

Taste

GUIDELINES



**We are
not selling
taste. We are
selling proven
nutrition that
tastes great.**

PETER BRONS-POULSEN
PRESIDENT & CEO, HILL'S PET NUTRITION

CONTENTS

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE

4 | INTRODUCTION

5 | HOW OUR BRANDS RELATE

7 | PRESCRIPTION DIET

8 | BRAND ESSENCE

Overview Within Brand
Tonal Direction

10 | VISUAL TASTE ELEMENTS

Visual Taste Photography
Product Display
Shooting/Filming
Standards
Iconography
The Language of Taste

22 | TASTE MESSAGING EXAMPLES

Existing Materials

25 | SCIENCE DIET

26 | BRAND ESSENCE

Overview Within Brand
Tonal Direction

28 | VISUAL TASTE ELEMENTS

Food Preparation
Ingredients
Eating Experience
Pet Reaction
Pet Parent Reaction
Product Display
Shooting/Filming
Standards
Iconography
The Language of Taste

44 | TASTE MESSAGING EXAMPLES

Existing Materials

47 | IDEAL BALANCE

48 | BRAND ESSENCE

Overview Within Brand
Tonal Direction

50 | VISUAL TASTE ELEMENTS

Food Preparation
Ingredients
Eating Experience
Pet Reaction
Pet Parent Reaction
Product Display
Shooting/Filming
Standards
Iconography
The Language of Taste

66 | TASTE MESSAGING EXAMPLES

Existing Materials



INTRODUCTION

taste (tāst/)

noun

1. The sensation of flavor perceived in the mouth and throat on contact with a substance.
2. A person's tendency to like and dislike certain things.

verb

1. Perceive or experience the flavor of.

TASTE IS NOT A CONCEPT WE LEARN. IT IS SOMETHING WE EXPERIENCE. SOMETHING WE DEVELOP.

It is an ever-changing notion forged by the experiences and passions of our consumers.

Put simply, it is not ours to define. We do, however, know when we perceive it.

Our goal is to take a sensory approach to taste, combining visual and verbal cues to employ a full range of communication techniques (e.g. slow motion of food being poured, steam rising off of food, etc.). This approach allows us to effectively present a food designed for pets in a way that appeals to pet parents.

This style guide is designed to help us identify the language around taste to effectively convey its benefits to our target audiences.

This style guide is designed to help us **identify the language around taste** to effectively **convey its benefits** to our target audiences.

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE

HOW OUR BRANDS RELATE

EACH ONE OF OUR BRANDS WILL SPEAK AROUND TASTE, BUT IN THEIR OWN WAY.

As we go through these guidelines it's important to first know how each one differentiates the concept of taste.



**High efficacy
that pets
enjoy**

THE RESULTS OF
GREAT TASTE



**Breakthrough
nutrition
that tastes
great**

THE QUALITIES OF
GREAT TASTE



**Perfectly
balanced
nutrition that
tastes great -
naturally**

THE INGREDIENTS BEHIND
GREAT TASTE



SCIENCE DIET/PLAN

IDEAL BALANCE

**Food is not just
about keeping
your pet happy –
it's about giving
them a longer,
healthier life.**

SCIENCE DIET/PLAN

IDEAL BALANCE



PRESCRIPTION DIET



SCIENCE DIET/PLAN

IDEAL BALANCE



brand
essence

OVERVIEW WITHIN BRAND

BRAND ESSENCE

“Trusted nutrition proven to help enhance and save lives”

FOR THE PRESCRIPTION DIET PET PARENT, FOOD IS NOT JUST ABOUT KEEPING THEIR PET HAPPY — IT’S ABOUT GIVING THEM A LONGER, HEALTHIER LIFE.

Our audience takes their pet’s well-being seriously, and they are willing to invest extra money and effort into feeding them therapeutic nutrition. With that kind of trust being put into Prescription Diet, **taste needs to ultimately speak to bottom-line results.**

TONAL DIRECTION

WORDS THAT DEMONSTRATE TASTE

Satisfaction

Appetite

Enthusiasm

Excitement

LET US SHOW YOU HOW GOOD OUR FOOD TASTES.

