



## CASE STUDY

# Dutch market leader goes international with a new brand

Let's explore the key lessons from Q-Petfood's international launch of its new PetFoodie brand and how GlobalPETS helped them reach the right audience.

In the Netherlands, Q-Petfood offers a wide range of frozen fresh meat products for dogs under the 'Smuldier' brand. As the company set its sights on international markets, they introduced 'PetFoodie'.

PetFoodie uses smart innovations to make frozen fresh meat more accessible for owners of small dogs (and even cats) due to its easy-to-portion qualities.

### Why work with GlobalPETS?

The company reached out to GlobalPETS in September 2023, looking for a way to reach the right audience to promote its frozen fresh meat products.

*"We were preparing for our big launch at Interzoo 2024 and wanted to create buzz well in advance, so we could make the most out of exhibiting there."*

*"After outlining our goals to the GlobalPETS team, they worked with us to design a comprehensive multimedia campaign that included magazine advertisements, online sponsored articles, banners on the website, newsletter, and more."*

### The results?

To kick the campaign off with a splash, PetFoodie appeared in the magazine in November 2023 with a 'Company Profile'. And the first reactions from potential partners started trickling in.

The rest of their 'Road to Interzoo' campaign proved that GlobalPETS is an effective way to get more exposure to retailers and distributors:

*"The campaign certainly led to more people at our Interzoo booth. The combination of our booth design and product display drew attention, but we heard from a lot of booth visitors that they read about us in a GlobalPETS publication."*

After the campaign and the company's Interzoo participation, the brand was off to a great start.

*"First production and deliveries have taken place to partners in Germany, Belgium and Malta – and several negotiations are about to finalize."*

### The key to success

In the advertising world, they say 'repetition is key'. And Q-Petfood certainly stands behind that:

*"For us the combination of different platforms and campaign types worked best. Introducing our brand and building brand recognition demands repetition and time so we can build trust and become top of mind for potential new partners."*

### What are their plans now?

*"After the successful 'Road to Interzoo' campaign, we're excited to repeat the process for our 'Road to Zoomark' plans."*