

Introduction

Established over a number of years as a local brand in the south east, Berties' dog food product had achieved an excellent track record and an existing loyal customer-base. The company was keen to grow and increase its sales area by launching its dog food product into the competitive national market targeted at established blue chip brands.

Objective

- Fast-track sales of Berties Complete to 'fill-the-gap' with independent retailers following the withdrawal of Eukanuba and Royal Canin
- Position Berties with retailers as the long-term partner that won't turn its back on them
- Secure an increased share for Berties in supermarket sales
- Short-term, to establish Berties as a leading premium brand throughout the south of England
- Long-term, to establish the brand nationwide.

Strategy

Utilising Berties' existing track record, Mistral designed a strategy to launch Berties into the national arena. Focusing on creating awareness at wholesaler and retailer level, an integrated campaign using media relations and direct mail was used. This was to establish a strong relationship with the wholesalers, while creating awareness and demand at retailer level.

Tactics included:

- A hard-hitting direct mail campaign which focused on the strong brand establishment in the south east. The first mailer was bespoke to include four committed wholesalers in the southern region
- A media relations campaign, which started three months before the direct mail campaign, helped to provide strong backing for the overall campaign.

Results

The direct mail campaign was so successful at generating enquiries from retailers that it has since been repeated for a number of newly appointed wholesalers in 'new sales areas' across the UK.