The term “increased palatability” holds little (if any) value with pet parents, and even veterinarians can see this phrase as fairly antiseptic. On a human level, taste is a subjective category. Results, however, are not.

The composition of Prescription Diet — the smell and texture — act as tangible evidence that pet owners can feel confident about, while the reaction of a happy dog or cat is an immediate indicator of great taste.



SCIENCE DIET/PLAN

IDEAL BALANCE

visual taste elements

How do you show taste?

How do you talk about taste?

How do you showcase the product to enhance the taste cues?

VISUAL TASTE PHOTOGRAPHY

FROM HAPPY PETS TO EMPTY BOWLS, THERE ARE A NUMBER OF WAYS WE CAN SHOW THE RESULTS OF GREAT TASTING FOOD.

RAW VS. COOKED POV

It is the agency recommendation to show cooked proteins (not raw) where possible to appeal to the pet parent.



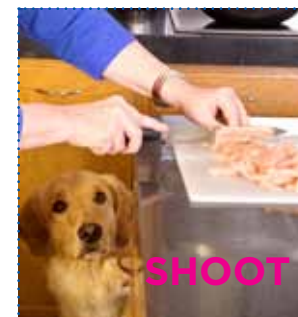
SHOOT



INGREDIENTS

natural, simple, wholesome, high-quality, fresh

VISUAL TASTE PHOTOGRAPHY



FOOD PREPARATION

*homemade, humanized, handcrafted,
taste tested*

SCIENCE DIET/PLAN

IDEAL BALANCE

SHOOT



SHOOT



SHOOT



PET PARENT: MOTIVATION/REACTION

love, appreciation, concern, enjoyment, best, confident, care, happy, bonded

SCIENCE DIET/PLAN

IDEAL BALANCE

PHOTO ELEMENT INSTRUCTION EXAMPLE ONLY

Use solid containers in the family of white colors only for ingredients that can be featured in piles

Kitchen environment should be light, white and bright. Very modern, very clean. No heavy or dark countertops. No outdated appliances or knickknacks.



Showcase the main protein or ingredient front and center

If product is visible, ensure that the focus is not on the bags but on the ingredients

SCIENCE DIET/PLAN

IDEAL BALANCE



*Clean bag and white ceramic bowl,
kibble never overly full*

PRODUCT DISPLAY

Product lockup: one product (bag and/or can if applicable) and one bowl of kibble or wet food shot. Define usage here in tactical format.



SCIENCE DIET/PLAN

IDEAL BALANCE

SHOOTING/FILMING STANDARDS

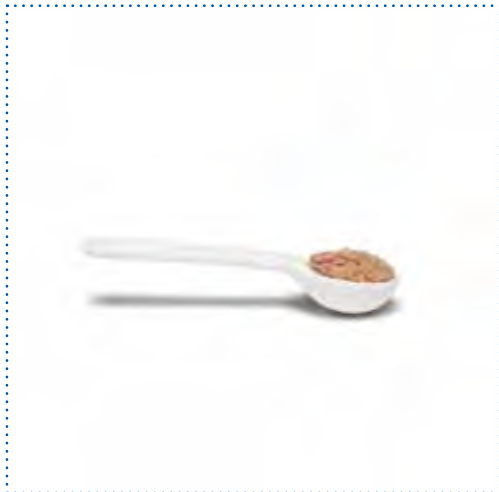
If taste means results, our visual cues must incorporate an imagery and tone that pet parents can apply to their own lives.

These production standards help create a cohesive visual language of taste throughout photography and video executions.

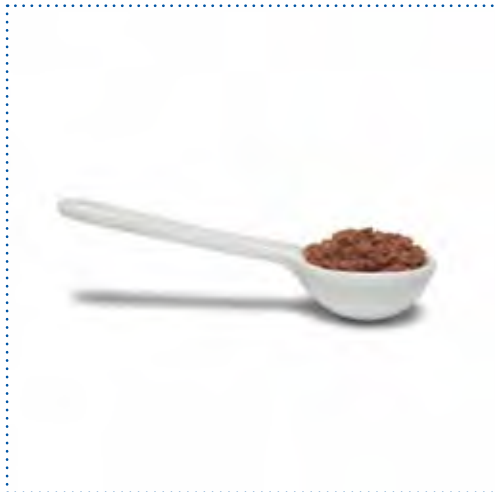
The clean, white environment helps give Prescription Diet a more professional, clinical feel.

