



Invisible Fence Brand (Business-to -Business; Business to Consumer)

Business to Consumer & Business to Business



**Invisible
Fence** Brand
by PetSafe.

Invisible Fence is an iconic brand. Many people instantly recognize the name but are not sure what the system does. Invisible Fence is a pet behavior company that through advanced technology and software

along with effective pet training keeps dogs and cats safe at home. The system is professionally installed and serviced by the dealer network. After the initial installation, (average cost per installation is \$1,800) the continuing revenue stream is extra collars, batteries, and units for inside the home.

Invisible Fence's name is truly a curse. While it is recognizable, since it was the first in the market, the name not only describes what it is but also describes the category it participates in. The curse comes in when people are simply looking for an "invisible fence" and might consider lower costs competitors that are not effective thus hurting not only Invisible Fence Brand but also damages the credibility of the category.

The corporation sells exclusively to 11 distributors in the US and Canada. The distributors control the dealer network. The distributors had seen multiple changes in senior management so they spearheaded the sales, marketing, and customer service of the brand. Distributor senior management knew more about all of those areas than the corporation and began marketing the brand vastly different in various parts of the country. There was no brand consistency and extreme animosity by the distributors to the company. This disdain was so severe, the distributors simply called the company "the factory" and refused to even consider marketing initiatives from the corporate headquarters.

In 2004, the brand had been through 5 marketing directors in 6 years. There were many factors in why this happened but the result was no confidence or compliance in marketing initiatives. The brand was losing marketshare and revenues were stagnant. New marketing management entered the brand in a matter of fewer than three years gained the confidence of the distributors and dealer network to the degree that the company and its programs took back the brand and its materials were almost universally accepted and implemented by the dealer network. The brand became so dominant in the market that eventually its closest competitor purchased the company.

Objective: Lead Generation

Target: Prospective Dog/Cat Owners

Summary: Compelling segmented color and black and white executions that used emotional artwork and factional content for credibility and support which highlighted competitive advantages.

Media: National Magazine, National Newspaper, Regional Newspaper, Regional Magazines

Results: Increased marketshare to 71%; Leads that generated over \$2,560,000 in sales.

Program Elements:

Print Advertising –

Several different campaigns employing different messaging were rotated. Print ads ran nationally and the call to action was to contact a local dealer via the website and the dealers also were provided camera-ready art to their market use.

don't risk losing your best friend

Don't put yourself and your family through the unbearable stress of searching for a missing pet. Invisible Fence Brand pet containment solutions have been proven to keep your pet safe and secure in your yard. It's the most effective way to keep your pet safe and secure in your yard. It's the most effective way to keep your pet safe and secure in your yard.

Contact the experts at Invisible Fence Brand today at (800) 578-0005 or visit us at www.invisiblefence.com. Invisible Fence Brand pet containment solutions have been proven to keep your pet safe and secure in your yard.

Invisible Fence
The Brand You Recommended Most For Dog Safety and Freedom

Dealer Name
Address
City, State, Zip
(xxx) xxx-xxxx

Safety and Security Fit for a King

Outdoor & Indoor Pet Safety Solutions from Invisible Fence® Brand.

You know how when the dog barks or howls, and you have to go check on him or her. It's so frustrating to walk and listen to his loud, wailing cry. The Invisible Fence® Brand pet containment solution has been proven to keep your pet safe and secure in your yard. It's the most effective way to keep your pet safe and secure in your yard.

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Think it doesn't work? Then you don't know Jack.

Proven Indoor & Outdoor Solutions from Invisible Fence® Brand.

Did you know that over 70% of pet owners who are not satisfied with their current pet containment solution are not using Invisible Fence® Brand? Invisible Fence® Brand pet containment solutions have been proven to keep your pet safe and secure in your yard. It's the most effective way to keep your pet safe and secure in your yard.

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Freedom That's Golden

Indoor & Outdoor Solutions from Invisible Fence® Brand.

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"No More Dirty Looks!"

Smart Solutions from Invisible Fence® Brand.

