RED FUSE
COMMUNICATIONS

2017 PETCO LEADERSHIP SUMMIT

RED FUSION MEETING / 11.10.17

PLS Summary & Objective

Influence 1,500 Petco Store Managers to recommend Science Diet (& Youthful Vitality) more often in their stores by delivering an immersive education experience at the 2017 Petco Leadership Summit.

Format:

- **20 Minute Breakout Sessions (x31 over 2 days)**
- **1 Full-Day Product Expo**

OPPORTUNITIES

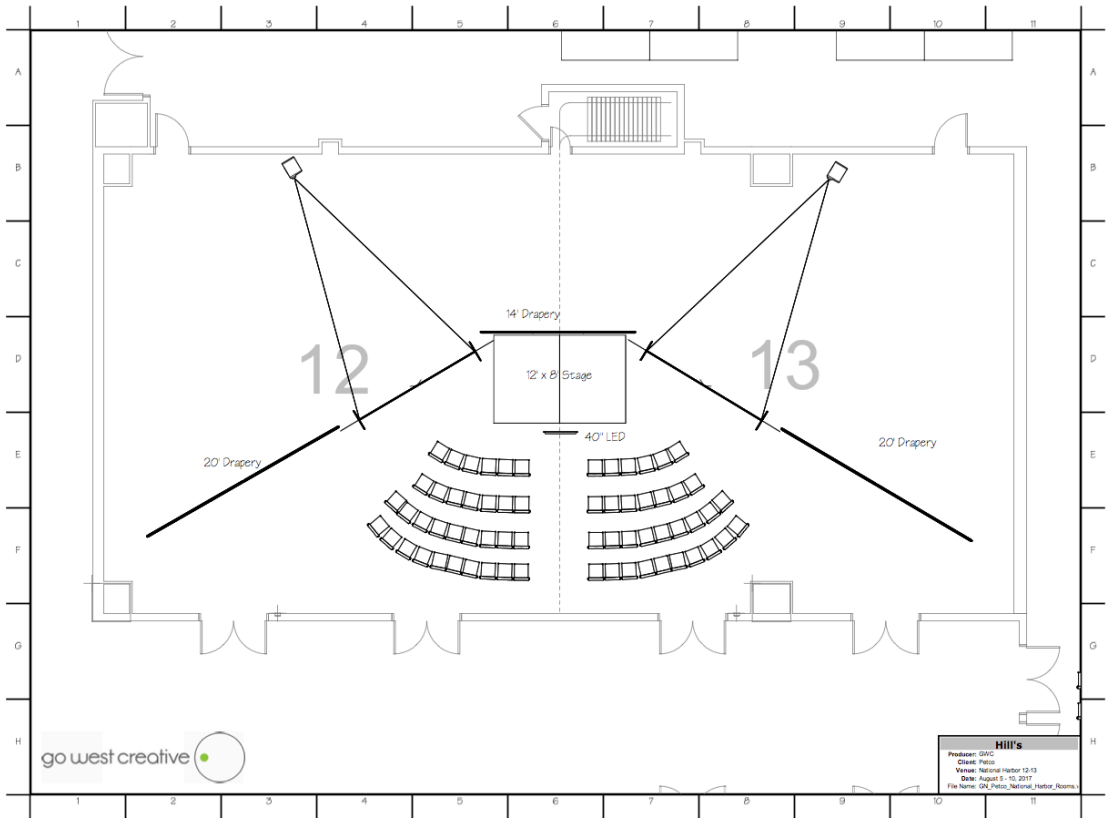
BREAKOUT SESSION

- Increase awareness of Youthful Vitality and how it helps pets fight the effects of aging
- Show how Predictive Biology is helping Hill's develop products like YV
- Keep the session fun, interactive & engaging

EXPO BOOTH

- Engage Petco Managers with further education on Hill's & Youthful Vitality
- Make Petco Managers feel great about Hill's & their products
- Educate Petco Managers about new Hill's offerings on petco.com