SCIENCE DIET/PLAN

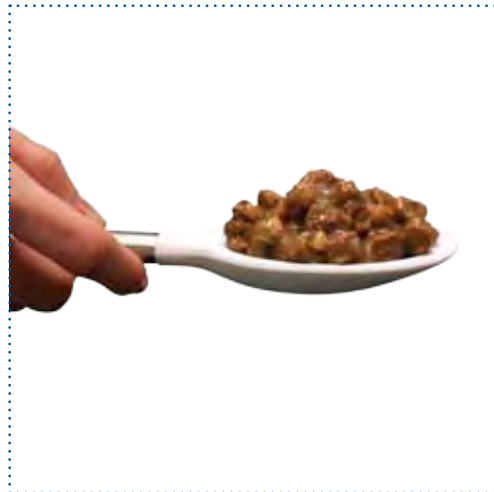
IDEAL BALANCE



Feline - white ceramic spoon



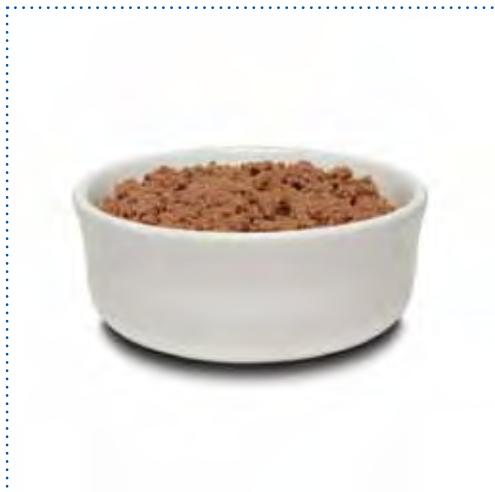
Canine - white ceramic spoon



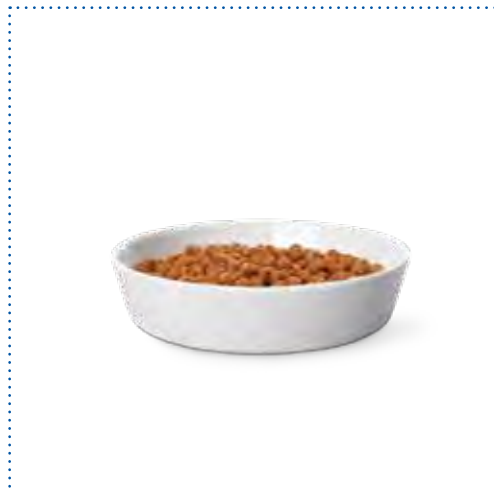
White ceramic spoons and bowls keep focus on the food and help our viewer note its visual qualities.



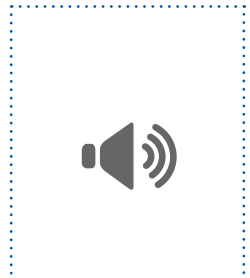
Feline - white ceramic



Canine - white ceramic bowl



Dry kibble in bowl - never overly full

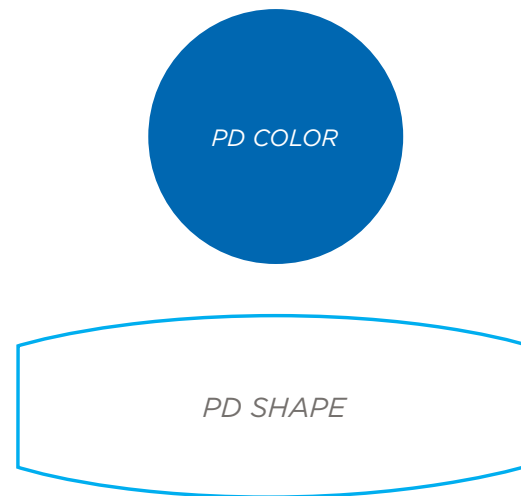


Audio - sound of kibble hitting bowl

ICONS IN DEVELOPMENT

ICONOGRAPHY

To make each product easily identifiable, custom iconography will be used to differentiate unique brand aspects including pets, ingredients and benefits.



