

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?



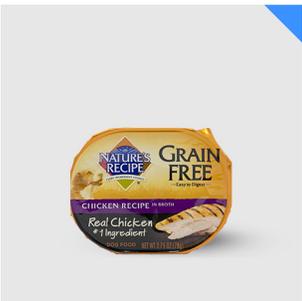
FINDABILITY

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.

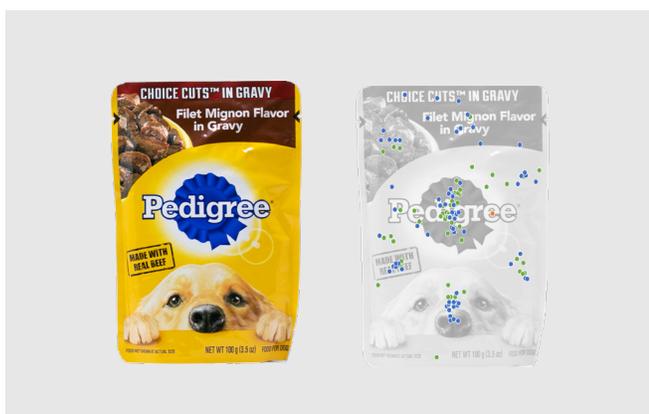
NATURE'S RECIPE'S visibility is 27% higher when it occupies multiple facings rather than a single facing, suggesting that it could have a greater advantage in brick and mortar retail environments than on e-commerce websites.



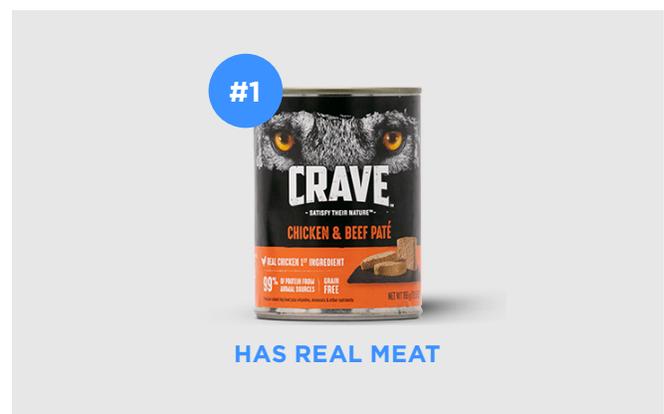
SINGLE



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.



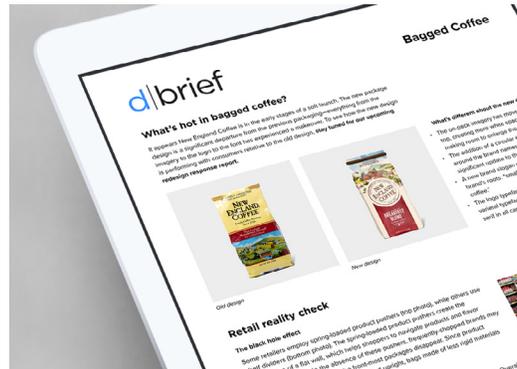
CRAVE ranks number one on “has real meat,” one of the top purchase drivers for wet dog food—an impressive feat for a challenger brand in an established category.

THE TOTAL PACKAGE

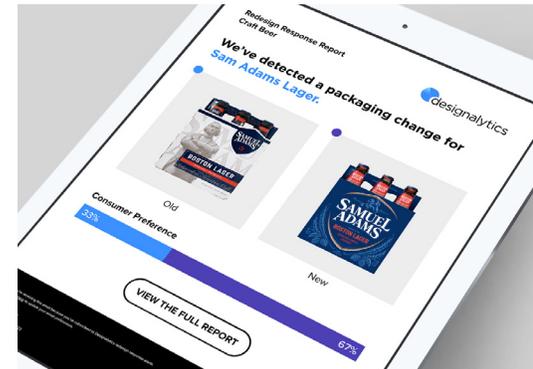
ANNUAL CATEGORY REPORT



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

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