PETFOOD FORUM

Where the GLOBAL PET FOOD INDUSTRY does business

#petfoodforum

AI is Transforming Marketing:

What are the benefits, challenges and applications for pet food?

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Inspire PR Group

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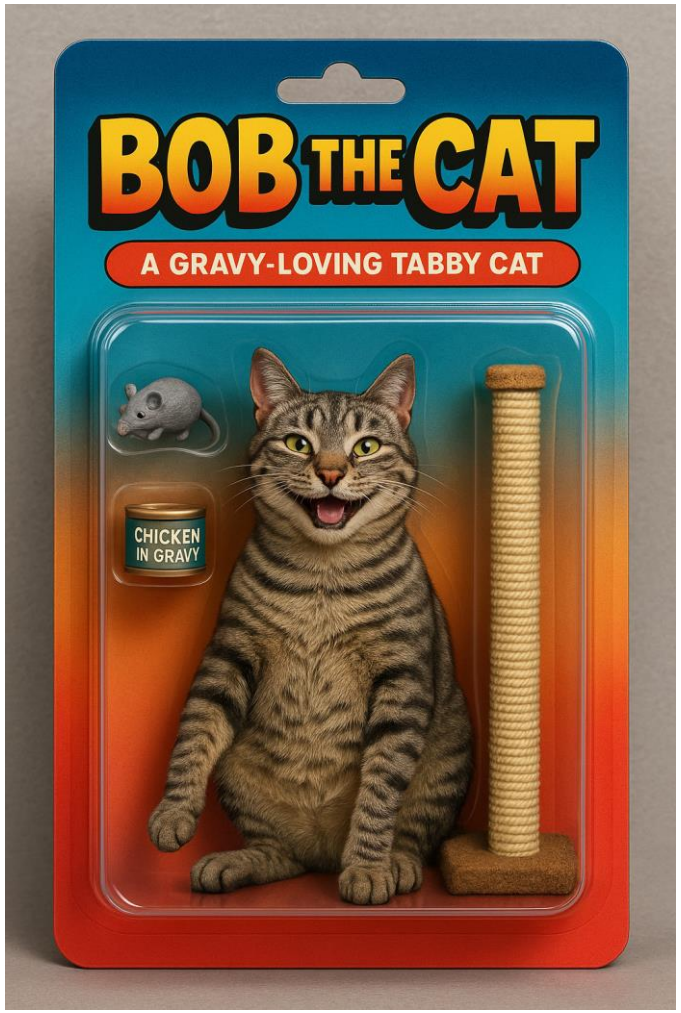
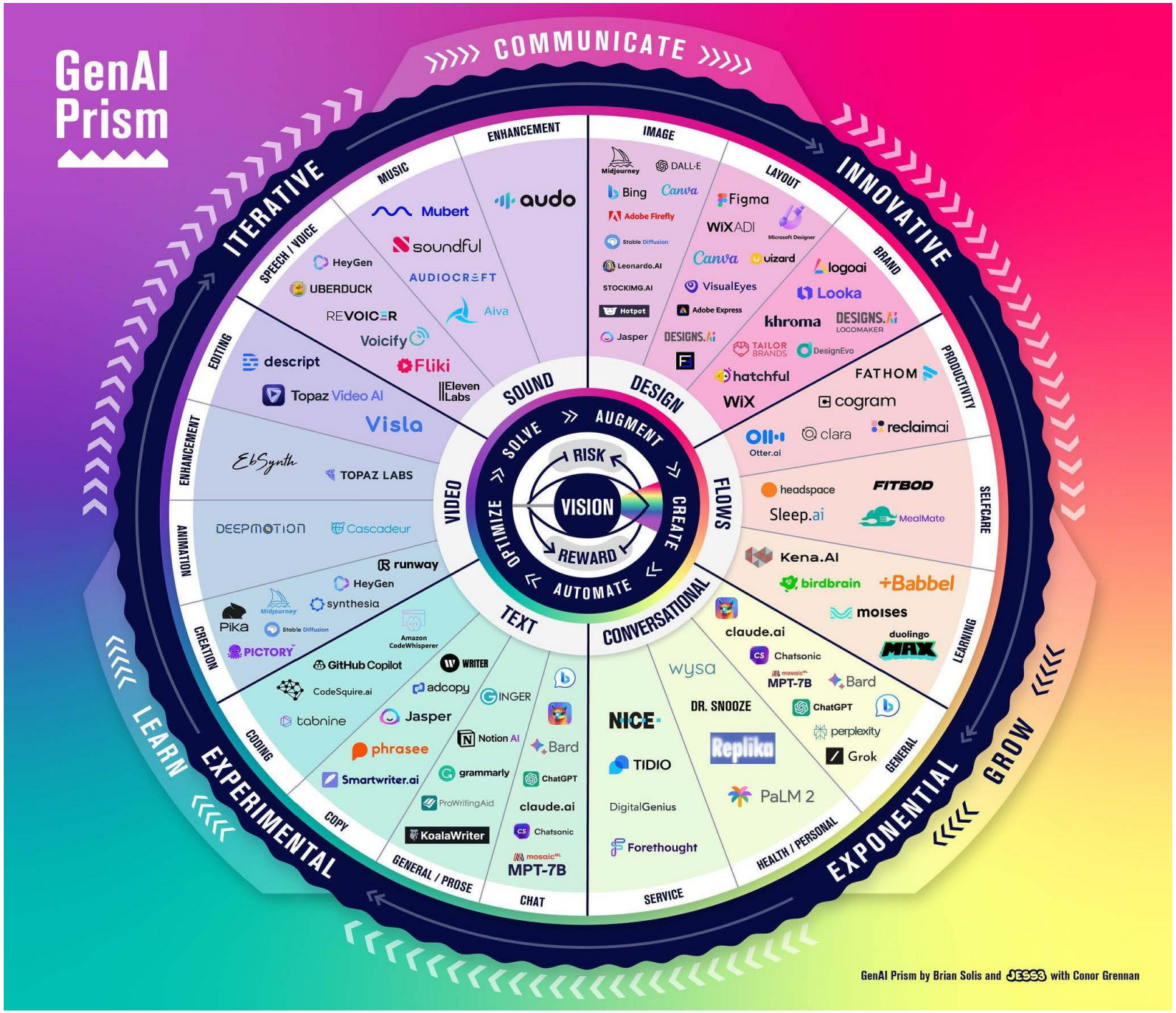