FLAVOR STAMP EXAMPLES ONLY



SCIENCE DIET/PLAN



IDEAL BALANCE

THE LANGUAGE OF TASTE

TO A RESULTS-BASED AUDIENCE, TASTE IS A MATTER OF ACTION. That's why rather than *dictate* the idea of taste, we can use language that *demonstrates* it.

How does a dog or cat respond to delicious food? What makes it obvious? What proof or evidence can we describe that conveys satisfaction in the product? Whether it's a taste test or a testimonial, our language shows results.

Don't tell them about taste — let them see it for themselves.

		
DICTATED	vs.	DEMONSTRATED
Our food has taste as a benefit		Experience the hearty aroma for yourself
Cats love it		See the difference in your pet
Your cat will enjoy it		When she enjoys her food, you both feel better

SCIENCE DIET/PLAN

IDEAL BALANCE

experience the heartly aroma



SCIENCE DIET/PLAN

IDEAL BALANCE

taste messaging
examples

SCIENCE DIET/PLAN

IDEAL BALANCE

HERE ARE SOME TYPICAL “DOS AND DON'TS” OF HOW OUR MESSAGING CAN BE EXECUTED.

ONCE ASSETS ARE COMPLETE, SHOW THEM IN USE HERE IN TACTICAL FORMAT

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PRESCRIPTION DIET

SCIENCE DIET/PLAN



IDEAL BALANCE

**Taste is the
result of the
consideration &
expertise we put
into our product.**

PRESCRIPTION DIET

 **SCIENCE DIET/PLAN**

IDEAL BALANCE



PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE



brand
essence

OVERVIEW WITHIN BRAND

BRAND ESSENCE

“Feed with Confidence for Lifelong Health”

THE SCIENCE DIET AUDIENCE WANTS TO KNOW THAT THEY ARE DOING EVERYTHING IN THEIR POWER TO KEEP THEIR PET HAPPY.

When we discuss taste, we refer to it as a result of the consideration and expertise we put into our nutrition as a whole.

TONAL DIRECTION

WE HAVE ALL THE THINGS THAT YOU EXPECT FROM GREAT TASTING FOOD.

Since taste is something everyone can interpret in their own way, our tone for Science Diet appeals to the appetizing details around good taste that pet owners can relate to.

SEVERAL FACETS ADD TO THE CONCEPT OF “TASTE”, INCLUDING:

- **Aroma** — How does the food smell? What does the smell remind you of?
- **Appearance** — What colors fill the bowl?
- **Preparation** — What is the sound of the kibble as it hits the bowl?
- **Texture** — Is the food the right blend of soft and crunchy?

WORDS THAT ARE VISCERAL

Tasty

Yummy

Scrumptious

Savory

Delicious

Mouth-watering

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE

visual taste elements

How do you show taste?

How do you talk about taste?

How do you showcase the product to enhance the taste cues?

VISUAL TASTE

FROM HAPPY PETS TO EMPTY BOWLS, THERE ARE A NUMBER OF WAYS WE CAN SHOW THE RESULTS OF GREAT TASTING FOOD.

RAW VS. COOKED POV
 It is the agency recommendation to show cooked proteins (not raw) where possible to appeal to the pet parent.



