



In support of National Pet Month (May) deliver 10,000 samples of your brand directly to prospective buyers through our influential network of pet care professionals. Drive top-of-mind awareness, consideration, and purchase. Veterinarians, groomers, animal shelters, and daycares will present samples as a gift to pet parents.

# PET KITS 2024

84% of consumers intend to purchase after receiving a sample, info or coupon from an Aha! program

Millennials make up the largest percentage of current pet owners (33%)

## OVERVIEW

### TARGET AUDIENCE

Pet parents through a trusted network of pet care and shelter facilities.

### ACTIVATION

Kits containing free samples and offers are delivered hand-to-hand from pet care professionals to pet parents as a gift. Kits are presented at check-in, adoptions, appointments, or hand-to-hand after a visit.

### REACH AND MARKETS

Reach: 10,000 samples  
Markets: National

### TIMING

Commitment due by 3/1/24  
Samples & Collateral Due 3/25/24  
Shipping begins week of 4/29

### COST

Starting at \$6,500 for samples\*  
\$2,000 for literature only  
Category Exclusive

\*exact pricing determined by sample size. Costs are based on a minimum of 3 brands participating

# AHA PET NETWORK

REACH PET PARENTS THROUGH TRUSTED PROFESSIONALS

NETWORK	REACH
Veterinarians	3.6M
Animal Shelters	500M
Boarders, Groomers	250M

## Results from past campaigns indicate:

- 96% of vet and shelter participants find Aha programs helpful for new adopters
- 87% of vet and shelter participants find Aha programs helpful to their staff

“ We’ve been giving these out to all our cat and kitten adopters, keeping them out on the adoption counter, and using them ourselves. They look great! ”

“ These are very valuable to us! The booklet was very well done and provides a lot of information that is helpful, especially for first time adopters. Very well done, and please send more whenever you want to! ”



Samples, offers and new pet parents kits are delivered by animal rescue staff, veterinarians, boarders and groomers. Campaigns may include on-premise sample distribution, point-of-care media and grassroots social media/digital activations.

