

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

www.commercialexcellence.academy

Route to Shopper®

A Strategic Framework for
Integrated Shopper-based Value
Creation in the Pet Food Industry

Route to Shopper® Strategic Blueprint for Pet Food Industry Leadership

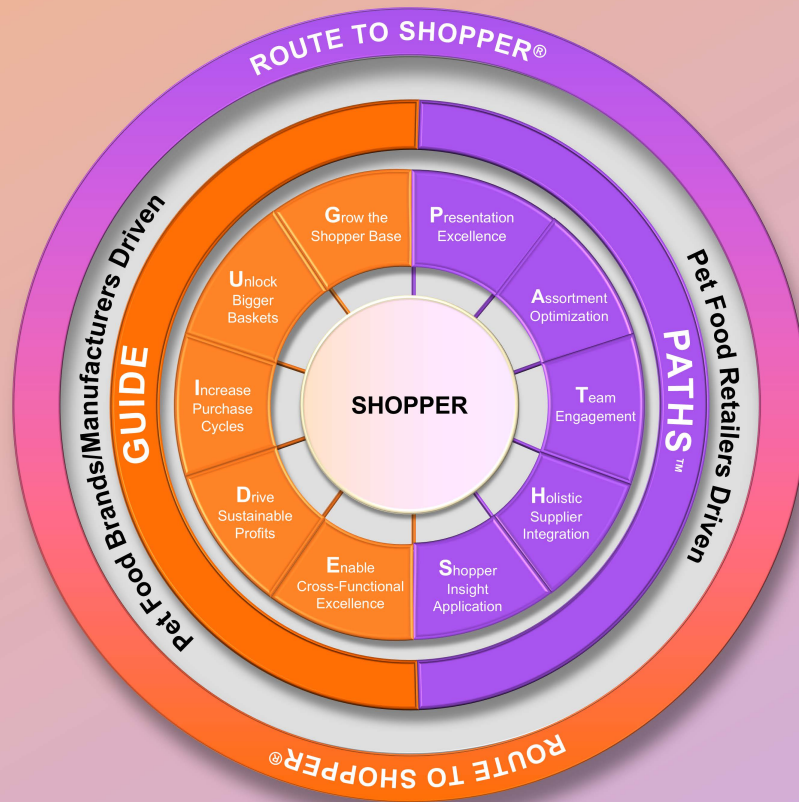
Transforming Pet Care through Shopper-led Category Excellence

A Capability-building Blueprint for Marketing Directors, Sales Excellence Heads, Trade Marketing Leaders, Category Managers, and Customer Development Heads

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The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Pet Food Industry



Strategic Context: Elevating Pet Care through Shopper Understanding

What does it really take to win a shopper's consideration in a world of endless options?

Route to Shopper® serves as the essential strategic bridge connecting brand love, shopper behaviour, and profitable category leadership in pet food, a category where emotional bonds drive premium spending and loyalty decisions.