INGREDIENTS

natural, simple, wholesome, high-quality, fresh

PRESCRIPTION DIET

SCIENCE DIET/PLAN



IDEAL BALANCE

VISUAL TASTE PHOTOGRAPHY



PREPARATION

homemade, humanized, gourmet, restaurant-inspired, taste tested, scientifically formulated, chef-inspired, real food



INGREDIENTS

*natural, real food, wholesome, healing,
high quality/premium, farm-grown/local,
scientifically formulated, fresh*

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE



EATING EXPERIENCE
hearty, pleasurable texture, humanized enjoyment, smells good, tastes better than, comforting, indulgent/treat

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



PET PARENT MOTIVATION

love, appreciation, concern, fun/enjoyment, best, caretaking

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE



REACTION: PET PARENT
care/concern, confident, happy, bonded

PRESCRIPTION DIET

 SCIENCE DIET/PLAN

IDEAL BALANCE



REACTION: PET

happy, energized, anticipation, picky/selective

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE

PRODUCT DISPLAY



PRESCRIPTION DIET



SCIENCE DIET/PLAN

IDEAL BALANCE

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE

SHOOTING/FILMING STANDARDS

If taste means results, our visual cues must incorporate an imagery and tone that pet parents can apply to their own lives.

These production standards help create a cohesive visual language of taste throughout photography and video executions.

The stainless steel bowls and measuring cups help give Science Diet a clean, sophisticated feel, without being too clinical.



Feline - silver bowl with black rim



Canine - silver bowl with black rim



Feline - small silver measuring cup



Canine - large silver measuring cup



Audio - sound of kibble hitting bowl

Stainless steel measuring cups and bowls keep focus on the food and help our viewer note its visual qualities.

PRESCRIPTION DIET

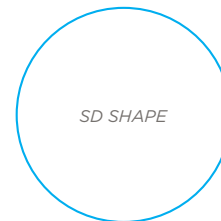
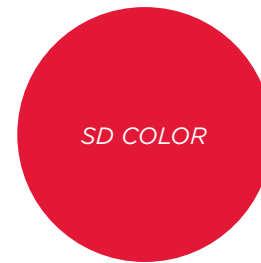
SCIENCE DIET/PLAN 

IDEAL BALANCE

ICONS IN DEVELOPMENT

ICONOGRAPHY

To make each product easily identifiable, custom iconography will be used to differentiate unique brand aspects including pets, ingredients and benefits.



PRESCRIPTION DIET

 SCIENCE DIET/PLAN

IDEAL BALANCE

FLAVOR STAMP EXAMPLES ONLY



PRESCRIPTION DIET

SCIENCE DIET/PLAN



IDEAL BALANCE

PHOTO ELEMENT EXAMPLE INSTRUCTION

Use solid containers in the family of white colors only for ingredients that can be featured in piles

Kitchen environment should be light, white and bright. Very modern, very clean. No heavy or dark countertops. No outdated appliances or knickknacks.



Showcase the main protein or ingredient front and center

If product is visible, ensure that the focus is not on the bags but on the ingredients

THE LANGUAGE OF TASTE

WE MUST INFUSE OUR CLAIMS WITH CONTEXT. RATHER THAN MAKE VAGUE CLAIMS ABOUT TASTE, WE CAN GIVE PET PARENTS VISCERAL ASPECTS OF FOOD BY APPEALING TO THEIR IMPULSES RATHER THAN THEIR MINDS.

Don't make taste a general claim - treat it like an experience:



VAGUE

Tastes great

Increased palatability

Proven taste

VS



VISCERAL

A hearty blend of savory meats

Specifically prepared to delight the feline senses

Flavors your dog naturally craves

PRESCRIPTION DIET

SCIENCE DIET/PLAN 

IDEAL BALANCE

taste messaging
examples

PRESCRIPTION DIET

 SCIENCE DIET/PLAN

IDEAL BALANCE

HERE ARE SOME TYPICAL “DOS AND DON'TS” OF HOW OUR MESSAGING CAN BE EXECUTED.

ONCE ASSETS ARE COMPLETE, SHOW THEM IN USE HERE IN CAMPAIGN FORMAT



Descriptive caption here

Descriptive caption here

Descriptive caption here

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



**We speak to
the idea of taste
with warmth,
integrity
and sincerity.**

PRESCRIPTION DIET

SCIENCE DIET/PLAN



PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE 



brand
essence

PRESCRIPTION DIET

SCIENCE DIET/PLAN



BRAND ESSENCE

“Natural Ingredients in Perfect Balance.”