BOB THE CAT
A GRAVY-LOVING TABBY CAT
CHICKEN IN GRAVY

Why AI?

AI has been there for a long time, but we are at a moment when it is going mainstream


GenAI Prism
COMMUNICATE
INNOVATIVE
EXPONENTIAL
GROW
EXPERIMENTAL
LEARN
ITERATIVE
IMAGE
LAYOUT
BRAND
PRODUCTIVITY
SELFCARE
LEARNING
GENERAL
HEALTH / PERSONAL
SERVICE
CHAT
GENERAL / PROSE
COPY
CODING
CREATION
ANIMATION
ENHANCEMENT
EDITING
SPEECH / VOICE
MUSIC
ENHANCEMENT
DESIGN
FLOWS
CONVERSATIONAL
TEXT
VIDEO
SOUND
AUGMENT
CREATE
REWARD
AUTOMATE
OPTIMIZE
SOLVE
RISK
VISION
Midjourney
DALL·E
Bing
Canva
Adobe Firefly
Stable Diffusion
Leonardo.AI
STOCKIMG.AI
Hotpot
Jasper
DESIGNS.AI
Figma
WiX ADI
Microsoft Designer
Canva
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VisualEyes
Adobe Express
logoai
Looka
khroma
DESIGNS.AI LOGOMAKER
TAILOR BRANDS
DesignEvo
hatchful
WiX
FATHOM
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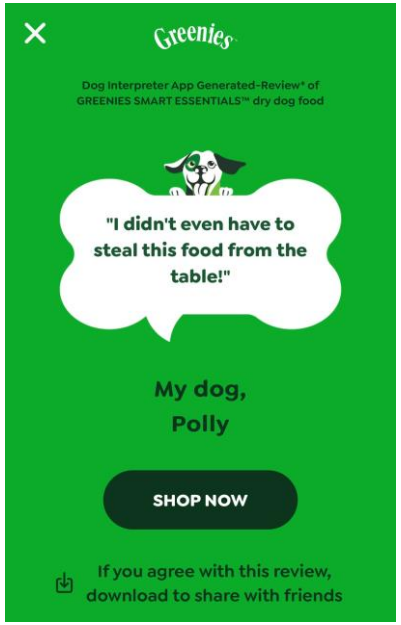
reclaimai
Otter.ai
clara
headspace
FITBOD
Sleep.ai
MealMate
Kena.AI
birdbrain
+Babbel
moises
duolingo MAX
claude.ai
Chatsonic
MPT-7B
Bard
ChatGPT
perplexity
Grok
wysa
DR. SNOOZE
Replika
NICE
TIDIO
DigitalGenius
Forethought
PaLM 2
audo
Mubert
soundful
AUDIOCRAFT
Aiva
HeyGen
UBERDUCK
REVOICER
Voicify
Fliki
Eleven Labs
descript
Topaz Video AI
Visla
EbSynth
TOPAZ LABS
DEEPMOTION
Cascadeur
runway
HeyGen
synthesia
Midjourney
Stable Diffusion
Pika
PICTORY
Amazon CodeWhisperer
GitHub Copilot
CodeSquire.ai
tabnine
WRITER
adcopy
Jasper
phrasee
Smartwriter.ai
INGER
Notion AI
grammarly
ProWritingAid
KoalaWriter
Bard
ChatGPT
claude.ai
Chatsonic
mosaic ML
MPT-7B
GenAI Prism by Brian Solis and JESS3 with Conor Grennan

