

Purina ONE

Pitch

2009 Advertising

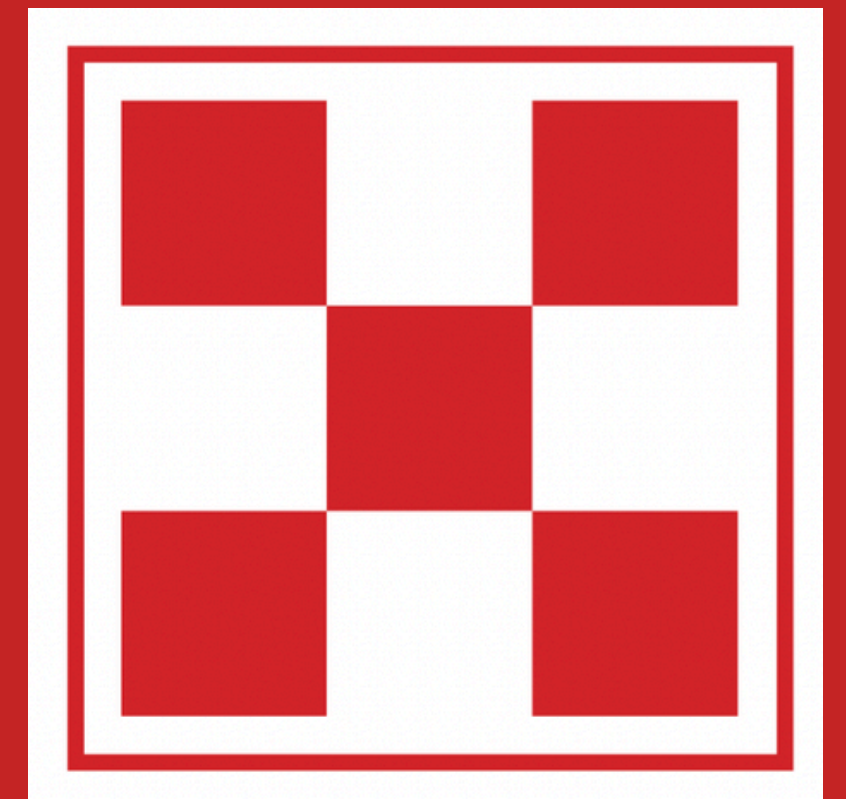
Nicole De Zabala

Lauren Wright

Annabelle Gesson

Colin Franco

Ciara Wingfield

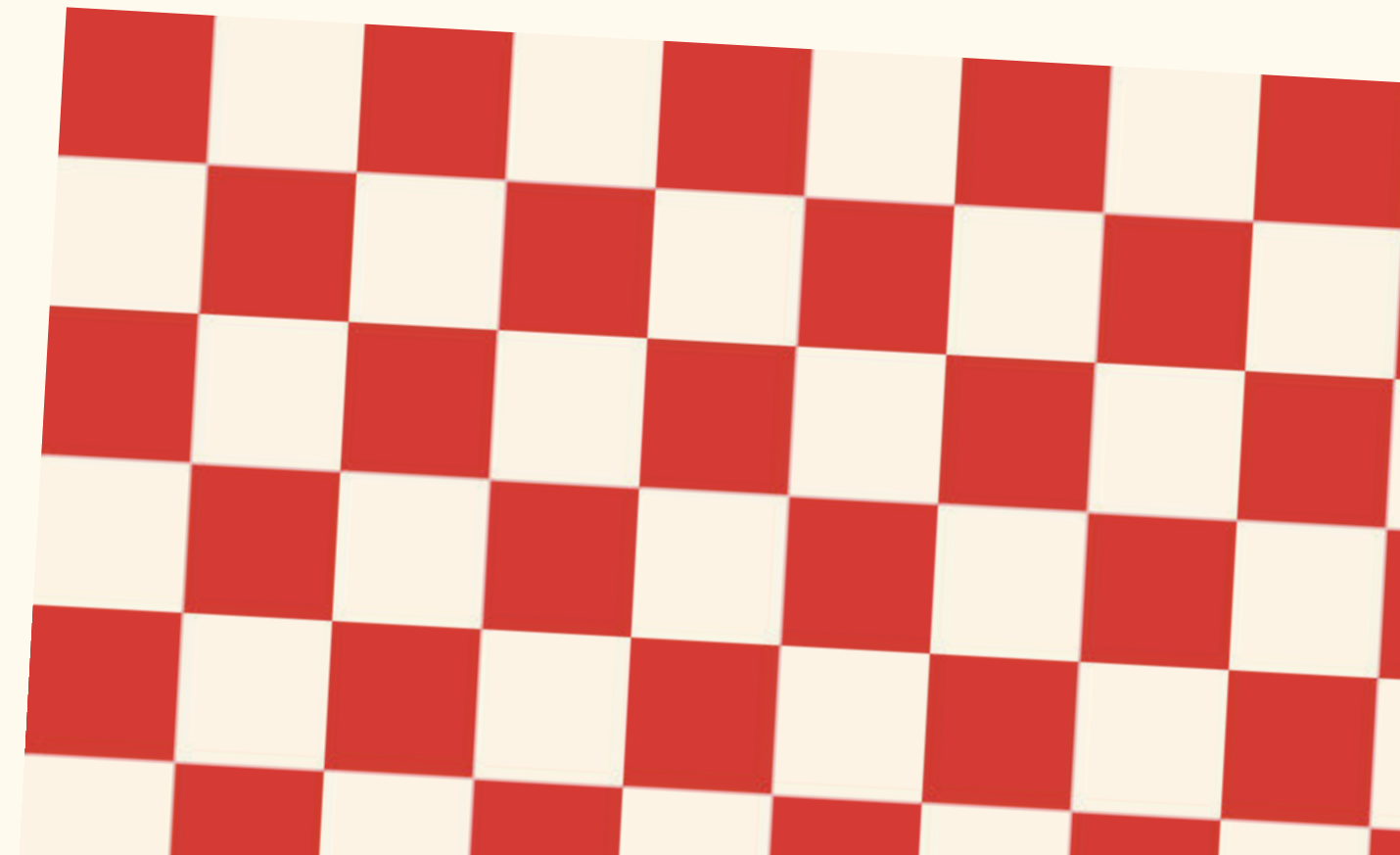


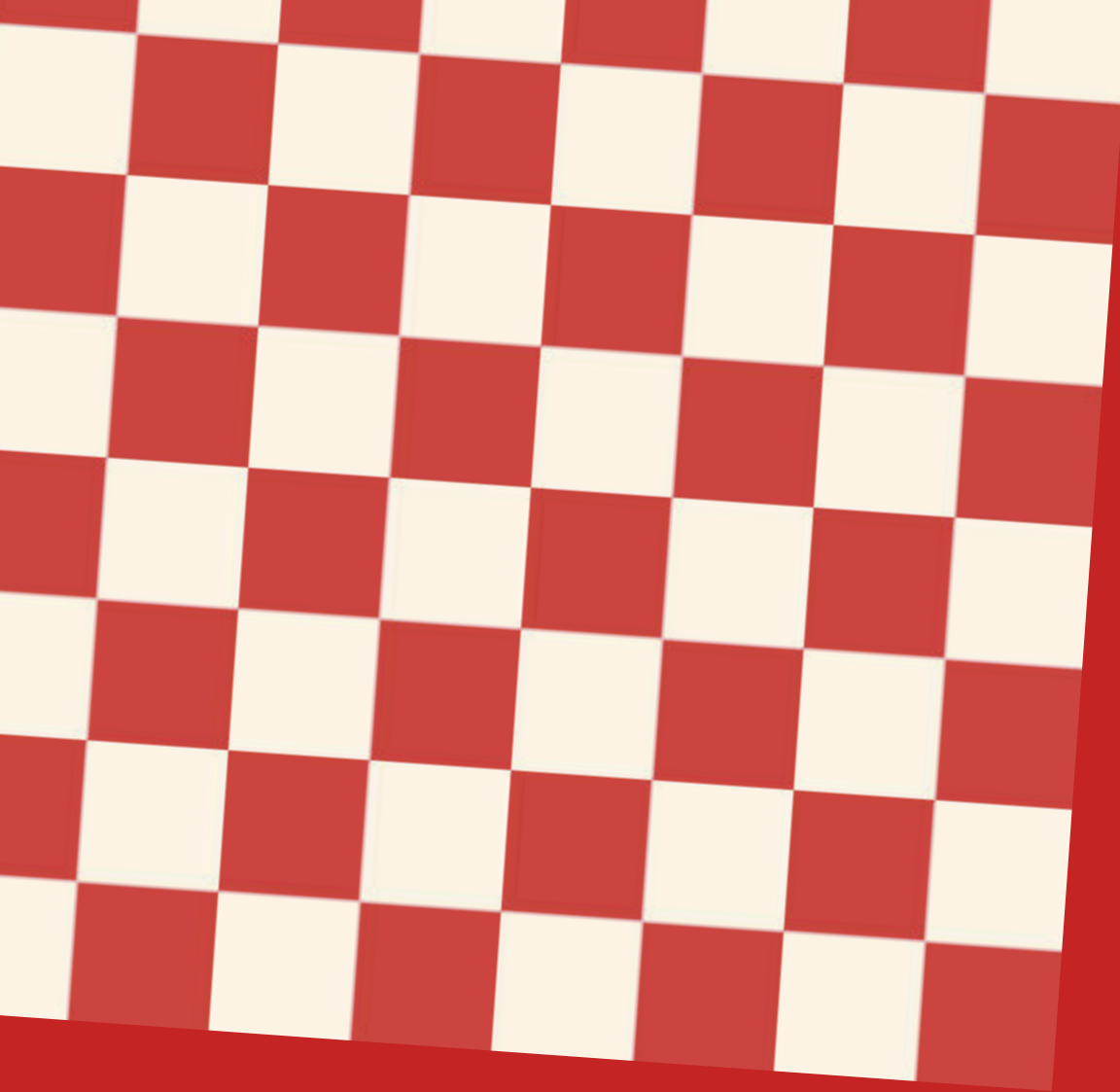
MEET THE TEAM



THE PROBLEM

Purina leads nearly every pet food category...
except wet dog food.





Gen Z, the fastest growing segment of dog owners, **IS NOT** choosing Purina ONE wet food.

GEN Z'S PROBLEM

They prioritize health and sustainability, and expect brands to do the same

However, they feel like they have to choose between them

1
2
3

1 A Study on the Consumption Preferences of Generation Z in Pet Food Selection in North America(2025) - SkyWork

2 Human demographics influence dog food choice (2024) - PetFood Industry

3 Gen Z Pet Trends 2025: How They're Reshaping the Pet Industry (2025) - Gravitis

BUT NOT ALL OF GEN Z IS CAPABLE OF MAKING THESE DECISIONS

18 - 28 year olds are

Four parallel red lines of varying thicknesses extend diagonally from the bottom right corner towards the top right of the slide.

