

A small, scruffy dog with white and brown fur is lying on a light-colored wooden floor, playing with a red ball. In the background, there is a light-colored sofa with a dark green cushion and a grey blanket. A large window on the left side of the frame shows a view of green foliage outside. The scene is brightly lit, suggesting a sunny day.

# OPTIMUM<sup>TM</sup>

*nutrition for life<sup>TM</sup>*

# Brand role

Making scientific, tailored  
nutrition accessible to all.



# Brand belief

Each and every pet should  
have the opportunity to  
reach its true potential.





New  
Look

# OPTIMUM™

*nutrition for life™*

OPTIMUM™ believes all pets should have the opportunity to reach their true potential.

OPTIMUM™ knows that optimal nutrition is the key to a healthy, happy pet. Just like humans, if dogs and cats don't receive proper nutrition for their life stage, they can't perform to their true potential.

OPTIMUM™ understands that every pet is different and every pet has different nutritional needs. That's why we expertly tailor nutrition for every life stage, breed size and lifestyle.

Because every pet deserves to live their happiest and healthiest life.



DR. CHERLENE LEE  
OPTIMUM™ Brand Ambassador



# NEW LOOK - ELEVATING OUR HEALTH CREDENTIALS

Rolling from January to May 2024

Improved purchase intent  
with category buyers  
(from 23% to 32%) and  
brand buyers  
(from 52% to 61%).



The Leading Expert in Pet Science Nutrition.

**OPTIMUM**  
*nutrition for life™*



# DRIVE CREDIBILITY THROUGH VET ENDORSEMENT

## Dr. Cherlene Lee

Australian practicing veterinary surgeon, veterinary hospital owner & passionate pet owner

*@drcherlenelee*



**OPTIMUM™**  
nutrition for life™

# 2024 PLAN

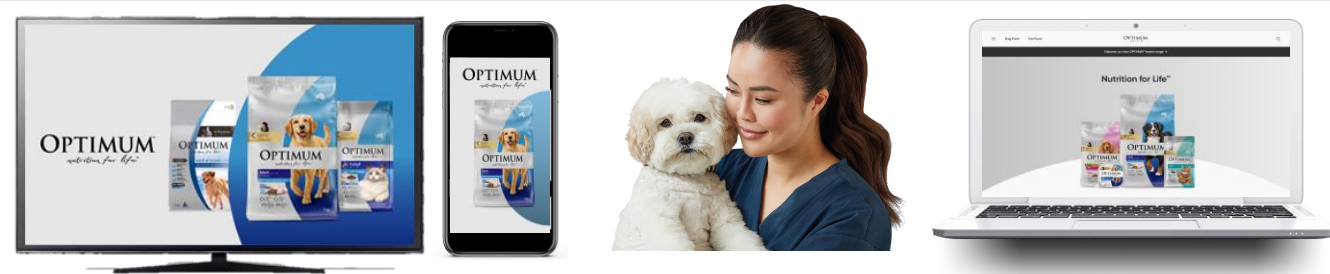
Next year, we will support our **BIGGEST REBRAND** with a refresh on Dry & Wet.

## Innovation Renovation



OPTIMUM Full range rebrand

## Media



ATL & TTL support targeting Dogs & Cats owners

## Activation



POS conversion support plan (in-store & online)