



Partnership
Presentation
ACOD June 2022
Dogs
NEW ZEALAND



Partnership Extension:

Nestle Purina & Dogs NZ are pleased to announce that the current Partnership will be extended to 2024.

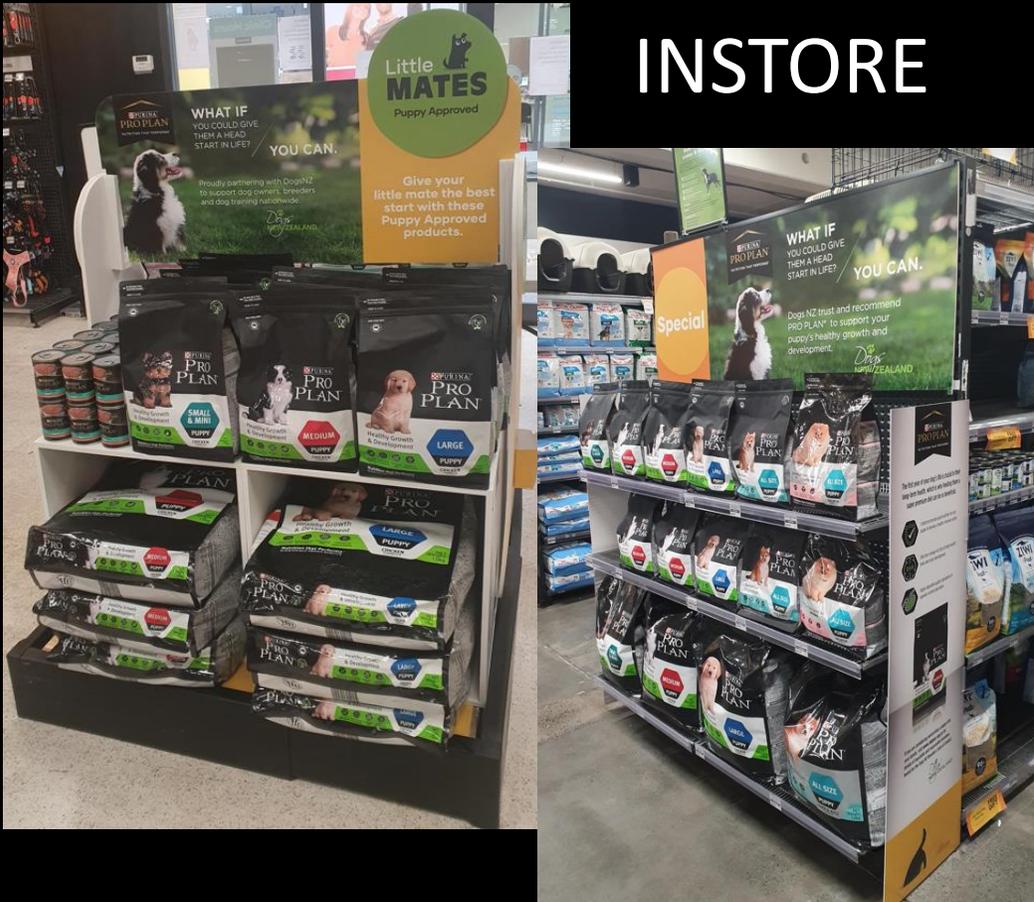
This presentation will give you an overview on key projects that the partnership will deliver in the next three years

2022 Partnership Activity



Instore and Online Visibility

INSTORE





PURINA PRO PLAN
NUTRITION THAT PERFORMS™

The first year of your dog's life is crucial to their long-term health, which is why feeding them a super premium diet can be so beneficial.

