

Sushil Swamy

Advertising

View the full portfolio at <http://www.thecreativefinder.com/sushilswamy>

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The advertisement features a yellow background. On the left, there are two images of a pet store aisle. The top image has the text 'Store they love health with' and the bottom image has 'Store they love health with' and 'Store they love health with for dog's health'. In the center, the Pedigree logo is displayed. Below the logo, the text reads: 'STRATEGY : Other than a common dog food the strategy was to align the brand as dog's HEALTH FOOD. Initiative was to assure health growth with pedigree in audience mind.' and 'TARGET : So far in India Pedigree consumption rolls around the upper middle class. Specially those who dont adopt the local or the hybrid of pets. Our Target is just "PET LOVERS". Besides urban mass the focus is to target the people of any catagory of india who pets dog. Those people who adopt them but count on daily house stuffs as their meal.' At the bottom right, there is an image of a Pedigree dog food bag and a black leash.

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