



CASE STUDY

Hill's Pet Nutrition

Brand Guardians

Print

Creative

Digital

Exhibitions

Who are Hill's Pet Nutrition

Hill's Pet Nutrition specialise in veterinary formulated cat and dog food that is specific to age, breed and medical needs..

Today Hill's are part of the Colgate Palmolive Group and with over 80 year's experience of pet food innovation, now operate worldwide with a turnover of £47.4 million in the UK and offer over 100 pet food formulas.

The Brief

We have worked with Hill's for over 20 years providing them with printed materials, campaign management, creative design, exhibition stands and digital projects. Our vast knowledge of the brand allows us to act as guardians and ensure all campaigns can be localised and targeted effectively in the UK.



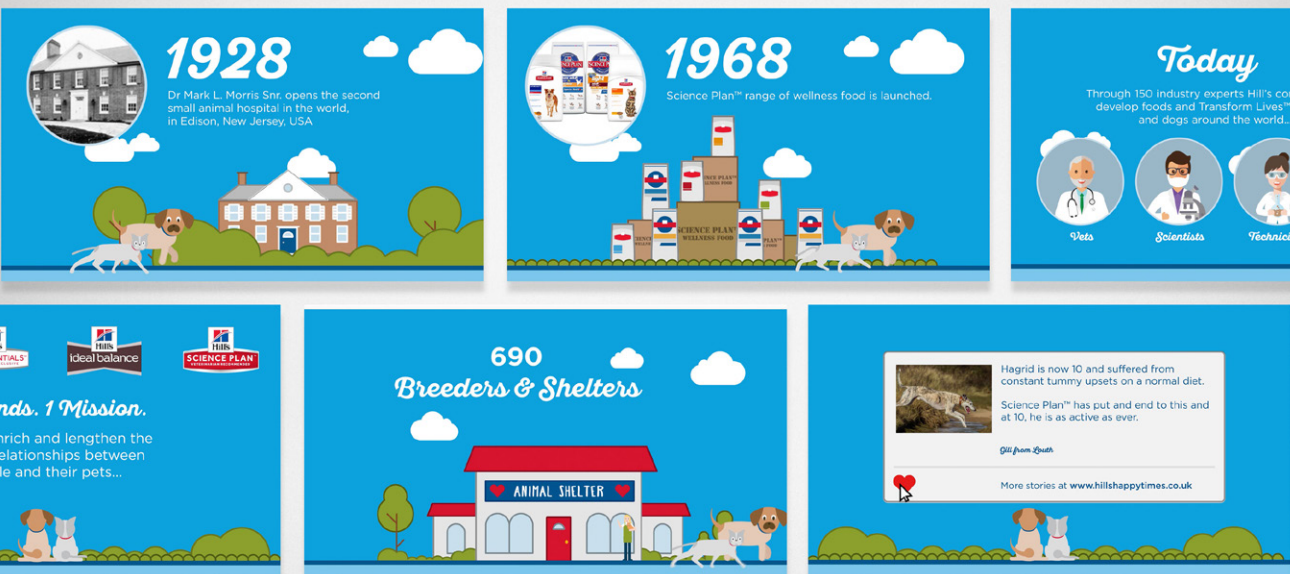
What we do

One of main focuses is to deliver a reactive artworking solution to help Hill's market to both vets and pet owners in the UK. As part of this we provide a robust and reliable print solution ensuring cost and quality are maintained.

We have formed a deep understanding of the brand and the target audience, which has allowed us to work collaboratively with Hill's to design and develop specific UK initiatives.

Our most recent project has been to work on a suite of animated infographics to communicate the Hill's story and brand message.

A working partnership for over 20 years



With a dedicated Creative Account Manager to act as brand guardian, we can ensure quality, speed and accuracy in artwork turnaround. General daily artworks may include:

- Brochures
- Leaflets
- Posters
- Shelf Talkers
- Animations
- In store Point of Sale
- Display Systems
- Online Retailer Promotional Banners
- E-Marketing
- Product Information Detailers
- Price Lists
- Press adverts (Consumer & Trade)

we deliver
a reactive
artworking &
digital solution
to help market to
both vets & pet
owners in the UK.



over 300 stories
submitted in 3 months

Over the past 5 years we have taken a lead on developing a number of digital platforms for both internal and external use. This has included a coupon redemption platform to support sale initiatives and a consumer facing social engagement platform called '**Hills Happy Times**'. The initiative focused on generating customer success stories in return for pet food donations to local shelters. The Hills Happy Times digital platform was further enhanced with consumer print advertising and point of sale materials.



over 14,000 project orders placed

The Benefits

- Reactive localisation of centrally created artworks for the UK market
- UK based brand guardians
- Robust, maintained and supported platforms to support marketing activities
- A quality, diverse and reliable print solution
- Marketing expertise to design, deliver and support campaigns all under one roof

99.9% platform uptime ensuring availability and performance

The Technical Bit

All our digital platforms for Hills are built using the Laravel PHP framework to ensure they are efficient, secure and scalable in-line with the clients ever growing needs.

The platforms are hosted on a dedicated virtualised environment ensuring high-availability and performance at all times.

Our dedicated in house studio and management team ensure all areas of project management, admin, creative and artwork are handled in a proactive, responsive and timely manner.

Please get in touch to find out how N2 can help support your marketing campaigns.



01992 440333
www.n2group.co.uk