog from the inside out!

NUPRO JOINT SUPPORT can be beneficial for working dogs, athletic dogs, and senior dogs which may tend to have stiff and/or sore joints.



Aging or trauma may lead to soreness, stiffness, and loss of mobility in your dog's joints. **Health Measures Glucosamine Joint Therapy** is specially formulated to help support healthy joint function. Glucosamine is a precursor of glycoaminoglycans which are necessary to maintain normal, healthy cartilage and joint mobility.

Health Measures Glucosamine Joint Therapy also contains shark cartilage, which is a source of mucopolysaccharides, calcium, and phosphorous. These tablets provide omega-3 fatty acids from fish oil and are enriched with vitamins A, E, B12, and cofactor manganese ascorbate.

Begin dosing immediately. Health Measures Glucosamine Joint Therapy is a highly palatable lamb flavored tablet. It can be fed as a treat or mixed in your dog's food.



Each **Nutri-Vet Nutritionals® Senior Dog Vitamins To Go** packet consists of the (3) tasty liver chewable tablets: (1) chewable to address joint health with 500 mg of Glucosamine HCL, (1) chewable to address skin and coat with Omega fatty acids, vitamins and minerals specific to skin and coat health and (1) chewable offering a complete spectrum of antioxidants, vitamins, minerals, and amino acids, to provide that extra edge. Nutri-Vet Nutritionals® Senior Dog Vitamins To Go packet is perfect for the dog owner on the go! The packets are quick and easy to use during hectic work days, when traveling or boarding. Just take along the number you need.

# In Stores Now



**Veterinarian's Best Hip & Joint Doggie Bites** contains powerful Glucosamine HCl to provide additional relief for dogs with sore, still joints, arthritis and hip dysplasia. An all natural health-aid treat for dogs! Contains 30 tablets.



In nature, animals consume foods that are whole, raw and fresh, while domestic animals generally have a diet of processed foods only. **The Missing Link®** was developed to target the nutritional gap between what nature provides and what is available in commercial foods. Formulated with all-natural, human-edible-quality whole foods and food concentrates, The Missing Link® reintroduces unprocessed, nutrient-rich foods into your animal's diet. The Missing Link® is a dry granular powder, nitrogen flushed and vacuum-packed for freshness to protect its precious nutrients. It is available in 8 oz., 1 lb. and 5 lb. sizes. For years, veterinarians and pet owners have added The Missing Link® Canine Formula to commercial foods to promote:

General Health & Well-Being Better Digestion Healthy Skin & Coat Increased Energy Quicker Recovery After Surgery or Injury Less Shedding Reduced Allergies Less Scratching & Itching Reduced Odor Less Joint Stiffness and Pain Keep in a cool dry place.



**Vita Gravy** turns your dogs mealtime into an incredibly delicious and healthy experience. Just one squeeze provides a boost of 16 essential vitamins and minerals for energy, performance and a radiant coat. Contains no artificial flavours, colors, sweeteners, animal by-products or chemicals and preservatives. Comes in Tail Waggin T bone, Bacon & Cheese and Chicken flavours.



Each tablet contains 500mg of Glucosamine.

A dramatic breakthrough for treatment of dogs that suffer from arthritis, stiff joints and hip dysplasia! Based on research at the National Institutes of Health, **Veterinarian's Best Hip & Joint Formula** combines benefits of Glucosamine with patented Cetyl Myristoleate in chewable wafers with a liver flavor. Cetyl

Myristoleate is a powerful anti-inflammatory, reducing pain, tenderness and swelling. It also acts as a lubricant, increasing resiliency and softening body tissues. Glucosamine helps development of new cartilage and joint tissue. The combination of Glucosamine and Cetyl Myristoleate, along with boswellin, yucca, zinc, manganese and copper, provides dramatic relief for dogs that are stiff, sore, lame or suffer from hip dysplasia.

# In Stores Now



Dear Pet Owner,

If there's one thing I've learned from my 25 plus years of working with pets, it's that pets who feel good are good.

For just pennies a day, feed **HUGS & KISSES** natural lecithin-based formula containing vitamins, minerals plus garlic and other natural ingredients to improve your pets nutrition. I've developed a special formula for dogs and another to meet our cats' nutritional needs.

Helps prevent excessive shedding and dander    Alleviates dry skin and bare spots    Relieves itching and scratching    Helps prevent urinary blockage in cats    Promotes resistance to stress and disease    Good nutrition + good health    Try giving your pets my HUGS & KISSES every day. I'm so sure your pets will feel the difference and you'll see the difference that there's a 30-day money back guarantee.

## Retail environment



# Clicking Through **PETCO**.COM

Where the pets go online.

