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PERFORMANCE TOUR****CLIENT: NESTLÉ PURINA****AGENCY: KICKING COW PROMOTIONS, INC.**

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## PURINA PRO PLAN PERFORMANCE TOUR EXECUTED BY KICKING COW PROMOTIONS

In the summer of 2014, Kicking Cow Promotions launched the Purina Pro Plan Performance Tour. The tour visited 20 PetSmart locations nationwide advocating the Purina Pro Plan Dog Portfolio as the best nutritional option for sport dogs. The weekend of each activation, Purina was able to boost sales of the entire Pro Plan Portfolio by 78% at all participating retail locations. Kicking Cow executed 10 activations on both the east and west coasts, simultaneously, over a two month span in conjunction with local canine agility clubs. The events introduced the innovative Purina

after participating in the event. Based on the attendees' interactions with the event 87% (6,167 people) were likely to purchase Pro Plan dog product. This led to a 15% incremental increase in dry Pro Plan food shipment to each of the 20 locations where the



Pro Plan product platforms as supplements to canine athletics and allowed for a deeper engagement with the PetSmart customer. The partnership generated awareness for the sport of canine agility and gathered public perception of the Pro Plan dog brand while driving 10% new traffic to those PetSmart locations.

Kicking Cow's activation utilized a branded box truck, in store pull up banners, iPads and Wi-Fi hot spots to engage consumers with Purina's P5 training app and agility equipment. Dogs and owners were encouraged to navigate the agility equipment with instruction from the local agility clubs and the help of Pro Plan Training Treats.

The tour was successful in driving awareness for the Pro Plan brand along with canine agility. Over 400 canines and owners navigated the agility courses, 12,400 coupons were distributed and over 12,550 pieces of literature were given to attendees. Prior to the activation 47% of attendees had limited or no prior knowledge of canine agility, however, 60% said they would enroll in agility classes



event was executed. This shipment in dry food product had a direct correlation to an increase in Pro Plan dog food portfolio sales each weekend of the activation and doubled new Pro Plan customers. At PetSmart Tour locations the Pro Plan Savor dry dog food line increased sales 111%, the Pro Plan Focus dry dog food line increased sales 51%, Pro Plan Select dry dog food saw a lift of 96% and Pro Plan Sport dry dog food saw an astonishing lift of 306%.

Kicking Cow specializes in Experiential Marketing. We are known for big events and even bigger ideas.

"We believe all it takes is one well-timed event to create incredible impact and long-lasting recognition for your brand."

— Mike O'Leary, Founder and President