

Leading Advertising Agency [Client] Publishes Study with Actionable Insights on Pet Industry

Nearly 800 respondents nationwide participated in research detailed in 20-page report and upcoming webinar

ORLANDO, FL (January 15, 2020) – [Client], an audience-focused, creative-driven, full-service advertising agency, has published results from an in-depth study of the buying behaviors of U.S. pet owners. Conducted by [Client's] research team led by [Name], VP, insights, the research covers many areas including:

- Behaviors and attitudes that characterize different groups of pet owners
- Key factors that owners use to make purchase decisions regarding their pets
- How pet owners interact with various advertising formats
- What prompts pet owners to try new products and services

“We had two primary objectives in conducting this research,” said [Name]. “The first was to augment the extensive knowledge and experience that we have in developing successful marketing strategies for pet care companies with fresh insights on audience attitudes and behaviors. The second was to develop a valuable free resource for any organization that provides pet products and services. The charts, graphs, and detailed explanations of our findings in the report can help illuminate the landscape for these companies as they move forward with marketing initiatives.”

A 45-question online survey on the Qualtrics research platform was completed by 784 pet owners aged 25 to 55. At the 95 percent confidence level, population parameters and sample size result in a margin of error of $\pm 3.5\%$ except where noted in the study. [Client] will provide a complimentary copy of the report to people who attend a free webinar on Wednesday, January 29 at 1:00 PM Eastern in which [Name] and his team will share additional insights about the study and the results.

“We’re using this research to sharpen our focus on the audience that pet industry clients have to connect with in order to grow their businesses,” said [Name], [Client] president. “Our account teams are leveraging the data that our researchers have compiled to craft marketing strategies that are even more nuanced and effective.”

About [Client]

Located in Orlando, Florida, [Client] is an audience-focused, creative-driven, full-service advertising agency that crafts deeply compelling brand experiences and the strategies that ensure they reach the right people, in the right place, at the right time. The [Client] team of creative directors, copywriters, artists, programmers, and account managers works closely with clients to better understand the needs of their consumers and deliver measurable results.