THE IDEAL BALANCE PET PARENT WANTS THEIR PET TO BE HAPPY, BUT THEY ALSO WANT TO KNOW THEY'RE GIVING THEM THE BEST.

For this audience, peace of mind is a key component to their pet's diet.

TONAL DIRECTION

WE GIVE YOU THE TASTE YOUR PET DESERVES.

To our audience, their pet is a member of the family. They have a special bond with their pet, and we can acknowledge that with warmth, integrity and sincerity.

Rather than state that Ideal Balance has taste, our language must appeal to the positive aspects of responsible, high-quality food.

WORDS THAT RELATE TO TASTE AND PEACE OF MIND

Fresh

Natural

Wholesome

Meat First

Savory

Hearty

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



visual taste elements

How do you show taste?

How do you talk about taste?

How do you showcase the product to enhance the taste cues?

VISUAL TASTE

FROM HAPPY PETS TO EMPTY BOWLS, THERE ARE A NUMBER OF WAYS WE CAN SHOW THE RESULTS OF GREAT TASTING FOOD.

RAW VS. COOKED POV

It is the agency recommendation to show cooked proteins (not raw) where possible to appeal to the pet parent.



INGREDIENTS

natural, simple, wholesome, high-quality, fresh

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



VISUAL TASTE PHOTOGRAPHY



PREPARATION

homemade, humanized, gourmet, restaurant-inspired, taste tested, scientifically formulated, chef-inspired, real food



INGREDIENTS

*natural, real food, wholesome, healing,
high quality/premium, farm-grown/local,
scientifically formulated, fresh*

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE 



EATING EXPERIENCE
*texture, smells good, tastes better than,
humanized enjoyment, comforting*

PRESCRIPTION DIET

SCIENCE DIET/PLAN



IDEAL BALANCE



PET PARENT MOTIVATION

*love, appreciation, concern, fun/enjoyment,
best, caretaking*

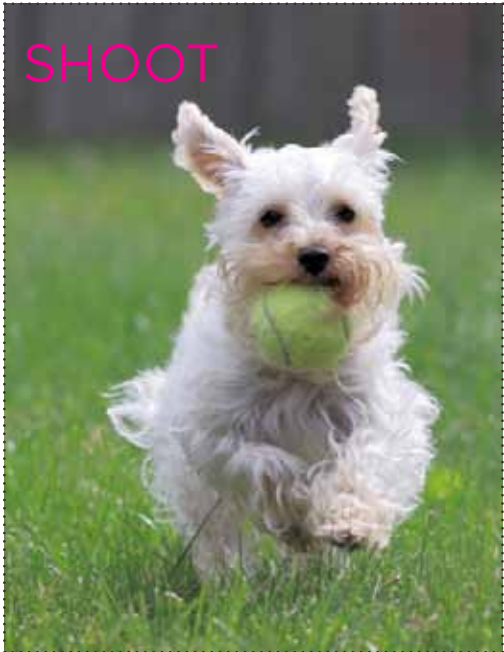
PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE 



