

Perfect Start Challenge: An interactive quiz to enhance pet parenting

PETstock is currently hosting a quiz on their website in collaboration with ROYAL CANIN®, to nurture puppies and kittens from adolescence to adulthood.

This quiz was developed, by digital growth consultancy - alphawhale, who aimed to humanise the experience of educating Pet Parents on essential information in an engaging manner. Doing the best to care for our pets is more important than ever, with a significant influx of ownership during the COVID-19 pandemic.

ROYAL CANIN® - Perfect Start Challenge, both puppy and kitten, involves a series of multiple-choice questions, informing participants on unique needs and developmental stages of a pet's health. A Nielsen study found only 25% of all first purchased food for kittens is kitten food, and 40% of puppy food is for puppies.

The quiz is available for a limited time, in conjunction with the offer of Double Brand Cash on selected ROYAL CANIN® premium food purchases, saving 30% on a future shop. Pet Parents can also book a free initial health check for their puppy or kitten at PETstock Vet where they can collect a 50% off voucher for their first purchase of ROYAL CANIN® Early Lifestage products, exclusive to PETstock Vet.

Players can test their pet knowledge on PETstock's website and selected social media channels. Their scores can also be shared with friends, allowing the option to compare results and learnings.

Director of alphawhale, Nick Montagu, expressed the aim to "create an experience that invited people to learn and share this with others. We believed that overwhelmingly, pet owners want to do the right thing. If more people were aware of the problem, they would naturally make better choices. To work with two major brands who care deeply about animal health and welfare is an amazing opportunity".

Dion Collard, Head of Marketing Operations and Communications at PETstock, supported this statement mentioning that "feeding the incorrect diet can lead to debilitating health issues throughout their life. That's why we've created the ROYAL CANIN® Perfect Start Challenge to educate new pet owners and prevent costly issues down the track".

To find out more information and take the ROYAL CANIN® - Perfect Start Challenge, visit the PETstock website for both the puppy and kitten quizzes.

Contacts

Emma Kelly
0419955158
mailto: emma@alphawhale.com.au