-  Colostrum provides good nutrition for your puppy to develop a healthy immune system
-  DHA from omega-rich fish oil helps nourish brain and vision development
-  Helps maintain gastrointestinal health with colostrum
-  Highly digestible quality ingredients for superior nutrient absorption
-  Easy rehydration of kibble for weaning
-  Scientifically proven antioxidants to boost immune defence



If you are considering welcoming a puppy into your family, visit www.dogsnz.org.nz for details of reputable breeders and dog training clubs



ONLINE

PetDirect Search the Store 24/7 Help My Account Cart



PURINA PRO PLAN
NUTRITION THAT PERFORMS™

PRO PLAN® Puppy Medium Breed

Optimal nutrition for an amazing life

We all want our dogs to get the most from every moment of their lives, from enjoying walks in the rain to curling up indoors. By harnessing the power of science, **PRO PLAN** supports owners by providing optimal nutrition for pets. For us, nutrition is the foundation for optimal health and wellbeing – and the starting point for an amazing life.



Every high-ingredient is carefully chosen for a specific purpose



Highly digestible dry formulas promote nutrient bioavailability



Backed by 500+ Purina® scientists including nutritionists, behaviorists and veterinarians.

Complete and balanced nutrition for growing puppies

What if you could give them a head start in life? YOU CAN.



Colostrum to help maintain immunity



Nourishes brain and vision development



Protects from digestive upsets



Gastrointestinal health



Making the switch to PRO PLAN®. When transitioning your dog to a new food, we recommend you do this gradually over 7-10 days as this will help avoid dietary upsets.

10%

Day 1

30%

Day 3

70%

Day 7

100%

Day 10

Other PRO PLAN® products you may be interested in






PRO PLAN® puppy food is formulated to meet the nutritional needs established by AAFCO (Association of American Feed Control Officials) Dog Food Nutrient Profiles.

Proud partners of Dogs NZ
Working together for New Zealand Dogs





What? Not. Our. Pardon.



eDM Programme Refresh

WOOF HELLO

HELLO (OWNER NAME) WELCOME TO THE WORLD OF PEDIGREE DOGS

WHAT IF YOU COULD GIVE THEM A HEAD START IN LIFE? YOU CAN.

FEED THEIR POTENTIAL

BREEDERS CODE OF CONDUCT

PUPPY TRAINING

INSURANCE COVERED

READY-SET-PLAY!

WELCOME

CONGRATULATIONS ON THE ARRIVAL OF YOUR NEW LITTER!

THANK YOU for your hard work and dedication to preserve and protect your pedigree dog breed. Genetics, care, and nutrition play vital roles in breeding, we are proud to bring you Purina® PRO PLAN®

PURINA PRO PLAN IS NUTRITION THAT PERFORMS®

WHY DOES IT PERFORM?

HOW DO WE KNOW IT PERFORMS?

FEED THEIR POTENTIAL

OPTIMISE THEIR DIET

INTRODUCING OUR EXCLUSIVE BREEDER CLUB:

P4P PURINA® for Professionals™

BENEFITS OF JOINING PURINA FOR PROFESSIONALS™ (P4P)

SPECIAL BREEDER PRICING

LITTER SUPPORT

SUSTAINABILITY PROMISE

PUPPY PACKS

JOIN NOW

Website: p4p.purina.co.nz
To discuss further email: katie.andrea@purina.professionals@nz.nestle.com
For more information on the PRO PLAN range visit: proplan.co.nz

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growing pup

Pleaseee

HELLO Andrea and Molly

SHORT & SWEET

PACING SESSIONS

TRAINING TREATS

PUPPY TRAINING



What we will deliver this year...