SHOOT



SHOOT



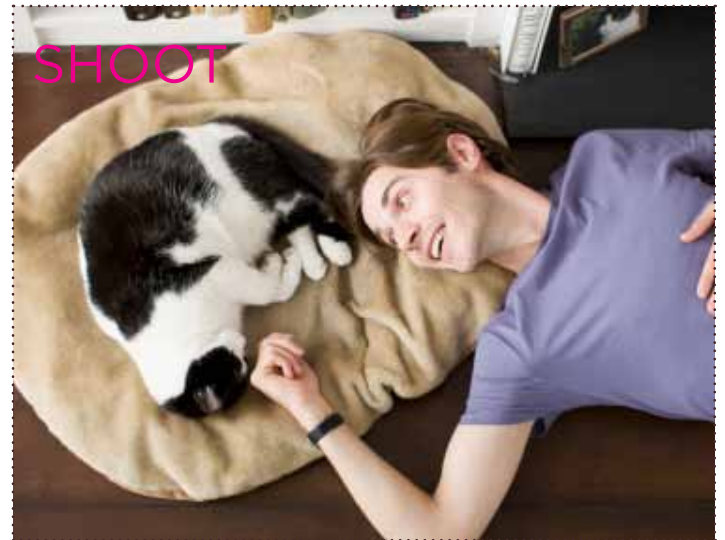
SHOOT

REACTION: PET
*happy, energized, enthusiasm, anticipation,
picky/selective*

PRESCRIPTION DIET

SCIENCE DIET/PLAN

 IDEAL BALANCE



REACTION: PET PARENT
care/concern, confident, happy, bonded

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE 

PRODUCT DISPLAY

One product and one food shot



PRESCRIPTION DIET

SCIENCE DIET/PLAN



IDEAL BALANCE

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



SHOOTING/FILMING STANDARDS

If taste means results, our visual cues must incorporate an imagery and tone that pet parents can apply to their own lives.

These production standards help create a cohesive visual language of taste throughout photography and video executions.

Off-white ceramic bowls with a splash of color on the interior and wooden serving spoons help give Ideal Balance just the right amount of natural visual cues.

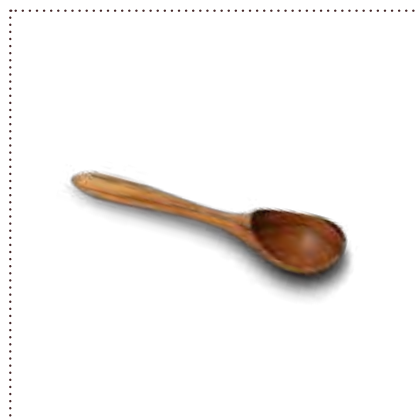
Off-white ceramic bowls with a splash of color on the interior and wooden serving spoons keep focus on the food and help our viewer note its visual qualities while providing a natural visual cue.



Feline - small colored ceramic bowl



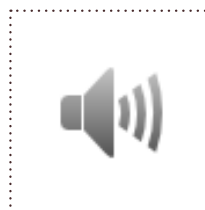
Canine - large colored ceramic bowl



Feline - small silver measuring cup



Canine - large silver measuring cup



Audio - sound of kibble hitting bowl

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE 

ICONS IN DEVELOPMENT

ICONOGRAPHY

.....

To make each product easily identifiable, custom iconography will be used to differentiate unique brand aspects including pets, ingredients and benefits.



PRESCRIPTION DIET

SCIENCE DIET/PLAN



FLAVOR STAMP EXAMPLES ONLY



PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



PHOTO ELEMENT EXAMPLE INSTRUCTION

Use solid containers in the family of white colors only for ingredients that can be featured in piles

Kitchen environment should be light, white and bright. Very modern, very clean. No heavy or dark countertops. No outdated appliances or knickknacks.

SHOOT



FPO

Showcase the main protein or ingredient front and center

If product is visible, ensure that the focus is not on the bags but on the ingredients

THE LANGUAGE OF TASTE

TO THIS AUDIENCE, TASTE IS LOVE. THEIR PET IS HAPPY AND HEALTHY THANKS TO THE CHOICES THEIR PET PARENT MADE. THEY SEE TASTE IN THEIR DOG OR CAT'S EYES AND IN THE WAY THEY SHOW AFFECTION

So rather than state that a food has taste, we must relate to the qualities and emotions that come with it.

Get on my emotional level.



STATING

Cats love to eat this

Designed for the dog palette

A great taste

VS



RELATING

Made with hearty ingredients cats love

Your dog will love you for it

A wholesome meal in every bowl

PRESCRIPTION DIET

SCIENCE DIET/PLAN

IDEAL BALANCE



taste messaging
examples

PRESCRIPTION DIET

SCIENCE DIET/PLAN



HERE ARE SOME TYPICAL “DOS AND DON'TS” OF HOW OUR MESSAGING CAN BE EXECUTED.

ONCE ASSETS ARE COMPLETE, SHOW THEM IN USE HERE IN CAMPAIGN FORMAT



Descriptive caption here

Descriptive caption here

Descriptive caption here