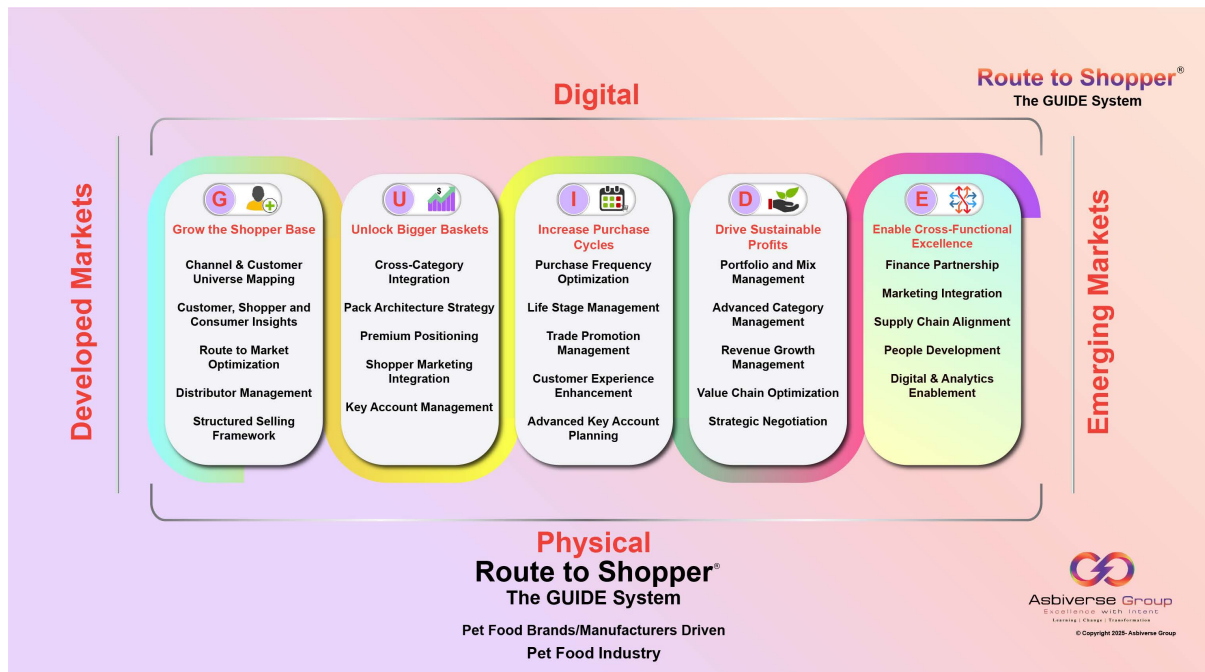
Industry Transformation Drivers

- **Humanization of Pets:** Pet parents seek human-grade nutrition and wellness solutions
- **Premiumization Surge:** Growing demand for functional, health-driven, natural products
- **Digital Revolution:** Online-first shopping, subscription models, and personalized nutrition
- **Health Innovation:** Focus on gut health, joint care, breed-specific, and life-stage nutrition
- **Sustainability Consciousness:** Eco-friendly packaging, ethical sourcing, and transparency
- **Specialty Retail Growth:** Expanding role of pet specialty stores and veterinary channels

The **Route to Shopper®** Framework enables commercial leaders to navigate these shifts through emotional storytelling, health assurance, and convenience, the three pillars of **modern pet food shopping decisions**.

GUIDE – PATHS™ Frameworks: Strategic Architecture for Pet Food Excellence

GUIDE Framework: Brand & Manufacturer Strategy Pillars



G: Grow the Shopper Base

Expand reach across emerging pet parent segments and life stages

- Target new pet parents, multi-pet households, and empty nesters
- Penetrate life stage transitions (puppy/kitten, adult, senior)
- Leverage adoption partnerships and first-time owner programs
- Build digital communities around pet wellness journeys

U: Unlock Bigger Baskets

Drive complete care solutions and cross-category bundling

- Promote food + treats + supplements + hygiene ecosystems
- Create breed-specific bundle opportunities
- Develop multipack, subscription, and bulk-buying incentives
- Build meal + snack solution programs

I: Increase Purchase Cycles

Build recurring revenue through planned replenishment

- Implement auto-replenishment and smart subscription models
- Design feeding plan subscriptions by life stage and health need
- Create loyalty milestone programs celebrating pet health
- Develop predictive ordering based on consumption patterns

D: Drive Sustainable Profits

Balance premium innovation with accessible entry points

- Premiumize through natural, functional, vet-approved offerings
- Create good-better-best architectures for each need state
- Optimize pack sizes and frequency economics
- Maximize lifetime value through pet wellness journeys

E: Enable Cross-functional Excellence

Align organizational capabilities for trust and consistency

- Synchronize R&D (nutrition science) with shopper insights
- Coordinate marketing storytelling with health claims
- Align supply chain for freshness and availability
- Integrate digital capabilities across customer journey

PATHS Framework: Retailer & Distributor Execution Excellence



P: Presentation Excellence

Create mission-based shopping experiences

- Design "First-Time Pet Parent" discovery zones
- Develop "Senior Pet Wellness" destination areas
- Build breed-specific navigation systems
- Create omnichannel health solution journeys

A: Assortment Optimization

Curate portfolios by need states and wellness goals

- Segment by life stage, breed size, and activity level
- Balance functional needs (joint, digestive, skin & coat)
- Optimize price tiers from entry to ultra-premium
- Localize for regional preferences and pet populations

T: Team Engagement

Transform staff into trusted pet wellness advisors

- Develop pet nutrition certification programs
- Create storytelling frameworks for health benefits
- Build consultation skills for need identification
- Enable digital tool proficiency for personalized advice

H: Holistic Supplier Integration

Collaborate for end-to-end shopper journey excellence

- Co-create innovation pipelines based on shopper insights
- Share real-time data on feeding patterns and preferences
- Design joint loyalty programs celebrating pet milestones
- Align on sustainability and transparency initiatives

S: Shopper Insight Application

Leverage emotional and functional triggers for conversion

- Map emotional drivers (love, care, guilt prevention)
- Identify functional needs (visible health improvement)
- Understand channel preferences by shopper mission
- Create personalization engines for recommendations

The Shopper-Consumer Dynamic in Pet Food

The Shopper (Pet Parent)

- Driven by trust, ingredient transparency, health benefits
- Seeks value, convenience, and emotional reassurance
- Wants to do the "best" for their beloved pet
- Makes decisions based on both rational and emotional factors

The Consumer (Pet)

- Ultimate arbiter through taste preference and acceptance
- Health outcomes drive repurchase and loyalty
- Digestive tolerance impacts brand switching
- Visible wellbeing validates shopper choices

Route to Shopper® ensures brands win at the shopper decision point while delivering pet satisfaction and health outcomes that drive long-term loyalty.