BREAKOUT SESSION SETUP




YOUR
CAT IS SO
OLD

BREAKOUT SESSION:

CREATIVE CHALLENGES

- Complex content
- 20 minute timeframe
- Presenter fatigue
- Differentiation
- Energy in the room
- Group participation

AVOID AT ALL COSTS

COUNTING DOWN THE MINUTES JON

SPACE CADET JON

NEW HIGH SCORE JON

REM CYCLE JON

BREAKOUT SESSION ELEMENTS

1) INTRODUCTION

YV Pre-Roll

How fast do pets age?

Pet ages in perspective.

2) WHY AGING HAPPENS

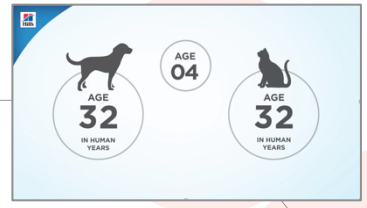
Lifestage nutrition is critical.

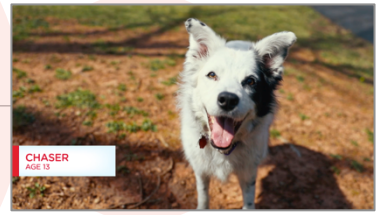
Oxidative Stress

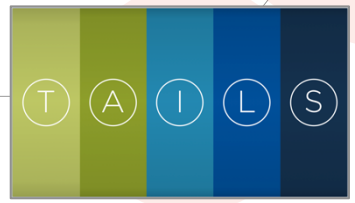
Antioxidants

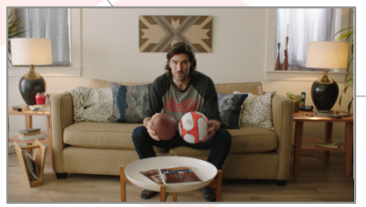
3) TAILS

TAILS Overview & Interaction









4) PREDICTIVE BIOLOGY PRIMER

Science at the PNC

Predictive Biology Video

5) RESULTS

Improvements & Clinical Testing Results

Petco Partner Testimonial

Chaser

6) CLOSING

Exclusive discount for Petco Partners

Age doesn't matter – nutrition does

YV Buzz Videos

ANTIOXIDANTS

BREAKOUT SESSION –
HOW ANTIOXIDANTS WORK

Many pet foods talk about antioxidants, but what do they do?

BREAKOUT SESSION –
PREDICTIVE BIOLOGY

What really is Predictive Biology and how does it help my pet?

PREDICTIVE BIOLOGY

BREAKOUT SESSION FEEDBACK

store leaders SUMMIT 2017

Summit Feedback- Hills

Final Rating: 4.01

Top Comments:

- "Presenters were funny and kept me entertained. Very informative. I love the age tool!!!"
- "Really clarified the difference in this new line!"
- "Love the presentation techniques!"
- "Love their new marketing campaign with youthful vitality!"
- "Good info. Good sounding product. Will recommend."

*Ratings are out of 5

EXPO BOOTH

(Pre-Event)

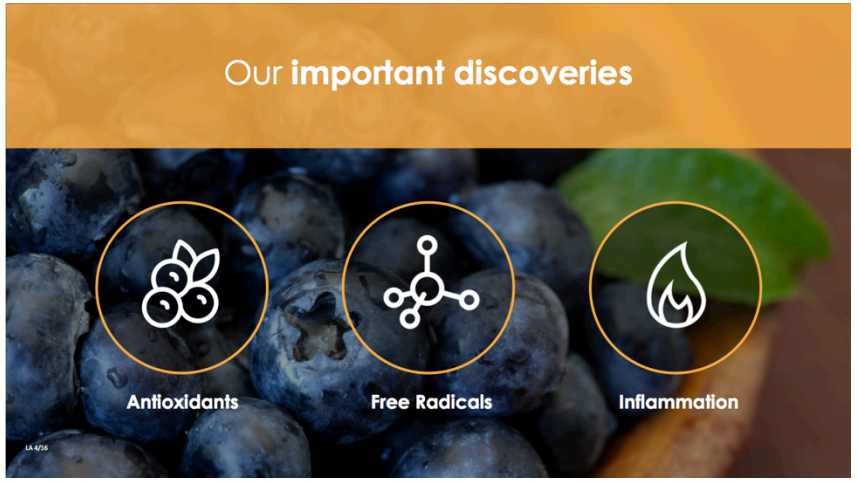
EXPO BOOTH
(During Event)

