

Power of Print

with

paw[®]
Pure Animal Wellbeing

By BLACKMORES

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

THE AGE
INDEPENDENT. ALWAYS.

GoodWeekend

SUNDAY_{life}

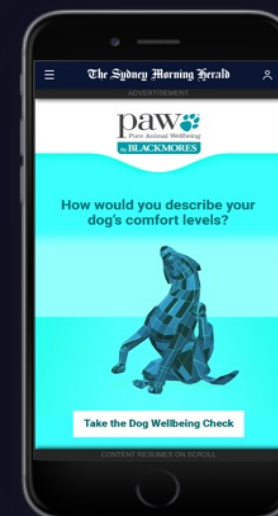
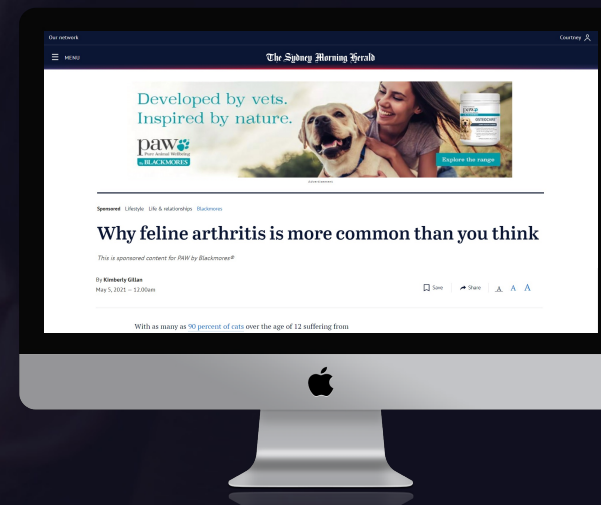


Challenge:

- Establish PAW by Blackmores as the category leader
- Educate pet parents on the benefits of pet supplements
- Intercept the standard consumer journey of pet-straight-to-vet
- Ambitious goal of +20% YoY of new buyers to PAW by Blackmores

Solution:

- Harness Nine's premium lifestyle publishing brands with an always-on approach across eight months, led by bespoke print executions in *Good Weekend* and *Sunday Life*.
- Complimenting this were QR codes in all print brand ads digital ads in *The Sydney Morning Herald* and *The Age*, alongside native content and mini scrollers, paired with social media posts.



Execution:

Good Weekend - The 52 Weekends Away with your pet mini-mag became a keepsake for pet parents, as it showcased a number of incredible stays featuring pet-friendly accommodation, cafes and beaches, along with advice on helping your pet cope with away-from-home stays, and an advertorial – **Paw Health 101 series**.

The Sunday Life Reverse Back - A dog's guide to great skin, focused on the importance of looking after your dog's skin, and advice on managing various skin conditions, from the signs and symptoms through to top treatments for itchy pups. Within the 5 pages, it also profiled the PAW by Blackmores range built specifically for a range of pet-related skin conditions, and an in the clinic column style **advertorial series feature the Blackmores in-house vet**.

Native Content, Mini Scrollers & Social Media Content - Leveraging advertising opportunities on digital versions of *The Sydney Morning Herald* and *The Age*, Blackmores used timely messaging during key seasons affecting dermatology conditions in pets to promote PAW by Blackmores. Alongside the brands ads in the mastheads and digital executions, social media helped educate pet parents on the benefits of pet supplements through engaging content.



“

With an objective of balancing scaled consumer awareness whilst still remaining credible and true to our veterinary heartland, this campaign was a great success for the PAW by Blackmores brand, exceeding all KPIs set. ”

Georgie Mitchell, Brand Manager Pet Health, PAW by Blackmores

Results:

The partnership between Nine Publishing and PAW by Blackmores was a classic example of how a print audience can deliver real value, through grabbing dog lovers attention, and engaging them around the topic of pet health supplements.

The integrated partnership established mental availability, improved consideration, and ultimately increased sales – in fact, it helped outperform the ambitious business goals with a 34% increase in sales YoY (+14% on the KPI of 20% growth).