Strategic Applications (Hypothetical): Bringing Framework to Life

Example 1: Puppy Starter Kit Strategy

GUIDE Application

- G: Capture new puppy owners through adoption partnerships
- U: Promote complete nutrition starter kits (food + treats + supplements)
- I: Build loyalty milestones (free vet checkups, training sessions)
- D: Create upgrade paths to premium lines as puppy grows
- E: Align R&D on breed-specific puppy development needs

PATHS Execution

- P: Create immersive "Puppy Care Centres" in-store and online
- A: Optimize starter pack assortments for all breeds and sizes
- T: Train associates as "First-Time Puppy Nutrition Guides"
- H: Collaborate on puppy health tracking apps with vendors
- S: Map anxiety points of new puppy parents for reassurance

Example 2: Functional Food Subscription Model

GUIDE Application

- U: Bundle complementary functional needs (joint care + digestion)
- I: Build recurring monthly health plan subscriptions
- D: Premiumize through natural, vet-approved positioning
- E: Integrate nutrition science with shopper education

PATHS Execution

- P: Design seamless online replenishment journeys
- A: Create optimized cross-functional bundle architectures
- T: Develop health consultation skills for subscription advisors
- H: Build joint retailer-vendor loyalty ecosystems
- S: Use predictive analytics for personalized recommendations

Example 3: Senior Pet Wellness Campaign

GUIDE Application

- G: Target owners of aging pets with specialized solutions
- U: Offer multipack bundles for longevity formulas
- I: Drive frequent trials of supplementary senior foods
- D: Position as investment in quality life extension
- E: Leverage veterinary partnerships for credibility

PATHS Execution

- P: Create "Senior Pet Wellness" destination zones
- A: Segment assortments by senior-specific health needs
- T: Certify staff as "Senior Pet Care Advisors"
- H: Co-develop aging pet health monitoring programs
- S: Address emotional concerns about pet aging gracefully

Strategic Benefits of Route to Shopper® Deployment

Strengthened Shopper Loyalty

- Address deep emotional triggers of care and responsibility
- Build trust through transparent health communication
- Create community around shared pet wellness goals

Expanded Basket Size

- Move from single product to complete care ecosystems
- Cross-sell complementary health solutions
- Bundle for convenience and value perception

Increased Purchase Frequency

- Lock in recurring revenue through smart subscriptions
- Create milestone-based engagement programs
- Build habitual replenishment behaviors

Enhanced Category Leadership

- Integrate brand trust with pet happiness outcomes
- Lead innovation through shopper insight application
- Set standards for category experience excellence

Optimized Retailer Collaboration

- Share actionable shopper journey insights
- Co-create solution-based assortment strategies
- Align on omnichannel execution excellence

AI & Digital Transformation Enablement

Route to Shopper® powers digital transformation through:

Personalized Nutrition Engines

- AI-powered feeding plan recommendations
- Breed, age, and activity-based customization
- Real-time adjustment based on health data

Smart Subscription Models

- Predictive replenishment algorithms
- Dynamic pricing based on loyalty and volume
- Automated reorder reminders and adjustments

Gamified Loyalty Experiences

- Reward healthy pet milestones
- Create engaging wellness challenges
- Build community through shared achievements

Advanced Shopper Analytics

- Real-time journey mapping and segmentation
- Predictive modelling for need state evolution
- Cross-channel behaviour integration

Commercial Excellence Academy: Your Capability Partner

The Commercial Excellence Academy delivers:

Pet Food-specific Route to Shopper® Programs

- Tailored frameworks for pet category dynamics
- Integrated **GUIDE-PATHS™** deployment models
- Cross-functional alignment methodologies

Mission-based Strategy Development

- Life stage journey mapping
- Breed and lifestyle segmentation
- Functional need state architecture

Innovation Strategy Alignment

- Health claim substantiation frameworks
- Sustainability integration models
- Digital transformation roadmaps

Team Capability Building

- Emotionally intelligent selling programs
- Technical nutrition knowledge modules
- Digital tool proficiency training

Strategic Call to Action

As leaders in pet food's evolution, your opportunity is to:

1. Embed Route to Shopper® in Strategic Planning

Make shopper-centric thinking the foundation of category growth strategies

2. Balance Emotion with Function

Connect heart (pet love) with head (health benefits) in every initiative

3. Build Loyalty Through Journey Excellence

Create seamless experiences from trial to lifelong advocacy

4. Equip Teams for Success

Invest in capabilities that blend pet passion with commercial excellence

5. Lead Category Transformation

Set new standards for how pet food brands serve pet parents

Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

Commercial Excellence Academy

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