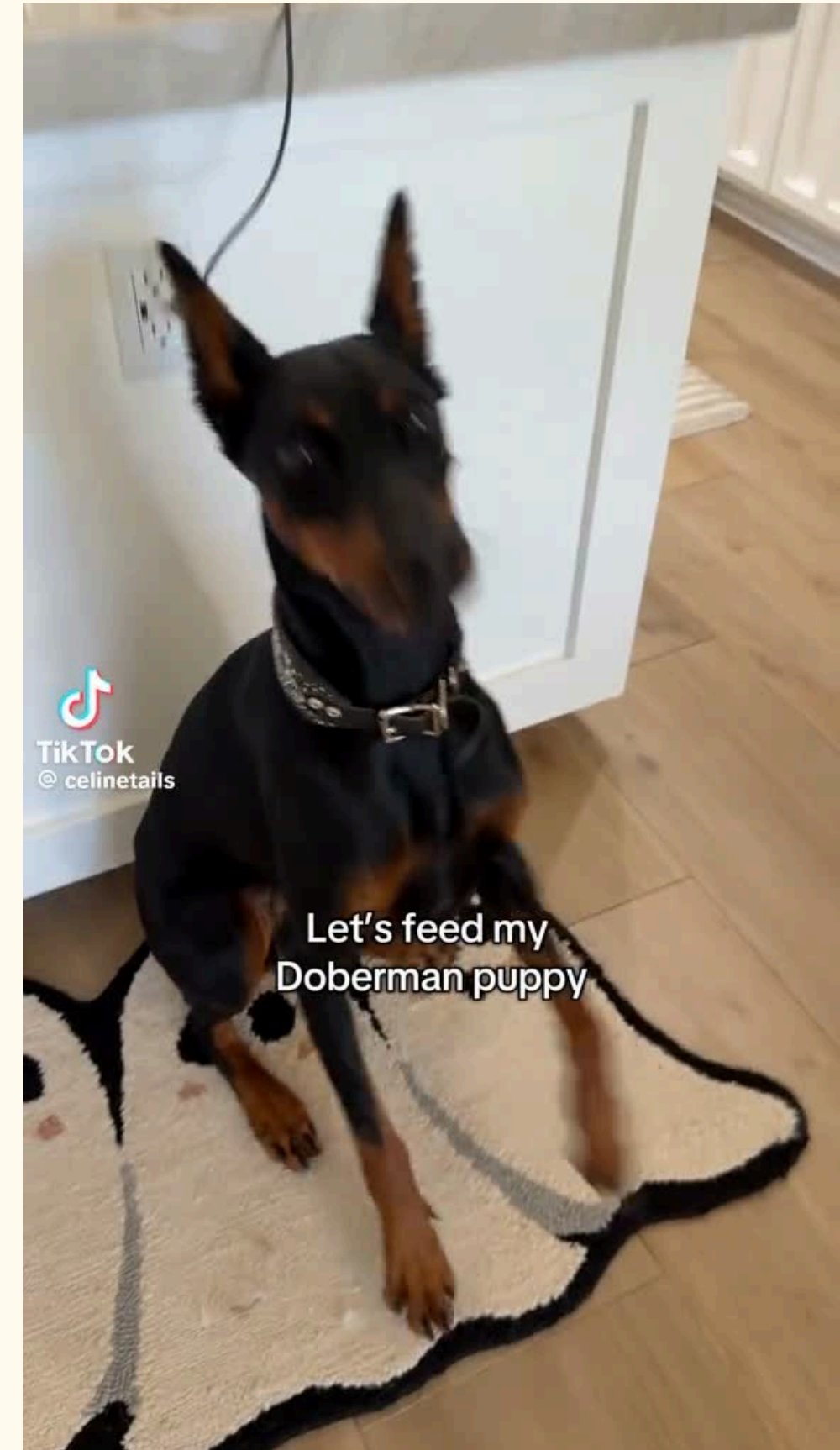
WE FOUND THAT:

Gen Z dog owners care for their pets like family, so it feels wrong to choose between what's healthy for them and what's sustainable for the planet – and when they can have both, they're **eager to invest in it.** ⁴

Here's proof...



Celine Tails
Pet Influencer



[Let's feed my doberman puppy.](#)

PERSONA

- Claire, 21
- Vegan, sustainability activist
- Follower of @Celinetails on TikTok
- Aspires to craft a diet for her dog, Buddy, that nourishes him while also aligning with her own values.



Care Without Compromise

Our Big Idea

Show Gen Z **dog lovers** in a **modern way** that choosing this **reliable brand**, Purina Wet Dog Food, means caring for their dog's health and their planet — **without compromise.**

HOW?

