



Old Mother Hubbard | Verbal Branding

# Listen. Learn. Speak.

## Articulating a distinct brand voice for Wellness natural pet foods

### Overview

Catapult Thinking helped Old Mother Hubbard (OMH) brand, package and launch Wellness as an all-natural pet food for sale exclusively in independent pet stores. The early and dramatic success of the Wellness launch tapped into a relationship between pet enthusiasts and specialty retailers—a conversation OMH wanted to direct and leverage. To understand the values and language of this audience, we conducted “park intercept” research with pet owners and “in-aisle” retailer interviews to refine the value proposition and differentiation of the Wellness brand. Our research led to a more comprehensive brand positioning: “Unconditional love. Uncompromising nutrition.” The Brand Language Toolbox we constructed based on insights gained from our research provided a compelling, flexible and consistent way to bring the Wellness brand story to life.

### Impact

Our work helped anchor the Wellness brand as a leader in the super-premium, all-natural category, contributing to a doubling in revenue from this channel over a two-year period. In addition, it led to a significant expansion in the total running feet of OMH retail product on display in pet superstores. OMH was acquired in 2004 by Catterton Partners, a private equity firm focusing on middle-market consumer companies.

#### Scope

- User Research
- Brand Strategy
- Communications Strategy
- Marketing Strategy
- Naming & Nomenclature
- Verbal Branding



Unconditional love. Uncompromising nutrition.™



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.