

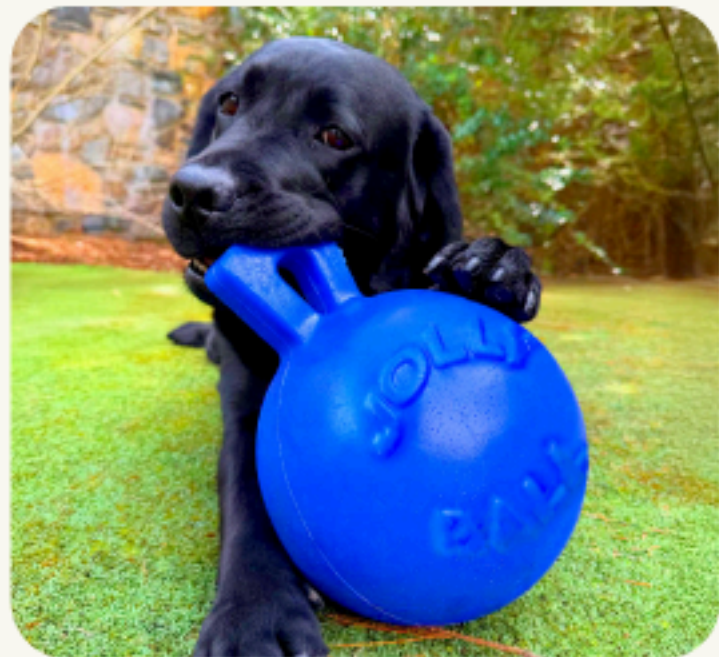


An Introduction to

**MATRIX**partners

STRATEGY | DESIGN | SOCIAL | PR

Building BRANDS Pet Parents LOVE<sup>SM</sup>



# OUR MISSION

Helping Pet Brands Generate A Higher R.O.I.

# OUR APPROACH

**Strategy** → Develop market-driven strategies that uniquely differentiate a brand based on relevant consumer needs unfulfilled by current competitors.

**Tactics** → Based on consumer research insights, flawlessly design and implement awareness, trial and repeat initiatives across multiple platforms most relevant to targeted consumers.

**Test, Measure, Test** → The Pet Products Industry is highly dynamic which requires constant monitoring of strategic initiatives and tactics to assure their effectiveness as the competitive environment changes daily, even for mature categories.



## The Matrix Difference

# EXPERIENCE

We have decades of experience strategically marketing pet products across all primary channels of distribution, from brick & mortar to D2C.

Our brand experience includes Kibbles 'n Bits, Pounce, Stella & Chewy's, Swheat Scoop, Arm & Hammer, NutriDent, Caru, RAWZ, Charlee Bear, Nature's Logic, Inaba, Jolly Pets, Health Extension and dozens more.

TOYS | ACCESSORIES | LITTER | SUPPLEMENTS | TREATS | FOOD



Stella & Chewy's®



The Matrix Difference

# INSIGHTS

By focusing exclusively on building pet brands for over twenty-five years, we've acquired proprietary insights into pet parent purchasing behavior and how to influence it.

Our Pet Products Industry experience also gives us a contemporary perspective on how channel strategy decisions can influence sustainable, long-term brand revenue growth and profitability.

**INDUSTRY RELATIONSHIPS | PET PARENT SURVEYS  
COMPETITIVE FORENSICS  
INFLUENCER INSIGHT LAB | FOCUS GROUPS**



## The Matrix Difference

# SERVICES

We offer the broadest suite of integrated marketing services to support pet product brands, from strategic planning to award-winning branding to omni-channel consumer marketing campaigns.

All managed by a Gen-Z/Millennial leadership team with extensive pet product strategy, communications, research and product development expertise.

**BRAND STRATEGY | MULTI-FORMAT DESIGN**  
**DIGITAL MARKETING | AMAZON/CHEWY SUPPORT**  
**SOCIAL/INFLUENCER/PR INITIATIVES | CONSUMER RESEARCH**



**amazon** **chewy**





The Matrix Difference

# ACCOUNTABILITY

Leveraging our Fortune 500 financial management background, we have the expertise to maximize client marketing investments for the highest R.O.I. within reasonable risk parameters.

**CASH FLOW | GROSS PROFIT | TRADE MARGINS  
OPERATING INCOME | EBITDA**



The Matrix Difference

## RESULTS

Our brand-building initiatives have successfully generated **\$2+ Billion** in incremental pet product sales over the last decade for our clients.





## The Matrix Difference

# RESULTS > Stella & Chewy's

Conducted focus groups and competitive forensics to gain insights into raw dog and cat food feeders. Based on our findings, we redesigned packaging, repositioned the brand communications platforms, and managed the national relaunch.