**DOG SHOP** » [Health Care & Supplements](#) » [All Vitamins & Supplements](#)



### Nutri-Vet Nutritionals Hip & Joint Ultra Supplement

Select Product Choice:

» 60 chewable tablets [\\$25.99](#)



### Nutri-Vet Nutritionals Senior Dog Vitamins To Go

Select Product Choice:

» 30 packets [\\$18.99](#)



### Pet Nutritionals Pet-FA Liquid Supplement

Select Product Choice:

» 8 fl. oz. **Out of Stock** [\\$26.99](#)



### Nutri-Vet Nutritionals Multi-Tab Supplement

Select Product Choice:

» 60 tablets **Sale \$7.19**

» 300 tablets [\\$34.99](#)



### Pet Max Naturals Hip Health Nutritional Supplement

Select Product Choice:

» 6 oz. 30 day supply for large dog **Sale \$20.69**

» 12 oz. 60 day supply for large dog [\\$39.99](#)



### Pet Gold Vita Tabs for Puppies

Select Product Choice:

» 100 tablets [\\$7.49](#)



### Pet-Tabs Supplement for Dogs

Select Product Choice:

» 60 tablets [\\$10.99](#)

» 180 tablets [\\$16.99](#)



### Farnam Nutra-Sure Puppy Vitamins with Calcium

Select Product Choice:

» 60 tablets [\\$8.99](#)



### Healthy Essentials Dog Gravy for Seniors

Select Product Choice:

» 32 fl. oz. approximately 15 servings roasted chicken [\\$5.49](#)



### Nutri-Vet Nutritionals Green Grass Supplement

Select Product Choice:

» 300 tablets [\\$17.99](#)



### Nutri-Vet Nutritionals Healthy Coat Supplement

Select Product Choice:

» 300 tablets [\\$29.99](#)



### Pet Ag Mirra-Coat Nutritional Supplement

Select Product Choice:

» 8 fl. oz. [\\$10.99](#)



### Pet Gold Brewers Yeast Natural Daily Supplement for Dogs & Cats

Select Product Choice:

» 500 tablets [\\$10.49](#)



### Pet Max Naturals K-9 Senior Nutritional Supplement

Select Product Choice:

» net wt. 7.3 oz. approx. 30 day supply [\\$18.99](#)

# Elsewhere Around the Web



# What Does PAAWS Know?

**“PAAWS is a preventative anti-aging treat made of the best quality ingredients”**  
Dr. Lisa Newell, Veterinarian

**PAAWS**  
Pet Anti-Aging Wellness System

**Recommended by vets**

To Order PAAWS by phone, call 1.800.368.6778

as little as \$1.00/day

**CLICK TO GET 30 FREE DAYS**

**Some Dog Owners Say:**  
“It’s Like a ‘Fountain of Youth’ for Your Dog.”

**CLICK TO GET 16 FREE DAYS**

Introducing PAAWS, a revolutionary breakthrough in health and wellness that some say is the Fountain of Youth for dogs. Specially formulated for dogs ages 2 and older, PAAWS are tasty natural nutritional treats that naturally post-empt the signs.

The unique PAAWS formula was researched and developed by a team of clinical veterinarians, animal nutritionists and leading formulators of canine health products.

click for product info

Join PAAWS 4 Life Get 30 Days FREE!  
(Via redeemable certificate)

**See How PAAWS Works**

Click to choose your breed:  
- French Bulldog  
- Golden Retriever  
- Labrador

**PAAWS DOG OF THE MONTH**

**Buy Now**  
CLICK TO BUY

The natural ingredients are so effective about the amazing benefits that your dog can receive. We are giving you a certificate for a free 30-day supply when you join the [30 Day Trial](#) program. You just pay to get it to your door [CLICK HERE TO JOIN NOW!](#)

• 100% Money Back Guarantee (less S&H)

“The next morning after having my first AMPM to tablets, I felt renewed...I even led the way to wake up my boy...I jumped up to the bed and licked that little fellow’s face...”  
Order, 9/12 year old, Golden Retriever

**Hear What People Are Saying...**

“He’s SPUNKY AND HAPPY, and so are we. We just placed an order to keep PAAWS coming for as long as we have him.”  
Carol and Jessie Beck  
Louisville, Kentucky  
[Click here to read more stories.](#)

“With PAAWS, our BEST FRIENDS will make the transition into SENIOR DOG LIFE with ease!”  
Kathleen and Pat Harrington  
Cave Creek, Arizona  
[Click here to read more.](#)

