

**Case Study:  
Directed Discovery  
Awareness Effectiveness Tracking**

**Animal Health**



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**Boundless Discovery<sup>SM</sup>**

## Background

- Client has monitored consumer awareness of a group of its products for more than ten years.
- Client considers consumer awareness of its products key business indicators of sales.

## Objectives

- The primary objective of this research was to evaluate and track awareness and usage of products in multiple categories
- The evaluation included:
  - Ethical and Non-Ethical Product Awareness
    - Top-of-Mind Awareness
    - Unaided Awareness
    - Aided Awareness
    - Total Brand Awareness
  - Ethical and Non-Ethical Product Usage
    - Last Thirty Day Product Usage
  - Place of Purchase

## Methodology

- The general consumer population was targeted and 2,000 pet owners completed a web-based questionnaire.
- The following screening criteria was used:
  - Own a dog or cat
  - Be at least 18 years of age
  - Be the primary decision maker regarding the pet's health/pet products purchased
  - Recall the last time they visited a veterinarian with their pet
- AllPoints recommended deploying a non-targeted approach to sampling whereby the sample deployed is representative of census in gender, income, age (over 18), region, and ethnicity.
  - This approach would ensure sample bias is minimized.



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>Client's products have a top-of-mind awareness of 20% and total awareness of 82%.</li><li>These percentages are higher for those individuals that had visited a vet in the past twelve months.</li></ul>	<ul style="list-style-type: none"><li>Client did not reduce marketing budget—current levels were needed to continue growth in awareness.</li></ul>
<ul style="list-style-type: none"><li>Discovered the client's products have the second highest rate of usage for both the past thirty days and the past twelve months.</li></ul>	<ul style="list-style-type: none"><li>Sales team reinforced with veterinarians the need to educate pet owners regarding the duration of these products—poor consumer compliance will impact perception of product performance.</li></ul>
<ul style="list-style-type: none"><li>Consumers most often use products seasonally.</li></ul>	
<ul style="list-style-type: none"><li>97% of participants were either extremely satisfied or somewhat satisfied with the client's products.</li><li>The most common reason consumers switch products was because their veterinarian recommends it.</li></ul>	<ul style="list-style-type: none"><li>Client developed strategy to compete with "new" entries to market based on consumer feedback about competitive products.</li><li>Sales team used customer satisfaction data to reinforce the performance of their products with veterinarians.</li></ul>

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