



Taste of the Wild

CLIENT
DIAMOND PET FOODS

PROJECT
TASTE OF THE WILD
BRAND EVOLUTION

WOODRUFF



CLIENT

Diamond Pet Foods has become one of the leading pet food manufacturers in the world, with their long-standing commitment to developing new and innovative products and processes to ensure pets receive the best nutrition possible. Offering a complete range of proprietary and private label products, this family-owned company is trusted by professional breeders, trainers, veterinarians and pet owners in all 50 states and more than 100 countries.

CHALLENGE

In 2007, the pet food industry saw a trend towards the grain-free diet, which was a limited pet food category at the time. Diamond Pet Foods wanted to create a high-quality, grain-free, premium pet food at an affordable price to meet the needs of pet owners. As for any product, Diamond Pet Foods needed to develop brand awareness, educate and engage potential customers and create brand advocates. But first, they needed to create the product.

APPROACH

Woodruff and Diamond Pet Foods joined forces to create a new brand — Taste of the Wild — from formulations to brand position to marketing strategy. This collaboration allowed the brand's unique ingredients and creative marketing concepts to be interconnected from the beginning.

A series of discovery sessions formed both the idea for the product and the brand position: a pet's DNA indicates they should eat like their ancestors, the wolf and wild cat, who survived on proteins found in the wild such as bison, salmon and fowl, a notion that also heavily appealed to pet owners.

The distinctive brand position was carried out in all packaging and marketing efforts. Woodruff commissioned artwork unique to each formula depicting animals in their natural, ancestral habitat to create stand-out package designs. Brand consistency has been carried forward through point-of-purchase materials, a product-focused website (tasteofthewildpetfood.com) and social outreach.

A content strategy for Taste of the Wild is continuously executed to educate and engage customers. Content calendars are ongoing with Facebook posts, corresponding links, imagery and responsive customer conversation via messaging. Social sharing is available on the product website and pet blogger outreach efforts have been heavily incorporated.



RESULTS

Diamond Pet Foods was the first to bring an ancestral diet to the market, launching in 2007 with four formulas. Since then, the product line has grown to 11 formulas, and a new production facility was built in 2012 to meet consumer demand.

Product sales consistently exceed goals, especially in the e-commerce arena. Taste of the Wild remains one of the top ten pet food brands measured by online sales dollars. Online sales of more than \$20 million in 2015 made it the ninth biggest selling and seventh fastest growing of any consumer packaged goods brand online.

Taste of the Wild continues to gain brand loyalty and customer engagement with social content organically reaching more than 2.6 million people and 220,000 people engaged in 2015. With a page engagement of 4.4 percent, fans are engaging with Taste of the Wild eight times more than other Facebook pages similar in size.



220,000 FANS ENGAGED ORGANICALLY IN 2015

\$20 million+ 2015 ONLINE SALES

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