

# How to get closer to your customers?

The pet food manufacturer Royal Canin increased the number of customer club members from 5,000 to 40,000 with a cross-media campaign.

The pet food manufacturer Royal Canin decided to implement a national advertising campaign in Sweden. The company offers up to 30 different types of food for dogs and cats.

“Our products are sold in specialty stores, so we felt the need to reach the large amount of dog and cat owners who buy their pet foods in grocery stores”, says Anthony Bloom Cederhoek, Marketing Director of Royal Canin.

The direct mail campaign Royal Canin created was sent out in three steps to a total of 520,000 recipients. It included a brochure in which Royal Canin explained its philosophy and the benefits of nutrition adapted feeding. A personalized card was sent together with the brochure, which pictured the recipient's pet breed. By partnering with the Swedish Kennel Club, Royal Canin could use a mailing list which contained detailed information about the animals of the club members.

“Printed mail pieces are great because they give the recipients the feeling that you are speaking to them personally. In a printed piece you can also convey more information and provide customers with high-quality reading unlike in an e-mail, which you read rather quickly,” adds Anthony.

In addition, the mail piece included a coupon for a 100 Crowns discount and a personal link to a website where the recipient could win a year's supply of pet food. All he or she needed to do was answering a questionnaire about his or her pet. On the website, visitors had also the possibility to become a member of the Royal Canin loyalty program, known as the Dog and Cat Club.

The campaign results were tracked and additional analytics were conducted. They showed that over 80 percent of the recipients felt positive about the campaign and that it had created a high sense of confidence in Royal Canin. Before the campaign, the loyalty program had 5,000 members, afterwards the number stood close to 40,000.

“The prize drawing was really popular and we gained highly valuable information about the customers. This allows us to better communicate with them in the future and further customize promotional mail pieces. It is worth its weight in gold,” concludes Anthony Bloom Cederhoek.



Printed mail piece individualized for a pet



# Individualized for the recipient's pet!

The direct mail campaign comprised a printed mail piece including a discount card and a brochure. The discount card also featured a competition that could be accessed via a personalized website.

Through the answers on this website Royal Canin was able to gain highly valuable information about the participants.

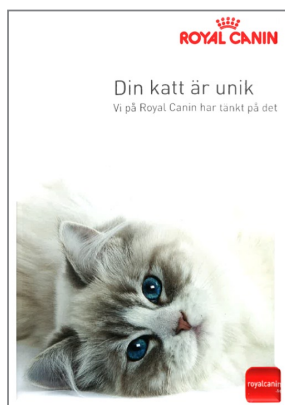


A printed mail piece was sent to 520,000 pet owners.

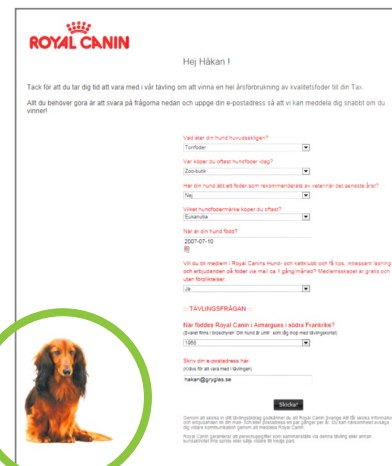


Personalized for a dachshund

Discount card with special offer, text and images are individualized for the breed of the pet.



The direct mail included also a brochure about pet nutrition. Of course dog owners received a different version than cat owners.



Personalized for a dachshund

Personalized website with a survey. Participants could win one year of free food supply and join the customers club.