

Skill Launch: July 2018

Case Study: April 2020



Nestlé Purina

Ask Purina

Powered by Mobiquity

Case Study – Purina

Problem

While many people are aware of the more common dog breeds, very few know their typical attributes and what breeds match their lifestyle or living situation. Besides how they look, choosing the right dog breed begins with their size, energy level, need for exercise, and allergies. New puppy owners need a lot of information to raise a healthy and well-socialized pet.

Opportunity

Purina is a platinum sponsor of the National Dog Show and many dog lovers tune in. Smart speakers are often placed in the living room in proximity to their TVs. Purina saw an opportunity to educate potential new owners on all the dog breeds they might see and engender trust in their brand as a reliable source of information.



Case Study – Ask Purina

Solution

The Ask Purina Alexa skill is available in the U.S. and the U.K. It was originally developed to provide a wealth of information on dog breeds. Aspiring dog owners can get quick access to a specific dog breed's attributes and search for one they like.

When thinking of dog ownership, you can narrow choices by filtering breeds by size, energy level, shedding or non shedding, hypoallergenic, and living situation. After specifying any of these attributes, you can browse the matching breeds and their features.

For the Amazon Echo Show launch, the Ask Purina skill was enhanced to add pictures of the dog breed.

In the U.K., Ask Purina was launched with the addition of helpful tips about raising a puppy to educate new owners and provide advice on a wide range of topics.

“ Alexa,
Ask Purina
for puppy
training tips ”



Go-To-Market

Go-To-Market Approach

Ask Purina embarked on an awareness campaign, on their website, during the National Dog Show as Platinum Sponsor. They also drove engagement via social media and through email campaigns.

In the U.K., Purina sponsors the Westminster Kennel Club Dog Show and presented the Alexa Skill to build their understanding and excitement.

The marketing campaign really started to gain traction with the addition of a flyer in the Kennel Club Puppy Packs sent to all newly registered puppy owners to drive awareness of the Skill.

This was supported with advertising on the Amazon U.K. platform.

1. Ask Purina

The [Ask Purina](#) skill offers up detailed information on various dog breeds. The brand's goal for the skill is to help aspiring dog owners find the right breeds to fit their needs based on the criteria they provide. Users can use the skill to ask Alexa things like "Tell me which breeds are best with children" and "Find breeds that are good in apartments." The skill reaches users who are likely to use Purina's product as potentially new dog owners who have yet to establish brand loyalty to another dog food. User comments praise the amount of quality information the skill provides and also seem to appreciate its integration with Amazon Echo Show devices.

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Nestle Purina Pet Care Tiptoes into Voice Technology

By Dale Buss

Tying commerce to the human voice is one of the biggest technological opportunities -- and challenges -- before CPG companies these days. And as one of the largest pet-food companies in America, Nestle Purina Pet Care has been trying to harness the power of voice technology in marketing its dog-food brands including iconic Alpo, Beneful, Prime and PurinaOne.

The company is adopting an effective approach to voice communications with its pet-food-buying consumers. It focused on testing the limits of the technology through Purina brands' sponsorship of the National Dog Show, an all-breed "benched conformation" show sanctioned by the American Kennel Club and the Kennel Club of Philadelphia each November. Nestle Purina is a so-called "Platinum Sponsor" of the show with a huge presence and involvement, so it's a great platform for digital technology experimentation that would enhance the company's important investment there.

Waltham, Massachusetts-based Mobiquity began working with Nestle Purina on voice technology four years ago, and it began -- as many tests of new digital methods do -- in a small way.

"The only way to get the team to engage -- and a great place to start -- was just to build internal mind share and awareness and an interest in trying something in voice," said Jonathan Patrizio, principal solutions architect for Mobiquity. That "something" was building and launching an "Alexa skill" -- a program for voice communication with Amazon's voice avatar -- for Nestle Purina.

"So, we thought about a consumer watching the National Dog Show and seeing a dog breed they knew nothing about. The Number One location for smart speakers now is in the living room; it has moved from the kitchen. What we envisioned was people who might have curiosity about that dog breed and would want to research it, including which dogs might be most suitable for families and lifestyles."

Voice queries via Alexa activated visual and audio content that the questioner could access via computer or smart TV.

Introducing the NEW FREE **ASK Purina Puppy Skill** for Amazon Echo devices.

"Alexa, open **Ask Purina** for daily tips such as"

- ...toilet train my puppy
- ...exercise my Puppy
- ...foods to avoid

✓ Gets lots of tips and advice to help your new puppy settle in
✓ Daily tips relevant to your Puppy's age

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Our Favorite Alexa Pet Skills

Ask Purina

Which dog breeds are hypoallergenic? How about dogs that do well in apartments? Now you can quickly find out all your breed-related questions by using Purina's Alexa skill.

To launch the skill, say, "Alexa, Ask Purina" and Alexa will help you discover the perfect breed for you. Get details of a specific dog breed by saying the full breed name, or search and browse dogs that match your search criteria.

Excerpt from
Ask Purina Flyer

Results

15,000+

Flyers to new UK puppy owners per month

Source: Nestle Purina UK

250,000

'Growing Pup' packs shipped over 4 months

Source: Nestle Purina UK

+123,773

Increase in unique customers in 2019

Source: Nestle Purina Alexa Analytics

6,527/wk

Maximum user enablements in 2019

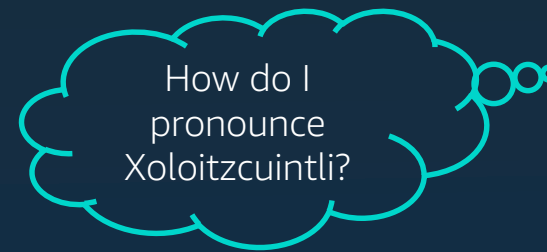
Source: Nestle Purina Alexa Analytics

Purina's Learnings



- Do user testing and listen to feedback.

Iterate the design based on feedback, in the Alexa Skills store. Collect feedback from users, for example enhancing the experience with multimodal for devices such as Echo Show.



- Training the language model

The less common dog breed names can be hard for users to pronounce and added some challenges for breed recognition.

The skill was tuned to recognize the way users might say the breed names.



- Iterate and redeploy

Nestlé Purina have continuously iterated and deployed in multiple regions.

The brand recognizes the importance for learning from feedback and analytics and considering new features to enhance and delight customers.