Everybody knew Brutus. He was the one digging in their flower beds. Chasing their cars. Or leaving big "surprises" in their yards. Then I heard about Invisible Fence® Brand pet containment solutions. Now, Brutus is safe and secure in my yard. And the whole neighborhood's celebrating!

Invisible Fence® Brand: the industry leader.

- Professionally installed solutions for worry-free operation
- Over 25 years of experience
- Advanced, superior technology
- Recommended by four out of five veterinarians
- Customer satisfaction ratings top 98%
- Over 2 million pets protected

Invisible Fence
The Brand You Recommended Most For Dog Safety and Freedom

Call (xxx) xxx-xxxx or visit www.invisiblefence.com

Relax!

Relaxing a lot less on your plate these days? Kidding... a household to manage? And now a new dog?

Invisible Fence® Brand can make your life a little less hectic with a reliable, worry-free electronic pet containment solution that protects your property, protects your pet... and provides you some much-needed peace of mind.

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Invisible Fence
The Brand You Recommended Most For Dog Safety and Freedom

Contact your local Invisible Fence® Brand dealer today at (xxx) xxx-xxxx or visit www.invisiblefence.com

Peace of Mind

Protection. Performance.

You may not be able to see an Invisible Fence® Brand pet containment system, but you'll feel peace of mind the moment it's installed. For starters, it's customized to both your dog and your home. It's reliable: our solutions deliver a 99.5% success rate. And it's backed by the best warranties in the industry.

Invisible Fence® Brand: the industry leader.

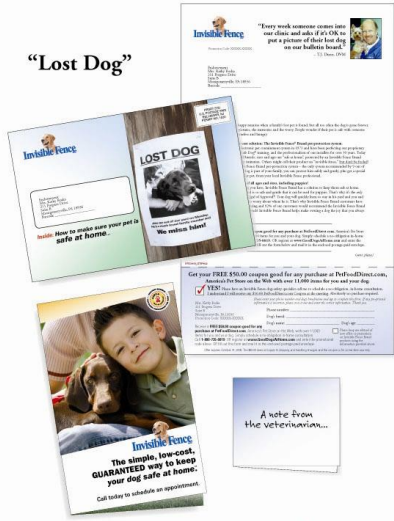
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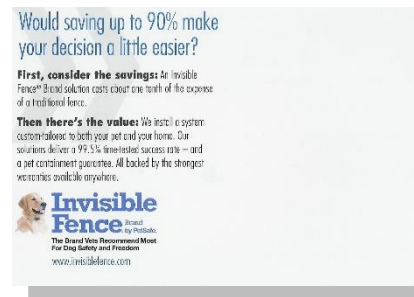
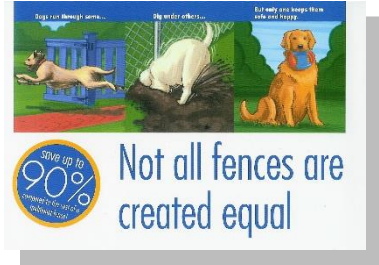
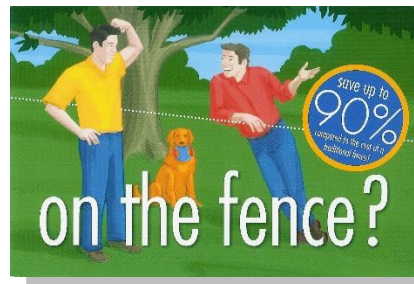
Relationship Marketing – Direct Mail (Prospect Multiple Offer Mailing)

Acquisition Campaign: This campaign was part of a national campaign that included national newspaper advertising, customized email campaign, and regional magazine advertising. It resulted in over 7,456 leads and sales totaling \$ 2,647,418 in gross sales.



