



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

