

# Mars Pet Food

**Campaign:** My Dog

**Agency:** Starcom

**Year:** 2011

**Source:** oOh!media

**Objective:** Increase awareness and future trial for the new My Dog Fish range

**Audience:** MGB's 18 – 54, Dog owners

**Strategy:** Impact shoppers in the retail environment with close retailer proximity to influence trial.

**Results:**

- Post campaign, the My Dog Fish range experienced a 429% increase in top of mind awareness among dog owners within the retail environment
- ShopaLites proved to be the most effective medium with 81% of consumers recalling seeing the My Dog advertisement within the shopping centre environment
- Post campaign saw an increase of 20% future trial, with 63% of consumers agreeing they would try the My Dog Fish product being advertised