Grew annual sales from **\$2 million** to over **\$24 million** in just 6 years. Annual reported sales now **\$300+ million** with same brand positioning and basic graphics created by Matrix.





## The Matrix Difference

# RESULTS > Swheat Scoop Cat Litter

Conducted focus groups plus both AAU and competitive forensics to gain insights into clay and non-clay cat litter users. Based on our findings, we redesigned packaging, repositioned the brand communications platforms, and managed the U.S. relaunch with expansion into Europe and Asia.

Grew sales from less than **\$1 million** to over **\$22 million** in just 5 years.





## The Matrix Difference

# RESULTS > Inaba Ciao Cat Treats

Conducted focus groups and competitive forensics to gain insights into cat owners who feed a variety of treat formats. Based on our findings, we redesigned packaging, repositioned the brand communications platforms to be more relevant to U.S. consumers, established the brand's U.S. distribution base and managed the U.S. launch marketing programs.

Grew annual sales from **\$0** to **over \$25 million** in just 4 years. Matrix set the U.S. foundation for a brand with current annual sales estimated to be in excess of **\$250 million**.





## The Matrix Difference

# RESULTS > Charlee Bear Dog Treats

Conducted focus groups and competitive forensics to gain insights among treat-feeding dog owners about brand perception and rebranding alternatives. Based on findings, relaunched the brand with redesigned packaging plus repositioned brand communications platforms including extensive social, influencer, PR and Google ad campaigns.

Grew sales **+20% CAGR** over 8 years from a base in the **\$ millions**.



The Matrix Difference

# FIRSTS

The First Freeze Dried Pet Food Using HPP >  Stella & Chewy's

The First TetraPak Pet Food >  CARU

The First Creamy Cat Treat in Tube >  INABA

The First Freeze Dried Goat's Milk in a Bottle >  SHEPHERD  
BOY  
FARMS

The First Meal Free, High Meat Inclusion Dry Pet Food >  spring  
naturals

The First Cat Litter Made From Wheat >  S'wheat Scoop  
Natural Clumping Litter

# THE TEAM THAT GETS IT DONE



**Don Tomala**  
Co-CEO



**Dennis Abelson**  
Co-CEO



**Kristy Boulos**  
COO



**Rebecca Tomala**  
VP Creative Services



**Craig Rogers**  
VP Consumer Insights



**John Cullen**  
Director of Business Development



**Natalie Sackman**  
Associate Creative Director



**George Wielgus**  
Senior Art Director



**Sarah Dunford**  
Associate Senior Designer



**Kelly Terek**  
Social Media Manager



**Brianna Weeks**  
Social Media Associate



**Breea Cristofoli**  
Social Media Associate



**Alyson Brodsky**  
Public Relations Manager



**Stephanie Krol**  
Pet Publicist



**Krista Ferry**  
Influencer & Partnerships  
Manager



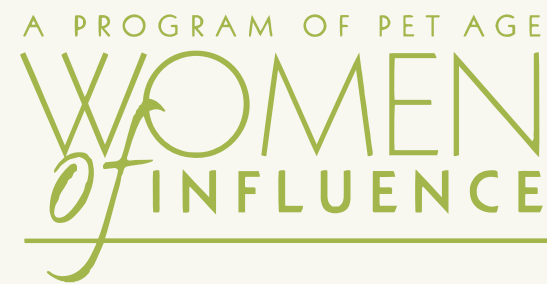
**Katrina Bauman**  
PR & Influencer  
Coordinator



**Mary Stovall**  
Digital Marketing Strategist



**Dustin Rustick**  
eCommerce Specialist



## AWARDS & RECOGNITIONS

The Matrix team has received **more** design and marketing awards in the Pet Product Industry **than any competitive agency.**

# SELECT PET BRANDS WE HAVE SERVED

## Food, Treats & Supplements



## Toys & Accessories



## Supplies



# INDUSTRY REFERENCES



**Marie Moody** | Founder & CEO, Stella & Chewy's



**Jim Scott** | Owner RAWZ Natural Pet Food, Former Owner Wellness Pet Food



**Jaime McKinley** | CEO, W.F. Young (Honest to Goodness/Silver Honey)



**Rob Cadenhead** | VP & General Manager, Gott Pet Products (Charlee Bear/Hound & Gatos)



**Scott Johnson** | President & CEO, Pets Plus Stores (Replenish Pet Foods)



**Fernando Torres Maluf** | VP International, PremierPet (Naroo Pet Foods)



**Michael Baker** | CEO, Pet Food Experts



**Ira Slovin** | Owner, Fauna Pet Foods



**Vic Mason** | President World Pet Association (WPA)

## TO LEARN MORE, PLEASE CONTACT

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Co-CEO

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thank you!