“Bailey was responding on the third day! As in as I have seen a 180% TURNAROUND in his physically and emotionally.”  
Bartlyn DeLong  
Pawlet Center, Connecticut  
[Click here to read more stories.](#)

- Anti-aging positioning (“Fountain of Youth”)
- Nutritional treat: “Preventative anti-aging treat made of the best quality ingredients”
- Focus on dogs ages “2 and older”
- AM/PM, adult/senior formulations
- Veterinarian endorsement
- Introductory discount, one-year, volume purchase discount, money-back guarantee
- Demonstration video
- Owner + vet endorsements



## **Positioning Concepts**

# Overall Wellness Positioning

This is the positioning we've started out with, and it has an attractive "can't go wrong" flavor to it, i.e., ... If it improves so many aspects of a dog's health, who wouldn't want it?

<p><b>K9 360</b></p>	<p>360 is another way of saying all-around, complete, holistic. K9360 sounds kind of cool, maybe as though it's the code-name of the secret formulation.</p>	<p><a href="http://www.k9360.com">www.k9360.com</a> is available.</p>
<p><b>Dog's Life</b></p>	<p>Takes the common phrase "It's a dog's life" (generally a negative) and turns it on its head—this product <u>improves</u> a dog's life (and maybe even increases his lifespan).</p>	<p><a href="http://www.dogslife.com">www.dogslife.com</a> is registered to Ultimate Search, HK.</p>
<p><b>Fur Goodness Sake</b></p>	<p>Opens the possibility of transferring brand equity to cats and other mammals.</p>	<p><a href="http://www.furgoodnesssake">www.furgoodnesssake</a> is available.</p>
<p><b>Canine Complete Treats</b></p>	<p>Less overtly clever than the other names, it nevertheless has a nice bit of alliteration and rhyme. It also introduces the notion of referring to the supplement as a treat (as we've seen earlier, there is precedent for this in the category).</p>	<p><a href="http://www.caninecompletetreats.com">www.caninecompletetreats.com</a> is available. <a href="http://www.cctreats.com">www.cctreats.com</a> is available.</p>

# Joint and Bone Positioning

From the research, it seems this is a primary concern, perhaps since joint ailments can be so debilitating and thus change the owner-dog relationship so significantly (as opposed to, say, gas, which is annoying but doesn't have such profound consequences).

<b>Dancin' Dog</b>	Whimsical name intended to convey the end benefit of agility (naturally, it also conveys youthfulness and overall wellness).	<a href="http://www.dancindog.com">www.dancindog.com</a> is owned but appears to be available.
<b>Spry Dog</b>	Spry is a word typically used to describe a lively, active, vigorous older individual.	<a href="http://www.sprydog.com">www.sprydog.com</a> is available.

# Youthfulness Positioning

Everybody loves a puppy ... The trend in marketing to seniors (humans, I mean) is to portray them as active, vital, spry individuals who happen to be older. So the idea behind this positioning is to focus on retaining youthfulness, as opposed to staving off the ravages of age (accentuate the positive, eliminate the negative).

<b>Go Dog Go</b>	A fun way (didn't we all love the book?) of conveying the energy and enthusiasm of the youthful dog. Marketing communications could even have a Dr. Seussian presentation (was Dr. Seuss a vet?).	<a href="http://www.goddoggo.com">www.goddoggo.com</a> is owned but not in use.
<b>Peppy Puppy</b>	Yes, the name is almost too cute for words ... but so are puppies!	<a href="http://www.peppypuppy.com">www.peppypuppy.com</a> is available.
<b>Inner Pup</b>	Humans get in touch with their inner child ... Perhaps dogs need to find their inner pup in order to stay young at heart.	<a href="http://www.innerpup.com">www.innerpup.com</a> is available.

# Older Dog Positioning

The idea here is to focus on the product being specially formulated for older dogs.

<b>NuTrixx</b>	As in “new tricks,” which as we know are something you can’t teach an old dog (new tricks=youth). Added benefit: The name conveys a sense of nutrition and wellness ... you think nutrition first, then you get the joke.	<a href="http://www.nutrixx.com">www.nutrixx.com</a> is available. <a href="http://www.nutrix.com">www.nutrix.com</a> is owned but may be for sale.
<b>You Old Dog</b>	“You old dog” is a phrase typically applied to an older person not acting his age, which in the context of anti-aging is a good thing. The creative implementation might have good-natured fun with the notion of an old dog (the spokesdog) behaving (or misbehaving) like a puppy.	<a href="http://www.youolddog.com">www.youolddog.com</a> is available.