Media Mix



Care Without Compromise

Docu-Series → TV ADS



Care Without Compromise

Thanks for choosing Purina One Wet Dog Food!
We're looking for passionate dog owners like you to share your story in an upcoming video about how Gen Z is caring for pets and the planet: without compromise.

1. Why did you choose Purina One Wet Dog Food for your dog?

Examples: ingredients, health benefits, sustainability, my dog loves it, etc.

2. How important is it to you that your dog's food is made with healthy, real ingredients?

- Extremely important
- Somewhat important
- Neutral
- Not very important
- Not important at all

3. How much do you care about the environmental impact of your dog's food and packaging?

- I care a lot – I always look for sustainable options
- I care somewhat – I try when I can
- I care a little – but convenience usually wins
- I don't really think about it

4. In your own words, how do you "care without compromise" for your dog and the planet?

Examples: recycling, eco-friendly shopping, natural food choices, etc.

5. Would you be open to being featured in a short Purina One video about real Gen Z dog owners?

- Yes, I'd love that!
- Maybe – tell me more
- No, thank you

Thank you! 🌍 🐾

You might be hearing from us soon – real stories from real dog lovers like you inspire others to care without compromise.



Sample Interview Questions

Section 1: Getting to Know You + Your Dog

1. Tell us about your dog – their name, personality, and what you love most about them.
2. How long have you had them, and what's your favorite memory together?
3. What does being a dog parent mean to you personally?

Section 2: Your Care Philosophy

1. What do you think about when you're choosing food for your dog?
2. How do you make sure your dog's food is healthy and nutritious?
3. What does "caring without compromise" mean to you?

Section 3: Sustainability and Conscious Living

1. How do you try to live more sustainably in your day-to-day life?
2. Do you think about the environmental impact of pet food or packaging?
3. How does it feel knowing your dog's food can be healthy for them and sustainable for the planet?

Section 4: The Purina One Experience

1. What do you love about Purina One Wet Dog Food?
2. What first made you try it, and what's kept you loyal to it?
3. How does choosing Purina One make you feel as a pet owner?

Section 5: The Bigger Message

1. If you could tell other young dog owners one thing, what would it be?
2. How do you think caring for your dog connects to caring for the world they live in?
3. In one word, describe what "Care Without Compromise" means to you.



