

KAYTEE®



**POLLY WANT
TO SHOP AT
TARGET?**

KAYTEE®

THE SITUATION

INCREASE SALES AND PRESERVE SHELF SPACE AT MAJOR RETAILER AS NEW BRANDS ENTERED THE MARKET

Kaytee had established itself as a market leader in bird and small animal food supplies since its inception in 1866.

To not only sustain but grow their presence in the market, particularly in Target stores, Kaytee needed a plan to counter an increase of competition while maintaining strong relationships with other mass retailers.



KAYTEE®

THE STRATEGY

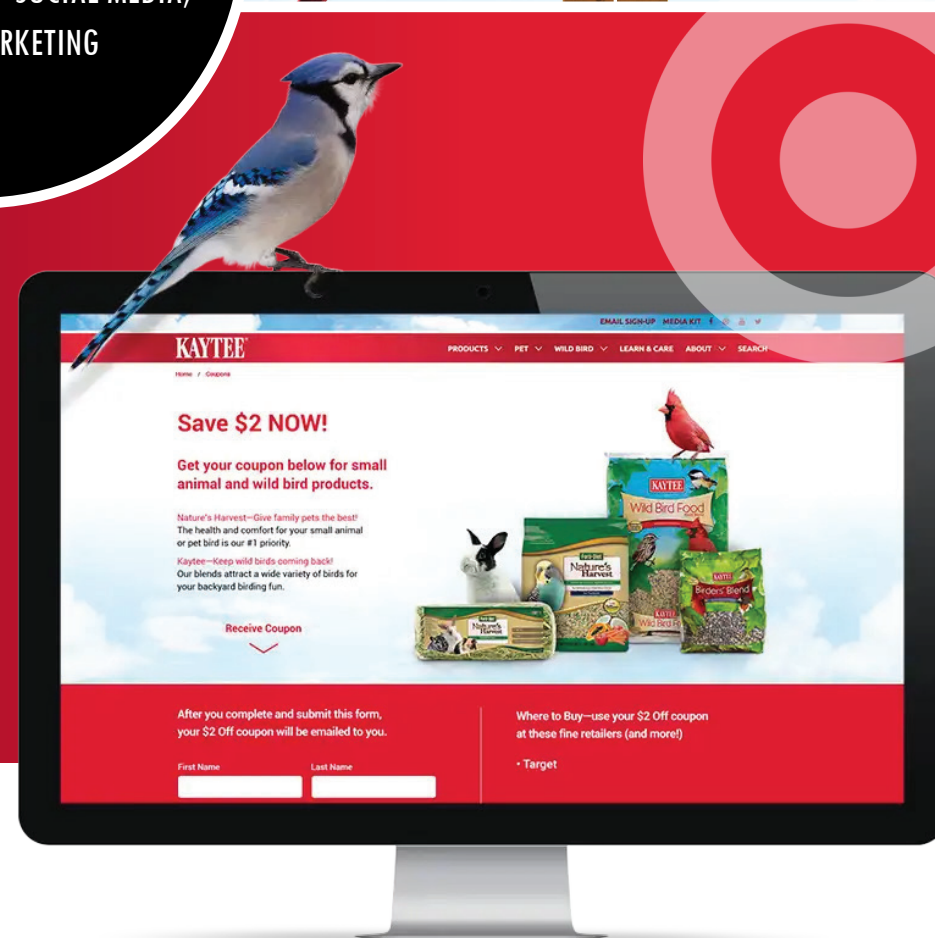
DEVELOP A CAMPAIGN TO ELEVATE AWARENESS AND REENERGIZE SALES

Element helped Kaytee protect their spot on the store shelf by:

- Creating a strategic, integrated campaign that included audits of existing marketing efforts, a competitive analysis, and the development of target buyer personas.
- Launching a multichannel social media effort, targeting small pet owners and backyard birdwatchers, leveraging influencers and digital display campaigns with an enticing retail coupon focused on behavioral and remarketing strategies.
- Developing co-branding with Target to connect the dots on where consumers could find and purchase Kaytee products.

HOW WE HELPED

STRATEGY, CAMPAIGN DEVELOPMENT,
CREATIVE, DIGITAL + SOCIAL MEDIA,
SHOPPER MARKETING



KAYTEE®

THE SUCCESS

RETAIL SALES SOAR

The digital campaign, in partnership with Target, had consumers flocking to Kaytee. Realizing significantly boosted sales of small pet products and wild bird food, the campaign delivered results and renewed awareness for the brand.

3%

SALES INCREASE AT
TARGET STORES

68%

ORGANIC SOCIAL MEDIA
CONVERSION RATE

41%

INFLUENCER CAMPAIGN
CONVERSION RATE

5%

PAID MEDIA
CONVERSION RATE

