

Brand Positioning – Paws



Positioning Statement: When it comes to a new breed of pet food, reach for PAWS premium. Formulated with your favorite pet in mind, our brand is sure to keep your family friend happy and healthier than ever.

Tag Line: Feed the Love

Brand Essence: Trust, Quality, Health and Care

BRAND SYNERGY QUADRANT

brand promise

Pet Solution equivalent or better than national brand

retailer benefit

Generate enhanced margins and builds loyalty through differentiation

growth drivers

Paws becomes the preferred pet choice to customers

consumer perception

To be perceived as a smarter and more relevant alternative to a national brand

unique selling proposition

Great Quality, Great Value & Great Variety

BRAND STRATEGY DYNAMICS

target audience	Primary: Cluster 5 Secondary: Clusters 1, 2 & 4
brand values	Trust, confidence, relationship, friendship
brand attributes	Broad variety, great value, nutritional benefits, veterinarian endorsed
role within portfolio	To be perceived as the preferred pet solution alternative which provides total pet care without national brand prices.
strategic role	Destination brand exclusive to Lowes Foods (trade area), National Brand Equivalent + pet solution
pricing strategy	High-Low with guaranteed price shielding
competitive landscape	Traditional Supermarket, Specialty Pet Stores