What AI Can Do for Marketers

- Analyze large amounts of data and identify patterns
- Predict trends and future behavior
- Provide personalized recommendations for customers
- Measure consumer sentiment and feedback
- Recognize images
- Generate ideas

GREENIES: Dogs Write Reviews

- GREENIES developed a campaign targeted at Millennials, who represented the largest share of U.S. pet owners in 2023
- Created an AI tool in partnership with Amazon called “The Dog Interpreter”
- Scan your dog eating the new Greenies Smart Essentials treats and receive their real time thoughts using this AI-powered technology
- A “review” is generated about Greenies Smart Essentials, earning a $5 reward
- The campaign across a range of Amazon touchpoints, including streaming TV ads, audio ads, online video ads and DSP media that drove consumers to the custom brand Store page



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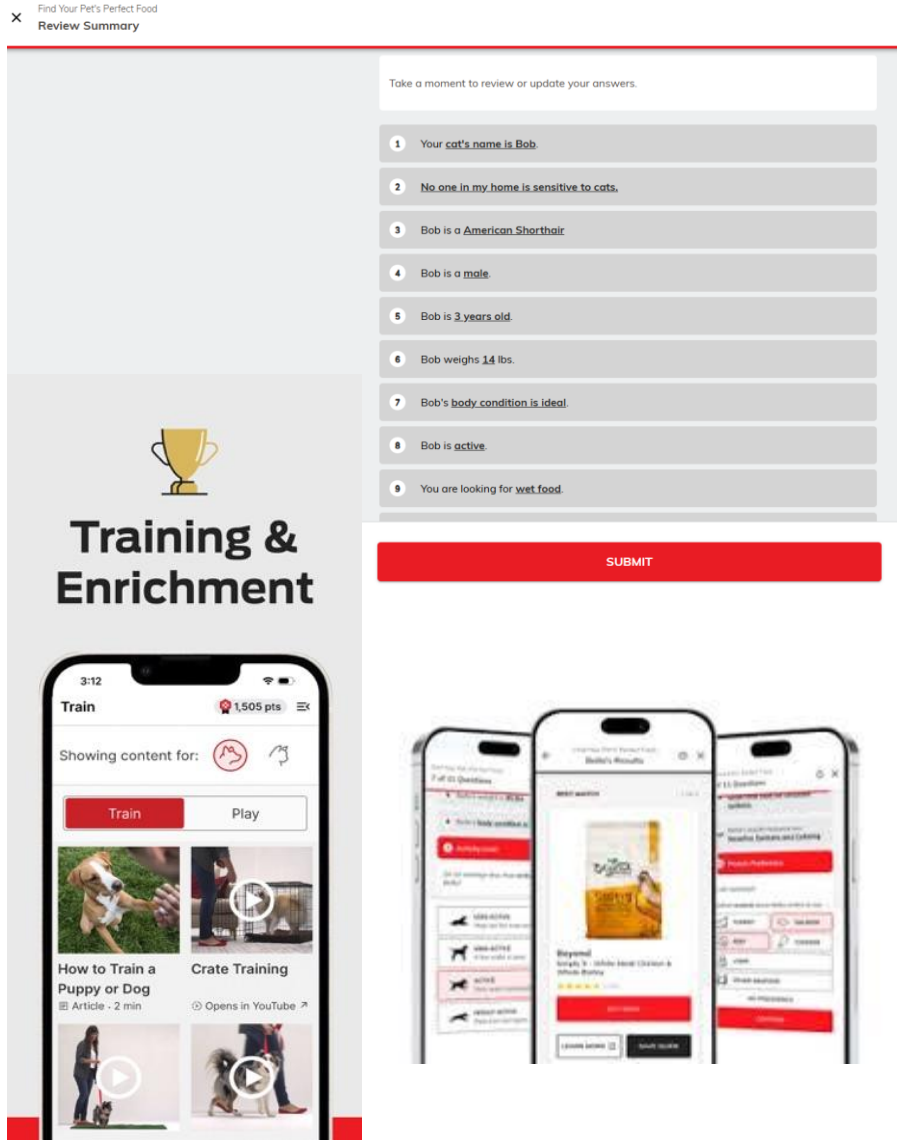
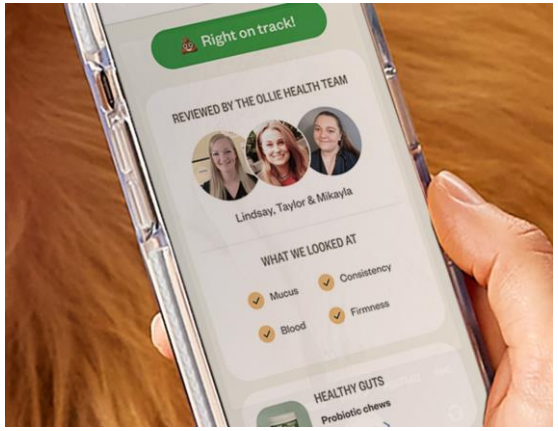
Purina: Using Personalized Content to Increase Customer Acquisition & Loyalty

- Personalization has been key for Purina in acquiring new customers and building loyalty because it shows the brand understands pet owner needs and preferences
- Purina's Pet Food Finder leverages AI to provide personalized product suggestions through a brief online questionnaire
- Purina has developed interactive experiences, like quizzes and surveys, to help pet owners find the best products, with an 86% completion rate and a 65% lead capture rate!
- Preferences, behaviors and specific pet care needs are captured through content engagements, and customers are segmented into audiences, allowing personalized marketing that resonate



Ollie: Using AI-Powered Digital Health Tools to Build Trust & Connect with Younger Customers

- In 2024, Ollie acquired DIG Labs, which enabled the launch of a digital health screening tool that offers tailored dog food recommendations based on individual health data
- The company hopes to connect with younger pet owners, who desire tech-enabled and personalized products to improve the quality of life for their pets and themselves
- Since introducing additional Health Screening benefits over the last year:
    - 89% of members strongly agree that screenings are valuable features in their Ollie membership
    - 86% of members strongly agree that Ollie health screenings give them more confidence in their decision to feed Ollie