Email Marketing

Direct Mail Elements

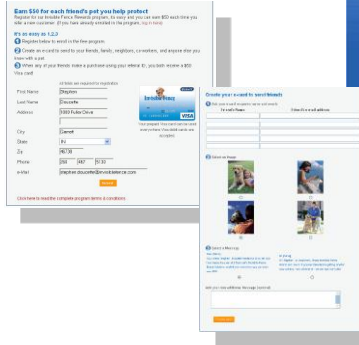


PRISM

Website

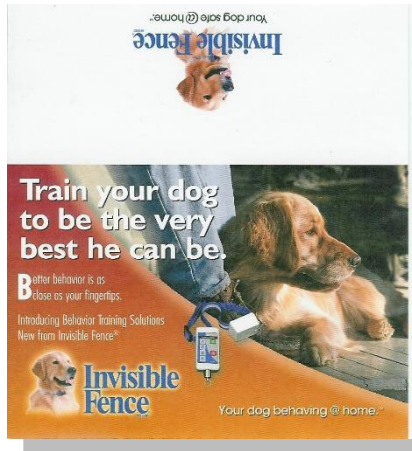


Loyalty Program

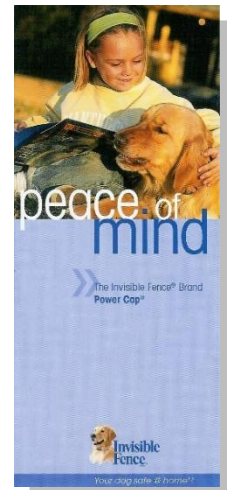
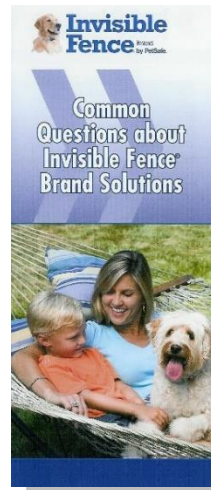
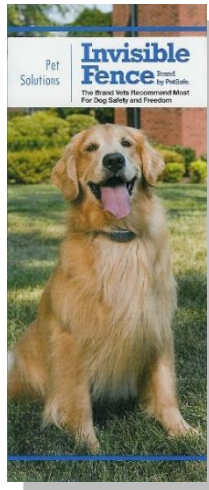
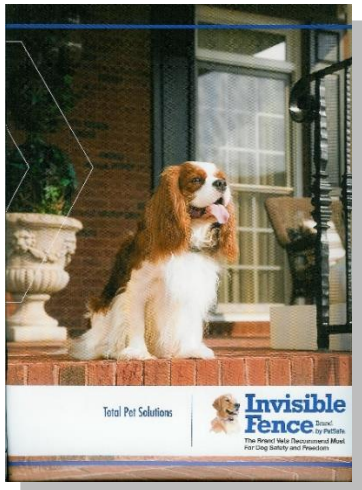


Year-To-Date Comparisons	YTD 2007	YTD 2008	YTD Difference	YE Forecast	YE Difference
Total visits	800,875	1,017,185	27%	1,017,185	27%
Total pages viewed	3,767,371	4,872,298	29%	4,872,298	29%
Average unique visitors per day	1,787	2,365	32%	2,365	32%
Total Unique visitors	649,189	866,502	33%	866,502	33%
Dealer locator use	551,171	643,902	17%	643,902	17%
Appointment request forms (web full, quick, web wizard)	42,007	44,851	7%	44,851	7%

Dealer Support



Brochures



Point of Purchase



Complete Dealer Marketing Support

Objective: Support large distributor and dealer network with marketing tools and materials to help achieve sales goals while ensuring consistent branding.

Target: Dealer Network, Trade Influencers, Prospective Customers

Summary: This all-in one kit provided an interactive CD to help dealers actually write their own marketing plans and then provided them with the process and materials to do guerilla marketing, media planning, event planning public relations, interactive marketing and traditional advertising campaigns.

Elements: Brand ID Manual; 5 series of print campaigns including direct mail and billboards; radio and TV spots, customizable press releases and a full resource of marketing materials

Results: Brand awareness increased 9% in first 14 months and sales increased across the board by 8%.



Dealer Sales Training Guide

Branding Standards Manual

Technical Training Guide