# Combining Wellness and Whimsy?

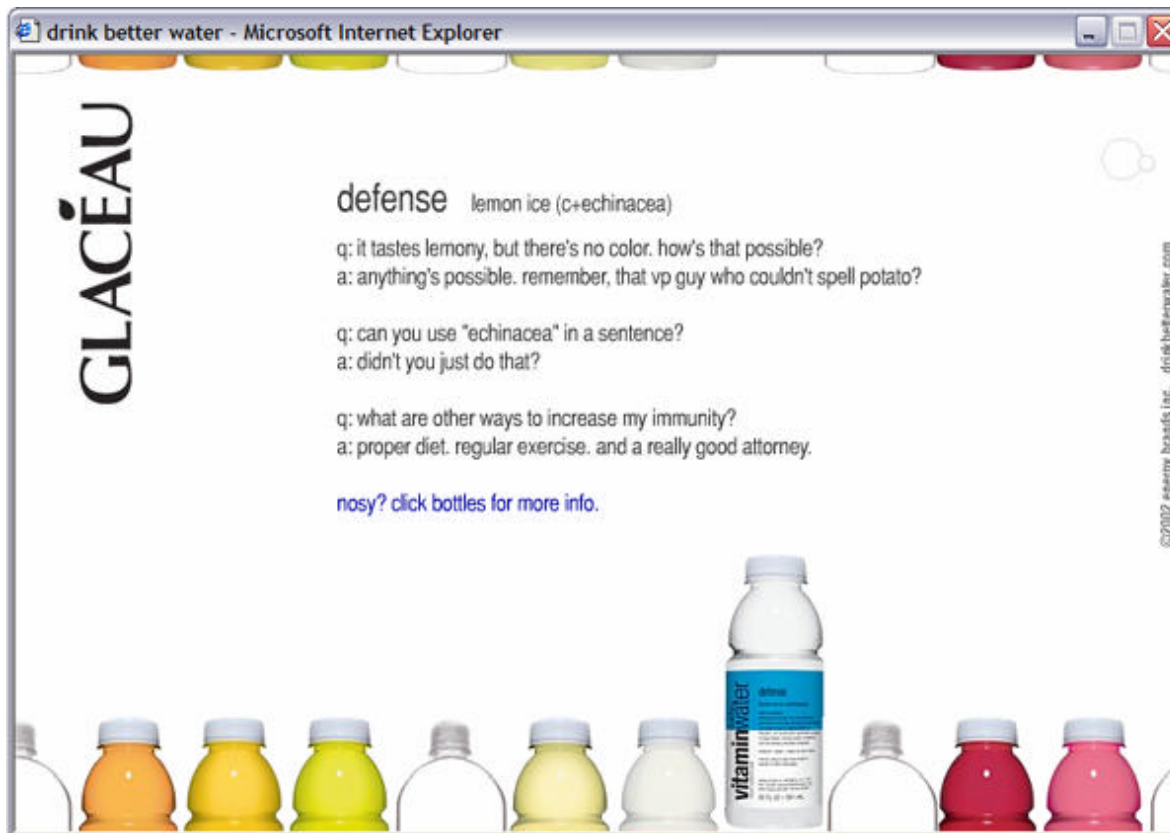
Most of the wellness-focused supplements—especially those sold online—take themselves very seriously.

One way to differentiate might be to have fun with the branding—if we can do so without disparaging the product or the legitimate needs and concerns of pet owners.

For context, VitaminWater competes in the alternative beverage space, against energy drinks and the like. At a glance (and on the shelf) VitaminWater looks very serious, practically medicinal. But reading the package copy (see next page) provides a different point of view.



# VitaminWater: Health + Humor



VitaminWater packaging conveys seriousness ... until you read the label.

**GLACÉAU**  
**vitaminwater**<sup>™</sup>  
nutrient enhanced water beverage

**essential**  
orange-carrot (a-z)

although this product is not "part of a 'so-called' nutritious breakfast" it does contain many vitamins. and that's good. after all, who really has time to sit down and eat a bowl of cereal, half a grapefruit, seven pieces of wheat toast and a yogurt while changing lanes on the freeway? not us.

vitamins + water = what's in your hand  
one sip, swig or gulp may result in boycott of other beverages.

energy brands inc. whitestone, ny 11357  
800 746 0087 www.drinkbetterwater.com  
bottle design and label: TM and ©2002

20 FL OZ • 591 mL

**revive**  
fruit punch (b+potassium)

for best results, mix with individuals showing signs of sluggishness and laziness.

warning: if severe procrastination occurs, buy a whole case.

active ingredients: see contents on label.  
inactive ingredients: see contents on your couch.

vitamins + water = what's in your hand  
one sip, swig or gulp may result in boycott of other beverages.

# Addendum: Misc Package Inspiration