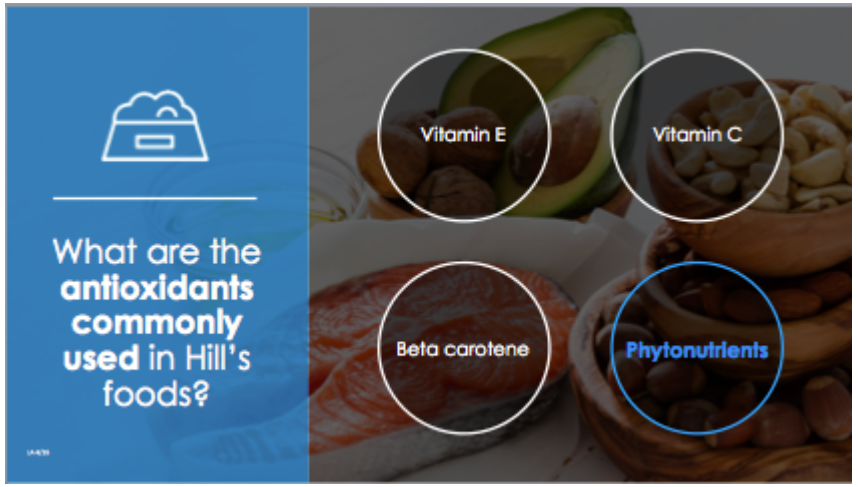
EXPO BOOTH

(During Event)

ANTIOXIDANT STORY

HOW IT USED TO LOOK:



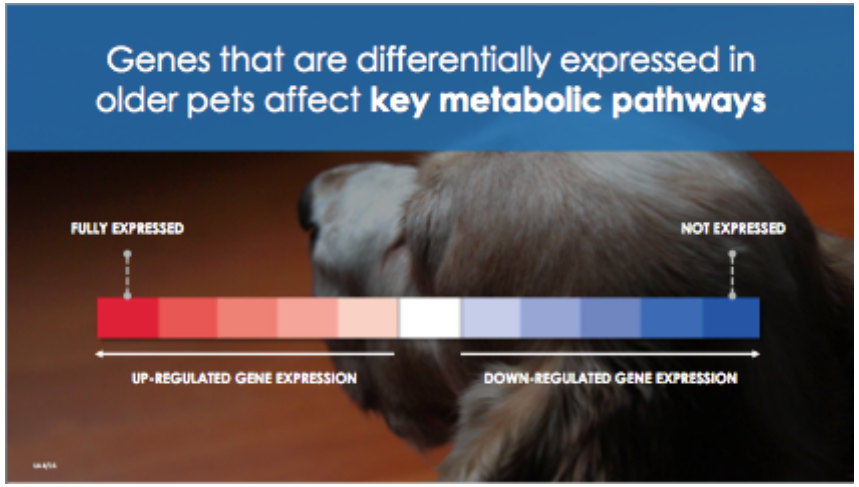


CHALLENGES:

- Complex science
- Difficult to explain with static imagery
- Keeping audience engaged

PREDICTIVE BIOLOGY

HOW IT USED TO LOOK:



CHALLENGES:

- Complex science
- Difficult to explain with static imagery
- Keeping audience engaged