



## PROJECT

In-Store Gift with Purchase Program

## TARGET AUDIENCE

Pet Owners shopping at Pet Supply Retail Stores

## OBJECTIVE

To provide a product that would be conducive to all demographics with an in-store Promotion:  
*Buy a 30-lb. Bag of Dog Food and Get a Free Product*

## Solution Provided

A custom-sized Duffel Bag ("Gear Bag") was created and produced. The bag featured Eukanuba branding imprinted using Eukanuba's specific Brand Color and White.

The "Gear Bags" were displayed at Pet Supply Retail Stores in a custom-designed corrugated Product Display which featured a 4-color process printed header printed with the Product Promotion. The 3-tier display, header and base were floodprinted in Eukanuba's specific Brand Color and the Eukanuba logo was prominently displayed in White on the front, back and sides of the Product Display.

The Duffel Bags and Product Displays were drop-shipped to Pet Supply Retail Store locations throughout the entire United States.