

Project Guide

The new IAMS for Vitality range

Give your pet the tasty food they love with the expert nutrition they need, IAMS for Vitality means no compromise.



trnd
project

Project Blog: www.trnd.co.uk/IAMSforVitality
Contact: simo@trnd.co.uk

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Getting to know trnd and IAMS for Vitality

IAMS for Vitality is designed to help our pets live healthy, active and happy lives through the expert nutrition they truly enjoy.

IAMS are here to champion the joy of your pet's healthy vitality. The joy of healthy vitality is not simply visible health or your pet's happiness; it is the powerful combination of both. With the following features...

- wheat free recipes**
- high levels of protein (up to 85% animal protein for dogs, up to 91% animal protein for cats*)
- fresh chicken
- no fillers, artificial colours, flavours or GMOs
- a formula that promotes 7 signs of healthy vitality

...You can rest assured that IAMS for Vitality is great news for your furry friend. And, with a wide selection of flavours, as well as a variety of options for different life stages and lifestyles, IAMS for Vitality strives to support the health of joy of all kinds of cats and dogs.

If you're looking to make sure your four-legged friend is happy, healthy and full of their trademark personality then you're in the right place.

Over the next few weeks we're going to try this product, share samples with fellow cat and dog lovers and then share our feedback with the brand.

Take a look through this booklet for more info.

Let's get started!

**Out of total protein
**Produced in factory that handles wheat
***800g and 2kg bags*



Our trnd project

As the next few weeks unfold we will:



Try out IAMS for Vitality with our furry friends and share the experiences with friends, family, colleagues and others.



Feed back on how much your pets enjoy IAMS for Vitality via the two online surveys.



Spread the word about the product through online reviews.



Collect the opinions of those around us and share our thoughts on the blog, with the rest of the team and also with the team at IAMS.

What's in your starter kit?

In week one you'll receive a starter kit, full of interesting information, ideas and triggers to help spread the word about IAMS for Vitality. Your kit will include:

IAMS understand that not all cats and dogs have the same palate, so if Chicken is not what your pet prefers, then try the Lamb or Ocean Fish (for cats) and share the other two with your friends.

For Team Cat I AM FEARLESS

For you
1x 800g bag of IAMS for Vitality Chicken

For you to pass on to friends, family...
1x 800g bag of IAMS for Vitality Lamb
1x 200g bag of IAMS for Vitality Ocean Fish

10 x IAMS bags to help you share the food with your friends
'Spread the Word' sheets

10 x £2 off IAMS for Vitality coupons
(valid for both cat and dog food)

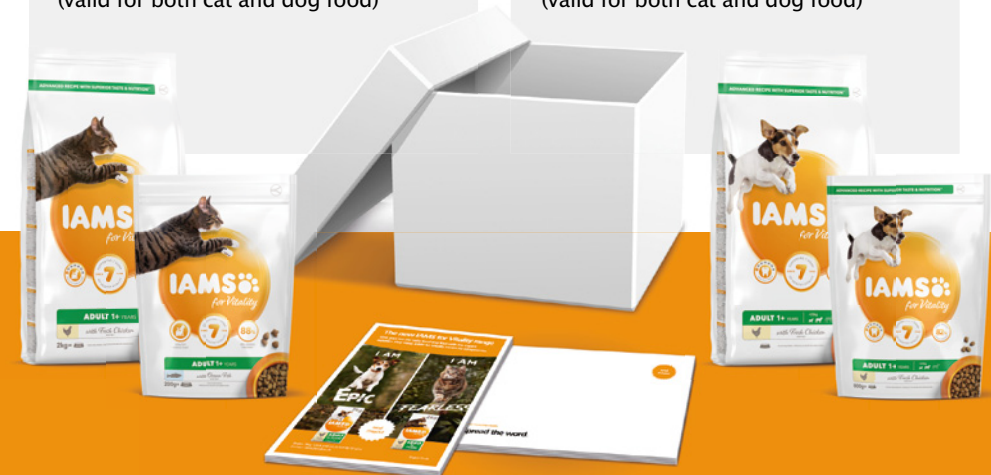
For Team Dog I AM EPIC

For you
1x 2kg bag of IAMS for Vitality Chicken

For you to pass on to friends, family...
1x 2kg bag of IAMS Vitality Lamb
1x 800g bag of IAMS for Vitality Chicken

10 x IAMS bags to help you share the food with your friends
'Spread the Word' sheets

10 x £2 off IAMS for Vitality coupons
(valid for both cat and dog food)



Like what you see?

Share first impressions of the product on our project blog: www.trnd.co.uk/IAMSforVitality

Email any questions you have to us at: simo@trnd.co.uk, we'll get back right away.

Get unpacking!

1 Time to get testing

Why not hit the ground running and invite a couple of your pet-loving pals around to help you open up your starter kit? That way, they'll feel almost as involved as you, and discussing pet nutrition will be a breeze. Have a look through the booklet for some interesting ideas and insider info.

Get snap happy!