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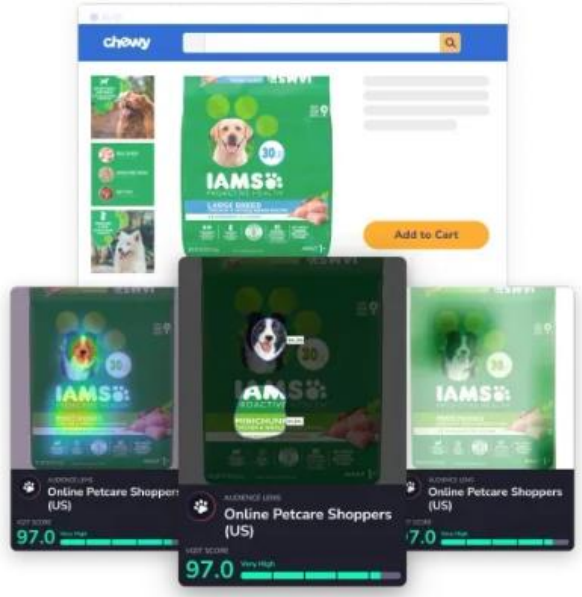
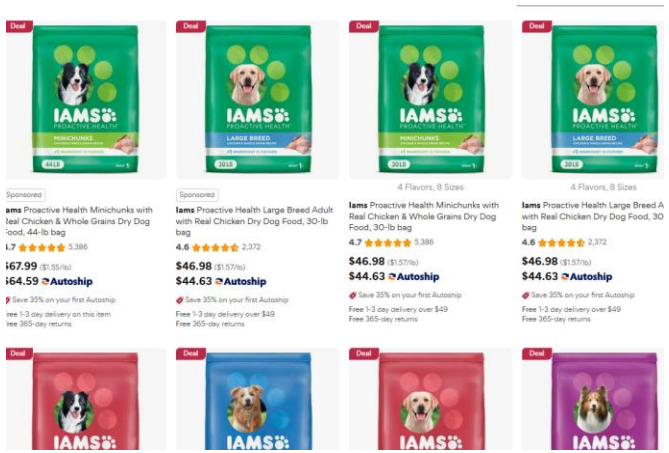
Mars Petcare: Increasing Conversions with Vizit

- Mars Petcare was looking to identify high performing images on e-commerce sites
- It used AI tool called Vizit to measure how appealing pet food images are to online consumers, which helped to increase conversions by 30% on Amazon for one set of SKUs!
- By testing how different images score with online shoppers, Mars identified which images of pet food packages resonated best with audience segments
- It discovered that consumers in different parts of the world have different preferences as to what makes an image appealing
- The AI-generated data also influenced package design





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Start Using AI Effectively

For each marketing task you do, consider:

- **Is it data-driven?** Are you using data to do the task? Alternatively, do you have data you should be using to do the task, but you're not? Consider anytime you analyze customer demographics, product sales, browsing behavior and other data points.
- **Is it repetitive?** Do you do the same thing repeatedly to accomplish the task? Is there a list of defined steps that you follow to get the task done? Example: Weekly or monthly reporting on product sales.
- **Is it making a prediction?** Are you trying to forecast an outcome or behavior? AI is good at identifying patterns based on large sets of data. It then uses these patterns to make predictions on likely outcomes or the next best action.

…if you answered **YES** to any or all, then incorporating AI into your workflow may make a meaningful impact!

AI Use Cases in Marketing

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Analytics

- Synthesize data for patterns and emerging trends in real-time
- Continuously pull relevant data points and measure performance on all marketing activities in visually appealing dashboards and interactive reports, proving ROI for each expense in the strategy
- Provide better personalization with a clearer view of your customers and distributors, informed by data.

Social Media:

- Automatically generate social shares from text prompts or from past work your human content teams have produced.
- Automatically schedule social shares to post on the days and times that your audience is most likely to engage.
- Create compelling images and videos for social posts.
- Serve different variations of social shares to different audiences based on their preferences, motivations, and needs.

Website Conversion & Support

- Better engage visitors with contextual greetings via AI-powered chatbots and personalized website content.
- Execute A/B tests of site landing pages, headlines, images, offers, calls to action and more, learn from the results, and automatically apply the learnings into future content.
- Deflect service requests with AI-powered chatbots that can provide relevant answers immediately. Point site visitors to relevant web resources or route them to the best-available human.
- Provide dynamic and personalized pricing based on customer behavior, competitor prices, and market demand to incentivize conversions.

Using AI in Content Marketing

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Strategy

- Analyze content performance data
- Analyze and learn from competiior content
- Create or refine content strategies
- Recommend how to improve existing content
- Recommend which new content to create,
- Surface high-value tooics, keywords, and content formats

Ideation

- Come up with content ideas, topics, and angles
- Engage in brainsforming exercises with an always, on creative partner
- Generate nearly unlimited variations of headlines and hooks
- Generate nearly uniimited variations of images and creative
- Vet existing ideas for content, creative, and campaigns

Research & Summarization

- Find answers to highly specific questions quiickly
- Give simpiified explanations of complicated concepts
- Query and converse with dataasts
- Quickis surface specific exampies, case studies, and stats
- Summarize search results, decuments, data, and communications
- Summarize existing content and company information