Care Without Compromise

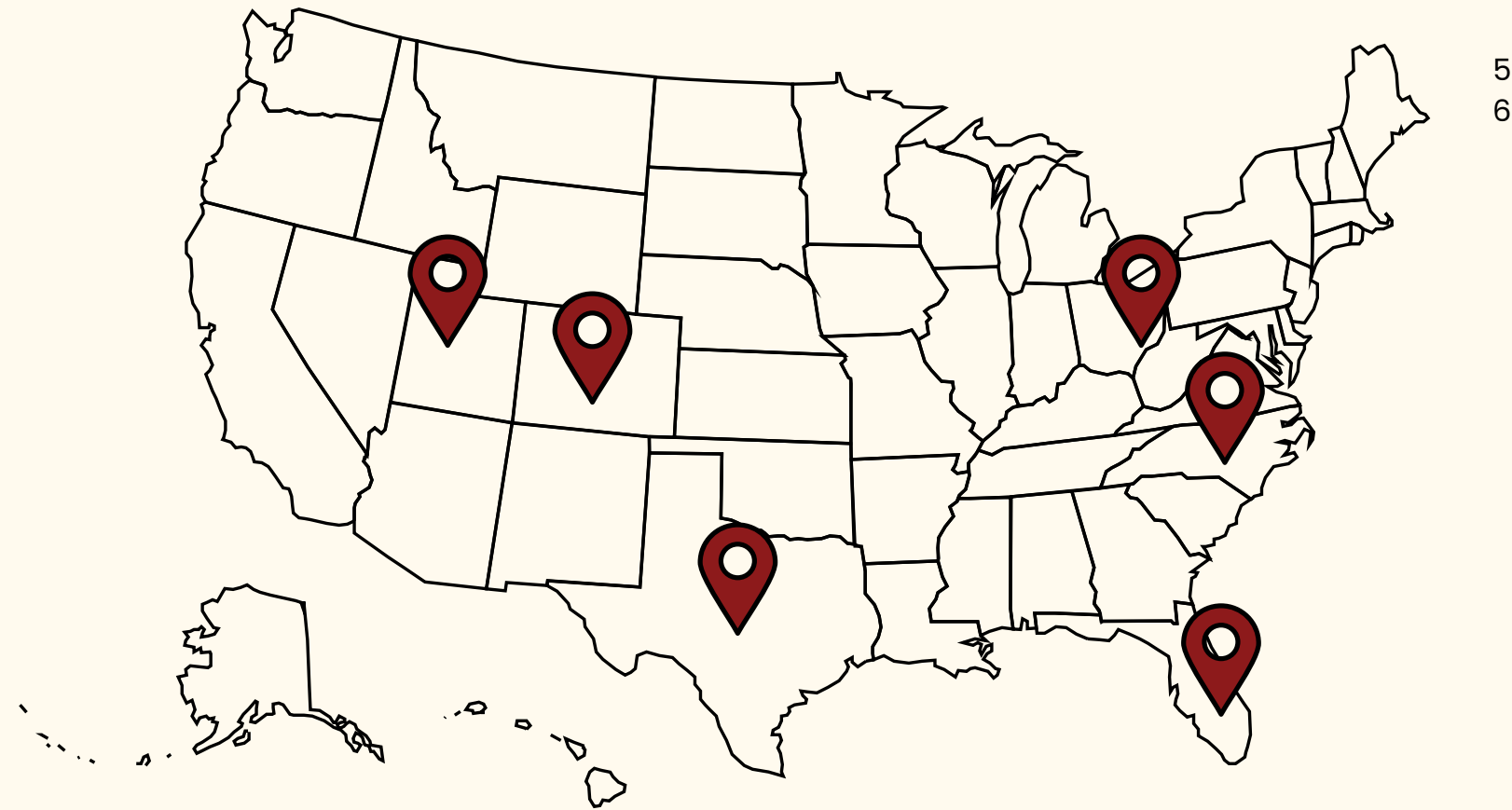
Social Media Campaign



Recycling Bins and Totes



WHERE?



- TV commercials will be distributed nationally through streaming services
- Social media advertisements will be concentrated in these college hub/tech emerging areas using the applications' geolocation services
- The recycling bags/bins will be distributed throughout major pet stores in these areas

