

# Wet Dog Food

Subscription  
Overview



**WET DOG FOOD** is a \$1.5 billion-dollar category with a wide range of design aesthetics and package formats. For established players, differentiating between sub-brands is a struggle—one where package design can make a significant difference by targeting new buyers looking for specific ingredient benefits or encouraging current buyers to trade up.

# WET DOG FOOD BRANDS TRACKED IN 2019



## STAND-OUT

Who grabs and holds attention?



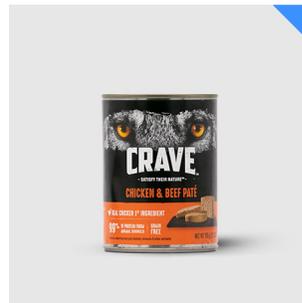
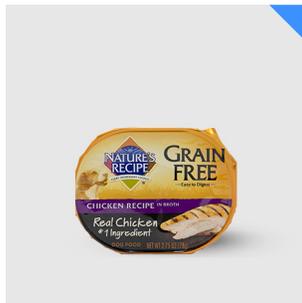
## FINDABILITY

Who's the easiest to locate?



## COMMUNICATION

Who owns the messages that drive purchase in the category?



## MENTAL AVAILABILITY

Who's the most recognizable at a distance, and why?

## DISTINCTIVE ASSETS

Who has visual elements that are well-known and truly unique?

## RESONANCE

Which specific elements are most liked and disliked by consumers, and why?

# SNEAK PEEK



**ALPO PRIME CUTS** is the one of the most easily recognizable packages when viewed from afar, with nearly five times the range of Rachel Ray Nutrish.

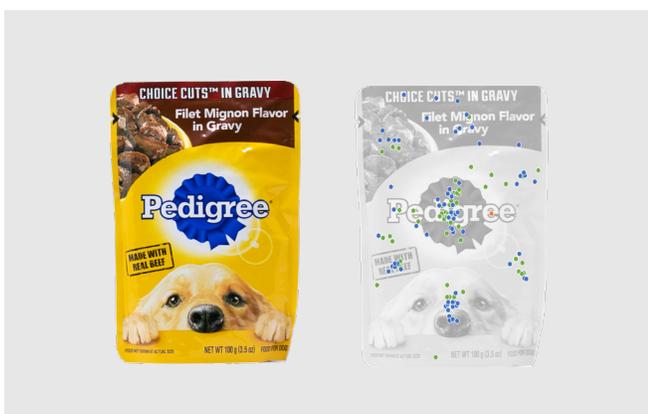
**NATURE'S RECIPE'S** visibility is 27% higher when it occupies multiple facings rather than a single facing, suggesting that it could have a greater advantage in brick and mortar retail environments than on e-commerce websites.



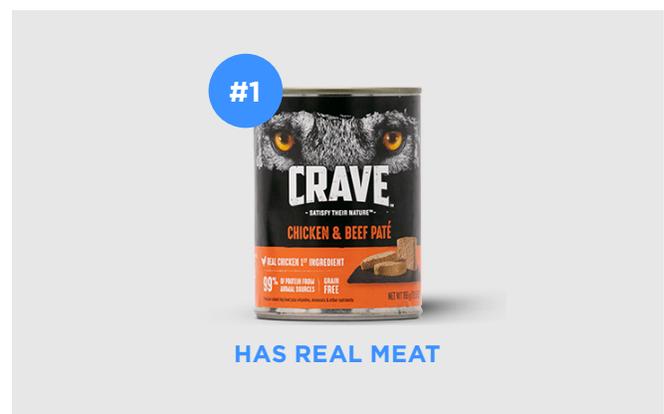
**SINGLE**



**BLOCKED**



**PEDIGREE'S** blue ribbon is a powerful distinctive brand asset that resonates with consumers—a building block for developing mental availability in a crowded category.



**CRAVE** ranks number one on “has real meat,” one of the top purchase drivers for wet dog food—an impressive feat for a challenger brand in an established category.

# THE TOTAL PACKAGE

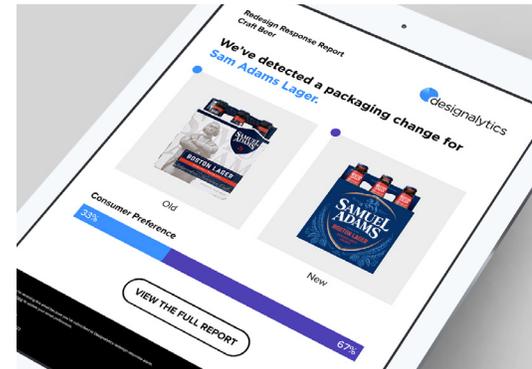
## ANNUAL CATEGORY REPORT



## MONTHLY CHANGE ALERTS & INDUSTRY NEWS



## REDESIGN RESPONSE ANALYSES



### ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two “wildcard” challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

### TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

### TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

### LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

#### VIEW OTHER AVAILABLE CATEGORIES:

[designalytics.com/categories](https://designalytics.com/categories)

#### TO LEARN MORE, CONTACT US:

[hello@designalytics.com](mailto:hello@designalytics.com)