



## PROJECT

Food and Brochure Sample Kits



## TARGET AUDIENCE

Veterinary Clinics, Groomers and Pet Owners located throughout the United States



## OBJECTIVE

- Unique packaging piece to inform new Puppy and Kitten Owners about the advantages of using lams or Eukanuba Kitten and Puppy Food.

*Extensive research confirmed that if a Pet Owner began using a specific brand of food while their pet was young that they are more likely to continue using that same product throughout the life of their pet.*

- Determine packaging that Veterinary Clinics and Groomers would give to new Puppy and Kitten Owners that could also incorporate some of their new pet material as well.
- Provide packaging catching to the eye and convenient for storage at the Veterinary Clinics and Groomers.

## SOLUTION PROVIDED

Many alternatives were provided to present to Focus Groups to determine the most effective packaging for the budget available. The solution selected featured the following:

### POLY ENVELOPE

- Custom designed with custom pockets to hold specific sized brochures and a business card.
- 4-color process imprint on the front to coincide with the packaging of the Food Samples inserted.
- The back flap closure included a Velcro dot with the lams "paw print" printed in a color that coordinated with the front to cover the Velcro dot.

### INDEX TAB

- Titled "Vet Information" or "Groomer Information"
- Inserted inside the envelope for the placement of information specific to Veterinarians or Groomers.

### QUANTITY

- Initial order of 1,700,000 pieces.
- Multiple re-orders were placed due to the great response of the packaging.

### PACKAGING

- Custom-sized corrugated Shipping Cartons featuring a custom designed divided insert to protect the fulfilled envelopes.
- lams "paw print" printed in the lams specific Brand Color on all sides of the shipping cartons increasing brand awareness.
- 3 sizes of Custom Shipping Cartons were designed to accommodate varying shipment quantities based on needs of recipients.

### FULFILLMENT

- Envelopes were loaded with the appropriate information and samples.
- Fulfilled Envelopes were placed in the Custom Shipping Cartons and drop-shipped to specific locations throughout the United States based on demand.

**See next page for photos of the Poly Envelopes and Shipping Cartons**