WHEN? ⁷

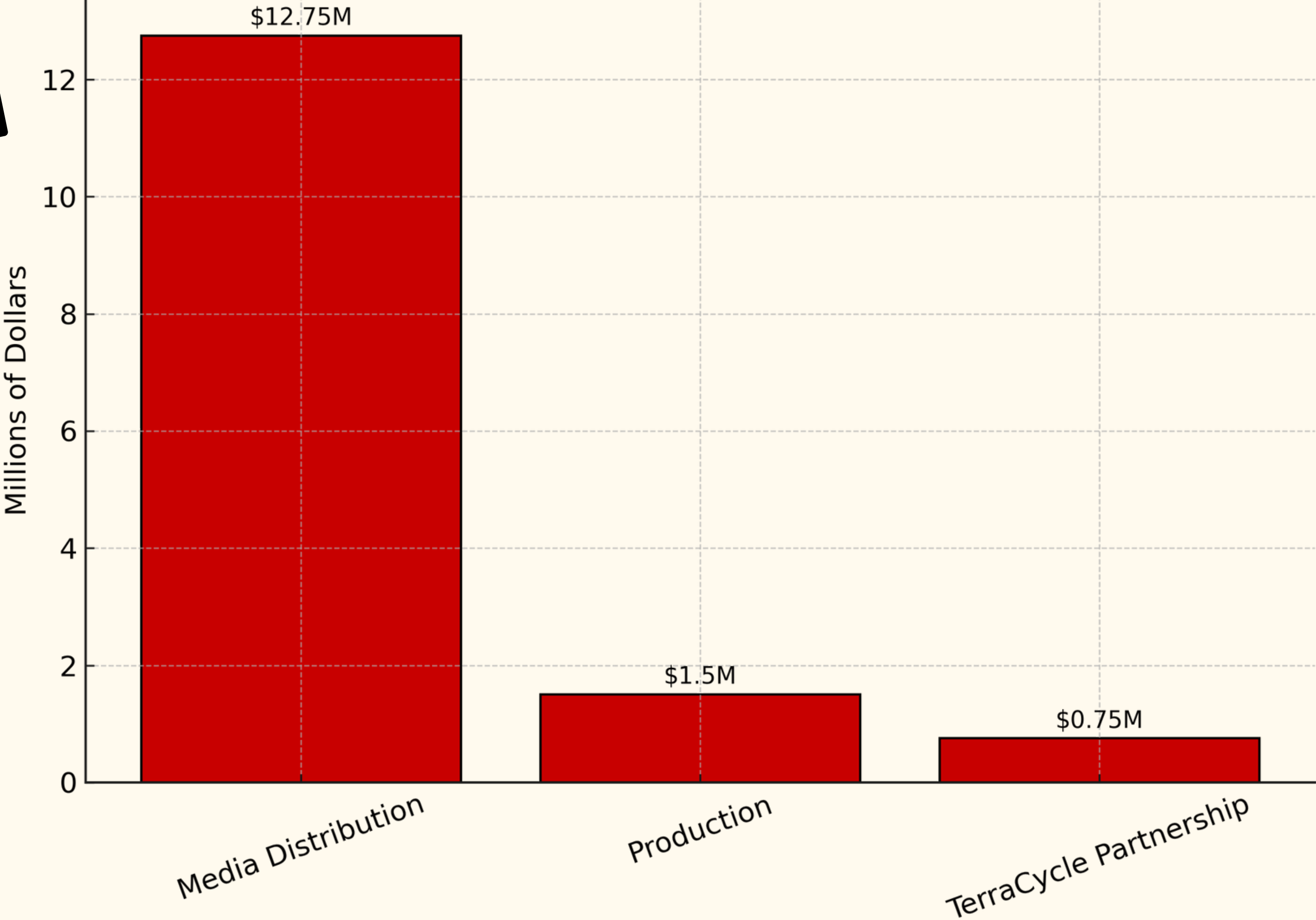
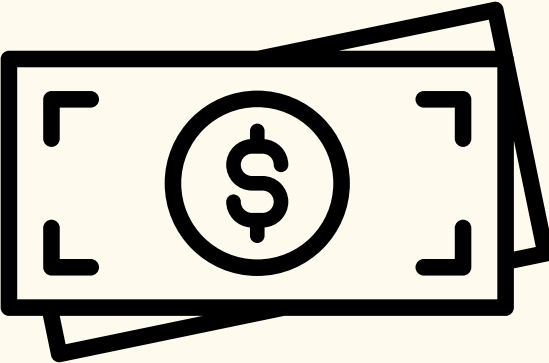
July 1, 2026