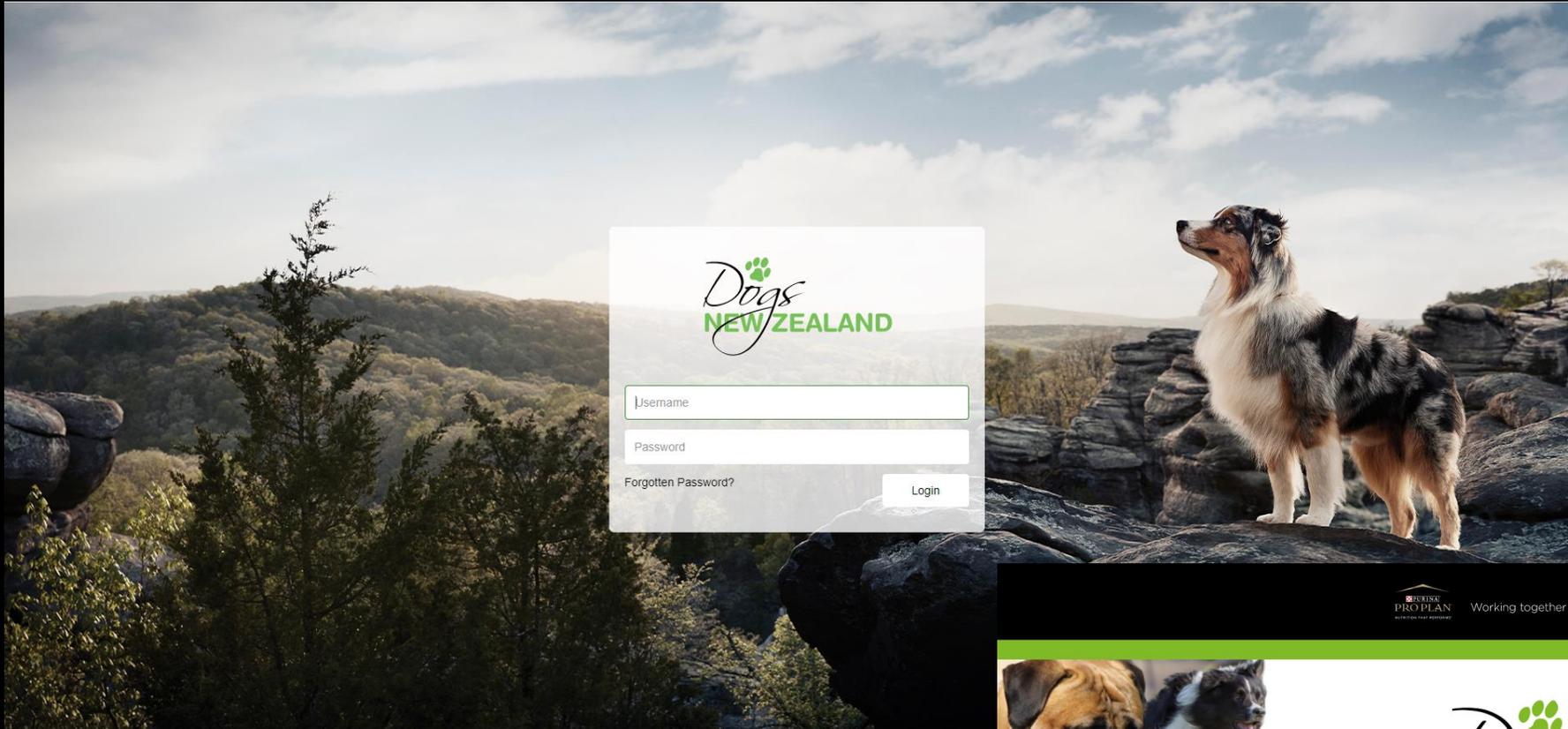
Support our National Dog Shows
NDS / NZDAC / NDOA

