



Increasing Product Penetration for Pedigree Foods

Overview

Location: Hyderabad, AP
Country: India
Industry: Pet foods manufacturing

Customer Profile

Mars International India – is a leading pet food manufacturer and marketer of the international pet food brand – Pedigree. Mars is also the manufacturer and marketer of the Whiskas and Uncle Bens range of foods. Pedigree’s range of dog food is manufactured at a state-of-the-art factory at Hyderabad.

Business Situation

Mars wanted to increase the market share of Pedigree Dog Foods in a nascent market. They wanted to connect directly with pet owners and increase the usage of Pedigree for their pets.

Solution

Impel CRM was specially configured to collect information about pets and pet owners. A special coupon module developed by Impel, enabled Mars to print/SMS/email uniquely coded coupons to pet owners and track usage.

Benefits

- Increase in sales
- Improvement in brand recognition
- Helped to build a detailed database of pets, breeds, owners for future campaigns
- Free samples tracking helped build a loyal group of customers
- Reduction in paperwork.

In 1911, Frank C Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars roots as a confectionary company. Today, based in McLean, Virginia, Mars has net sales of more than \$ 30 billion and six segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience.

Mars Petcare is the home of iconic brands such as Pedigree, Royal Canin, Whiskas and KitKat amongst others. Headquartered in Brussels Belgium, Mars Petcare has more than 33,000 Associates in 199 locations, worldwide. For more than 75 years, Mars Petcare is one of the world’s leading pet care providers.

Mars International India was established in 2008. Their first product roll-out was Pedigree. Pedigree’s range of dog food is specially manufactured in India at a state-of-the-art facility in Hyderabad. The pet food is specially tweaked to Indian conditions with vegetarian and non-vegetarian versions.

Challenge

Pedigree is the leading dog food brand worldwide. It was originally launched in India in 2001 and, in 2009, was re-launched. Several global pet food makers are present in India, but the pet food market in India is still at a nascent stage. The competition is not amongst the major pet food players, but with food that is prepared at home.

Pedigree planned to establish itself as the brand leader in the Indian pet food market. The company has set up a strong distribution network across the country and is also getting retailers and vets to influence and popularize the brand.

While the company invested into a large brand-building exercise across print and TV mediums, they also wanted a grass-roots level solution that would get new consumers to start purchasing Pedigree with the use of discount coupons and free samples. But they wanted a strong system in place that would help them track the results of these programs.

Solution

Mars set up a field-force that visited veterinarian clinics and spoke to pet owners who brought their pets to the clinics. They would collect basic information about the owners and pets. Impel specially configured its Impel CRM system to collect and track information about pet owners or pet parents. The data collected at the vet clinics is uploaded to Impel CRM on a regular basis.

PK4 customized Impel's Coupon Plan for Mars to cover specific product or a specific sales offer. In the case of Mars, Impel defines Coupon plans with unique IDs and has them delivered to the customer through print, e-mail or SMS. The end user can redeem these coupons either by sending in the coupon code to Impel via a SMS or exchange the coupon with the purchased product. In the case of the latter, the dealer creates a purchase proof (in case the coupon is not printed) and hands it over to the Impel User from Mars. The user finally scans the coupon barcode to upload all the coupon usage details of that particular pet owner into Mars customer database. In addition, the coupon plan also includes



templates for SMS and E-mail commands and responses that go out for Valid, Invalid and Used coupons.

#	Pet Name	Age	Breed	Sex	Contact Full Name	Feeding Pattern	Interval Of Purchase	Pet Food Brand	Data Source
1	Ghan	136 months	Cross breed	F	Mona Deshpande	HFF + PDF		Drools	Sharan, 03-Feb-16
2	Tuffy	48 months	Utasa Apso	M	Mona Deshpande	HFF + PDF		Drools	Sharan, 03-Feb-16
3	Dude	84 months	Labrador	M	Mona Deshpande	HFF + PDF	Monthly	Drools	Sharan, 03-Feb-16
4	NI - New Pet	81 month	German Shepherd	M	Raksh Bansode	PDF		Pedigree	Sharan, 03-Feb-16
5	Dexter	81 month	Labrador	M	Namrata Kale	PDF	Monthly	Royal canin	Sharan, 03-Feb-16
6	Rocky	11 months	German Shepherd	M	Rahul Katti	HFF + PDF	Monthly	Pedigree	Sharan, 03-Feb-16
7	Sweetly	72 months	Cross breed	F	Shamant Joshi	HFF + PDF	Monthly	Pedigree	Sharan, 03-Feb-16
8	Chuti	74 months	Cross breed	F	Shamant Joshi	HFF + PDF	Monthly	Pedigree	Sharan, 03-Feb-16

Over time, Impel for Mars has expanded to cover free sample offers of Pedigree foods to pet parents. Once a pet parent agrees to try a Pedigree sample, the sample packages are shipped to the pet parent. This is then followed through with very detailed tracking of the pets,

their daily food habits, products used, sampling of pet growth. Each pet is tracked through from the point that the pet parent starts feeding them Pedigree through for a time period of 6 weeks. Based on the purchase date, the pet is sampled and tracked through various automated stages. Mars employees call the pet parents at pre-configured points in time to track the growth and progress of the pets and to ensure that pet parents will be repeat buyers of the Pedigree products.

Solution Details

- Pets are tracked as sub-elements of Contacts, so pet details are clear and specific in terms of age, breed, colour, etc.
- Coupons are generated and tracked on a periodic basis against the assessed utilization of pet foods for each pet's needs over six-month and twelve-month time-frames.
- Outbound phone contact is planned in specific time-frames based on Mars' own empirical knowledge gained over years of marketing and reams of data.

Business Impact

- Improvement in overall sales through the use of coupons
- With the unique ID printed coupons, Mars is able to get a very detailed idea of cities, brands, dog-breeds where sales happen
- Increase in brand image and positioning
- Tremendous increase in the amount of ground-level data about pets, owners and pet feeding habits.

The future

Coupons currently being delivered via print can be combined with Impel's email and SMS coupon mechanism to reach a wider and more 'Net-savvy' audiences. Impel's Touch offering can be combined with the Web offering to add and manage customer profiles in the field.

About PK4

PK4 Software is the market leader in on-demand CRM solutions for India. Our flagship CRM product - Impel CRM - helps companies put their customers at the center of their business. Impel CRM enables sales executives to spend more time with customers and less on administrative work. Impel CRM helps companies increase revenues and maximize profits by increasing sales productivity, marketing efficiency and service operations. The web based CRM is used by sales, marketing and customer service teams across a variety of industries ranging from SMBs to large enterprises.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel CRM provides field forces with the largest possible accessibility options.

For more information, please visit our website at www.impelcrm.in. You can also call us at +91-96118-10000 or e-mail us at sales@impelcrm.in.