June 30, 2027

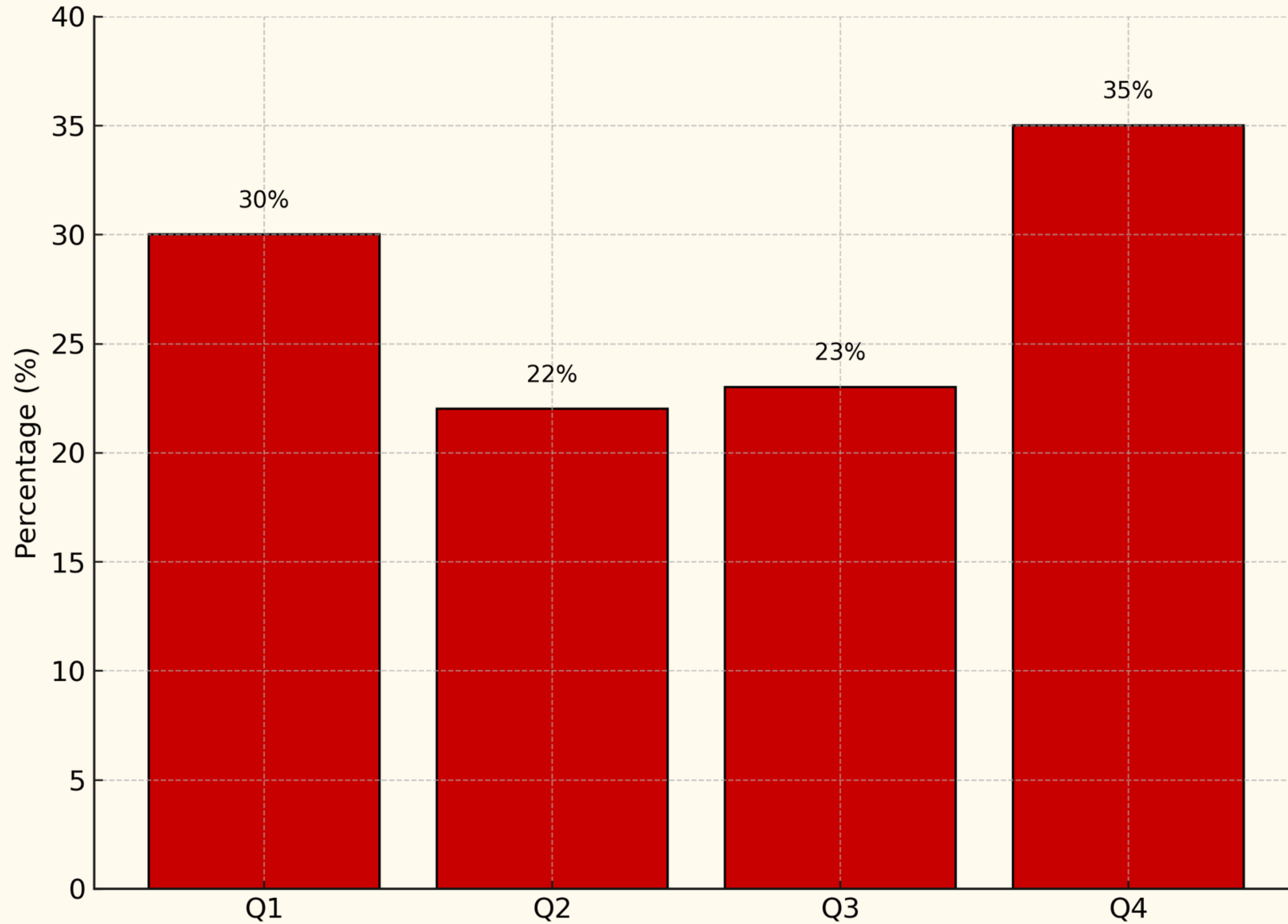


- The TV advertisements will be released at the end of every quarter, to mark its closure
- The social campaign will run year-long from July through June
- The recycling bags/bins will run from October through March (Q4-Q1)

Budget Allocation (in Millions of Dollars)



Percentage of Budget Spent by Quarter Toward **Distribution of Media**





HOW WE DEFINE SUCCESS






Brand & Sales Impact

- ↑ Gen Z sales of Purina ONE wet food
- ↑ Wet food market share
- ↑ Brand perception in health + sustainability

Participation in Sustainability Activation

-  Volume of recycled Purina packaging
-  Tote bags redeemed through qualifying purchases

Engagement & Reach

-  Strong social engagement (impressions, saves, shares)
-  High completion on mini doc series
-  Increased website traffic from ads
-  Volume of recycled Purina packaging
-  Number of community amplification in college + tech-emerging cities

WHY US?

We understand Gen Z.

We understand Purina.

We understand consumers like Claire.

We know how to Care Without Compromise... do you?

Thank you!

Any questions?