Content Generation & Editing

- Autornatically plan and outiine robust pieces of content
- Consistently apply brand guidelines to content
- Generate first drafts of articles, pages, and assets
- Generate images, video, and audio to accompany written content assets
- Generate promotional posts to distribute content across chanels
- Professionally edit images, video and audio
- Professionally edit written content

Content Repurposing

- Add narration and summaries to written content
- Convert video, course, and webinar it anscripts into ebooks and guides
- Refermat winning creative for different channels
- Repurpose ebooks and guides into different content formats
- Repurpose podcaits and webinars into blog posts
- Turn long-form video into short-form promotional clips
- Turn long-form written content into social posts

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SOCIALTYPRO

Most Useful AI Websites

Created By @SocialtyPro

AI Content Writers	syllaby, copy.ai, ranked, Jasper, Writesonic, WordAi, build AI, Ideas AI (Powered by OpenAI)
Sales Tools	Twain, klaviyo, Omneky, MarbleFlows, regie.ai, LAVENDER, GETitOUT, IDL, Reply, Outplay, Smartwriter.ai
SEO Tools	Kafkai, CLOSERS COPY, compar.ai, SpinRewriter, Typli.ai, topicmojo, letterdrop, Smarty, jenni, CTRify., NEURON, LONGSHOT
Generative Video AI	Movio, WowTo, Steve AI, Hour One, synthesia, AudioLabs, Peech, WONDER DYNAMICS, Colossyan, invideo, OPUS, Fliki
Storytelling AI	artflow, SUBTXT, Storywizard.ai

ChatGPT Prompt Frameworks

Unlock the full potential of ChatGPT

R-T-F

Act as a [ROLE] | Create a [TASK] | Show as [FORMAT]

Prompt Example

Facebook Ad Marketer. → ROLE
Design a compelling Facebook ad campaign to promote a new line of fitness apparel for a sports brand. → TASK
Create a storyboard outlining the sequence of ad creatives, including ad copy, visuals, and targeting strategy. → FORMAT

T-A-G

Define [TASK] | State the [ACTION] | Clarify the [GOAL]

Prompt Example

The task is to evaluate the performance of team members → TASK
Act as a Direct manager and assess the strengths and weaknesses of team members. → ACTION
Goal is to improve team performance so that the average user satisfaction score moves from 6 to 7.5 in the next quarter. → GOAL

B-A-B

Explain Problem [BEFORE] | State Outcome [AFTER] | Ask fo the [BRIDGE]

Prompt Example

We're nowhere to be seen on SEO rankings → BEFORE
We want to be in top 10 SEO ranking in our niche in 90 days. → AFTER
Develop a detailed plan for mentioning all the measures we should take also include list of top 20 keywords. → BRIDGE

C-A-R-E

Give the [CONTEXT] | Describe [ACTION] | Clarify the [RESULT] | Give the [EXAMPLE]

Prompt Example

We are launching a new line of sustainable clothing → CONTEXT
Can you assist us in creating a targeted advertising campaign that emphasizes our environmental commitment? . → ACTION
Our desired outcome is to drive product awareness and sales → RESULT
A good example of a similar successful initiative is Patagonia's "Don't Buy This Jacket" campaign, which highlighted their commitment to sustainability while enhancing their brand image. → EXAMPLE

R-I-S-E

Specify the [ROLE] | Describe [INPUT] | Ask for [STEPS] | Describe the [EXPECTATION]

Prompt Example

Imagine you are a content strategist. → ROLE
I've gathered detailed information about our target audience, including their interests &common questions related to our industry. → INPUT
Provide a Step by Step content strategy plan identifying key topicsbased on our audience insights, creating an editorial calendar, and drafting engaging content that aligns with our brand message. → STEPS
Aim is to increase our blog's monthly visitors by 40% and Enhance our brand's position as a thought leader in our industry. → EXPECTATION

Created by: **Khizer Abbas, Growth Marketing specialist**

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What I Want You to Take Away from Today

- When used appropriately, AI offers significant opportunity for marketers to be more strategic and effective
- AI is changing and evolving quickly, but it still is far from perfect and requires a human element
- Experimenting with AI tools and platforms will be essential to finding what works best
- Being a late adopter of AI may cause companies to fall behind

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Thank you!

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