Support Dog Training Seminars
& Conference

Develop Dogs NZ New Member/Breeder eDM and
Welcome Kit



Launch Club Show Toolkit



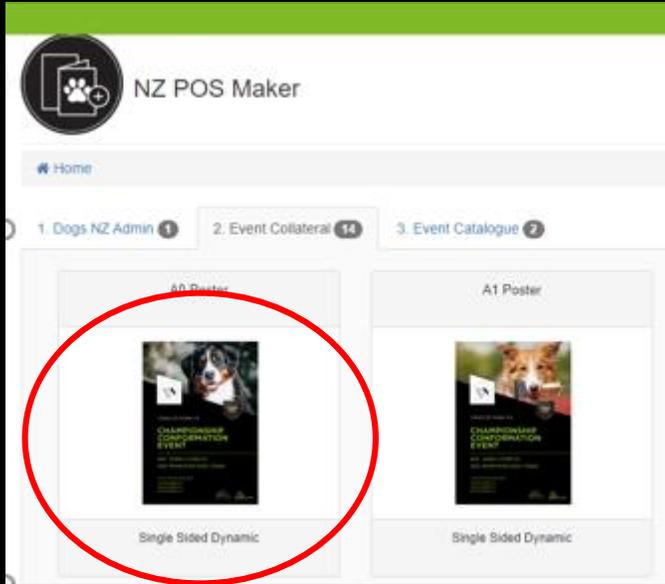
 Working together for New Zealand Dogs 

 Working together for New Zealand Dogs 




NUTRITION THAT PERFORMS™





Job Reference:
 NZ Event Dog A0 SS
 Job Number : 1743
 Hero Image



Drop Crop Swap

Club Logo



Drop Crop Swap

Club Name
 TAURANGA DOG TRAINING CLUB

Badge (if applicable)



Drop Crop Swap

Badge Text (if applicable)
 DIAMOND
 EVENT

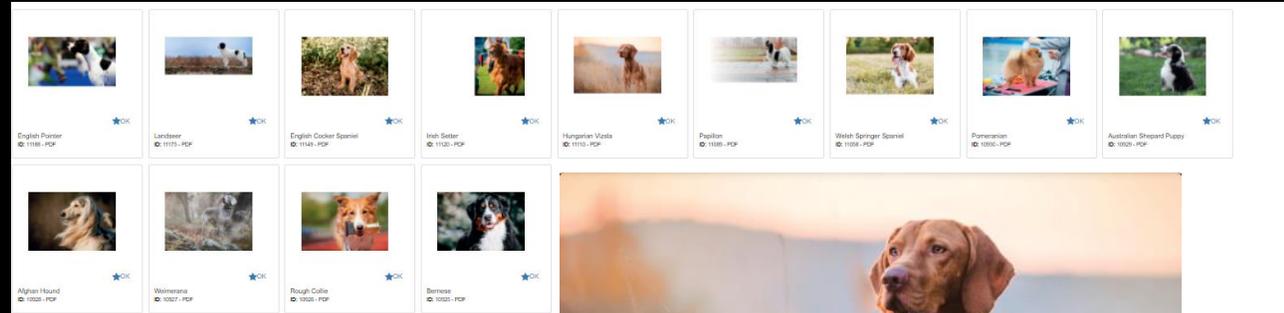
Show Name
 CHAMPIONSHIP
 CONFORMATION
 EVENT

When:
 SATURDAY 3-4 OCTOBER 2021

Where:
 MORLAND FOX PARK, DEVON ST, TAURANGA

Contact Information
 jane@taurangadogs.co.nz

Save & create a PDF
 Add to basket



1. Dogs NZ Admin 1

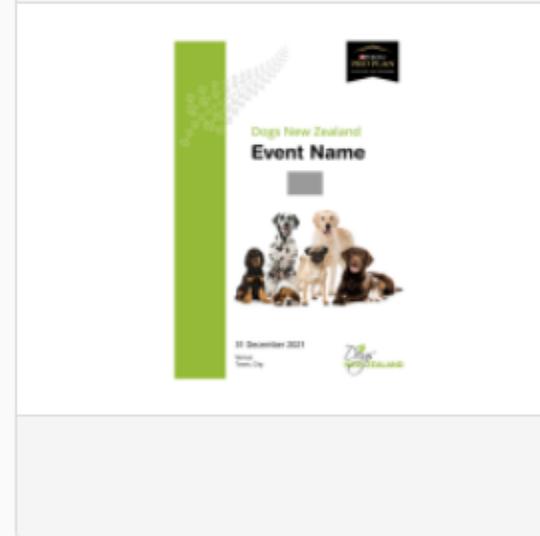
2. Event Collateral 14

3. Event Catalogue 2

Purina A4 BW Catalogue Cover



Purina A4 Colour Catalogue Cover



Expand *Take The Lead* across all sports



Coming up...

Membership App

Website redesign and link with Purina digital.

Support Dog Training Programme CGC / CGB Graduation Packs



Thank you.