Take some pics of your starter kit and try to get both the IAMS for Vitality bag and your pet into it. You can upload your photos to www.trnd.co.uk/IAMSforVitality and share on Instagram, Facebook and Twitter with the hashtag [#IAMSforVitality](https://twitter.com/IAMSforVitality)

3 Spreading the word

You know the score; a huge part of your role as an IAMS for Vitality trndster is sharing your impressions with your friends and family who are interested in new products and pet nutrition.

There are more ideas in the book but spreading the word is actually pretty simple – take your samples with you to work or round to a friend's house and let them know about the project. Invite your fellow cat and dog loving pals to discuss just what makes their pet unique and start the conversation about healthy vitality.

We've listed a few suggestions for getting the word out there (see page 13 onwards) but you'll probably have loads of great ideas yourself, so check out the blog and let us know your thoughts: www.trnd.co.uk/IAMSforVitality

2 Have your say

Over the course of the project we'll invite you to share your opinions on IAMS for Vitality with us via two online surveys that will take place during the four weeks of the project:

There's an Initial Survey (which is online soon) and a Final Survey.

We'll let you know via email when each survey is live.

Your feedback will be sent straight to the team at IAMS, so make sure yours is included.

4 Your contributions

Your role as a product researcher for IAMS is vital.

In your starter kit you'll find some 'Spread the Word!' sheets, we want you to share these out amongst your friends and colleagues and collect their opinions in return.

Also, be sure to upload any pet snaps to your dashboard. The best pictures will be included in the online gallery.

5

Share your thoughts

In this day and age, most of us read online reviews to help us choose the right products. As a specially-selected IAMS for Vitality expert with insider info, this is your chance to help others who are looking to get the best nutrition for their four-legged friend, so be sure to have your say! The IAMS team will read all of your feedback and reviews and may even use them for future marketing campaigns.

Where should I write reviews?

We'd like you to leave reviews on the IAMS for Vitality page, you can find it here: iams.co.uk/forvitality or head to trnd.co.uk/projects/IAMSforVitality to find the link.

Simply scroll to the bottom of the page and click the button 'Write a customer review'.

What should I say?

Once you've tried out the food, you can leave a review. If you're stuck for what to write a good place to start might be:

- What do you think of the nutrition guidelines?
- Do you feel happy that your pet is getting the right nutrients?
- Does your pet enjoy the food?
- Does your pet's personality shine?

Share links to the reports:

Important - make sure you let us know where we can find your review by sending us the links. It's easy to do using our online report tool, which you'll find within your trnd dashboard. All of the instructions will be sent to you via email so remember to check your email account regularly.

Experience the 7 signs of healthy vitality with IAMS



Is your pet Athletic? Pampered? Fearless? A Foodie? A Nibbler? A Gymnast? Loving? At the first sign of noise, do they jump to action, yawn lazily or hide under the sofa? Whichever it is, when our pets are happy and healthy, we know them well enough to see it (even if their version of healthy involves a four-hour nap on the sofa every morning!).

The unique IAMS for Vitality recipe doesn't just focus on visible health or happiness but promotes all 7 signs of healthy vitality. With no compromise. IAMS for Vitality supports your pet's:

- Healthy joints
- Healthy skin and coat
- Strong immune system
- Healthy Digestion
- Strong teeth
- Strong muscles
- Healthy heart

So, your pet gets the tasty food they love and you get the reassurance that they have all the nutrients they need, meaning your unique bond becomes even stronger – because mates look after each other.

Supporting the 7 signs of a healthy vitality

IAMS is here to boost your pet's healthy vitality and ensure they are FULL of personality!



"I AM ATHLETIC"

Enriched with essential minerals and vitamin D supporting strong bones



"I AM PAMPERED"

With Omega 3 & 6 to support healthy skin and a shiny coat



"I AM FEARLESS"

Support their immune system. Antioxidant blend with Vitamin E to help support their immune system



"I AM A FOODIE"

Appreciate their digestive health when you clean up after them. Tailored fibre blend including prebiotics and beet pulp for healthy digestion



"I AM A NIBBLER"

Hear them crunch through the biscuit bites with their strong teeth. Crunchy kibbles and tailored mineral levels for healthy teeth.



"I AM A GYMNAST"

Watch them leap and bound. High quality animal protein and essential minerals to help maintain strong muscles.



"I AM LOVING"

Feel the love everyday. Formulated with key nutrients to help nourish the heart.



New pack, new tricks

You may have noticed that the new IAMS for Vitality packaging looks a little different to previous IAMS packaging. Yes, it's pretty but that's not the reason IAMS have made the change. Here's what's new:

A re-sealable zipper*. No more clothes pegs or complex folding procedures, the new packaging has an invaluable zipper which will keep food fresher for longer.

New sizes. IAMS for Vitality now comes in a 200g trial bag. This means you can pick up a bag on the go (because cycling with a 12kg bag of pet food is no fun – take our word for it) or try your pet out with a new flavour before you commit to a big bag.

Premium matt packaging because, well, it looks cool!



*800g bags and under

Describe your pet's personality



"I AM — " Fill in the blank to describe your pet's personality with #IAMSforVitality

We want you to take the funniest pic of your pet, ideally with their new bag of IAMS for Vitality. We're thinking hyper dogs jumping, stylish cats strutting and lazy pets who would rather nap than catch prey! And, when you've done so, share your pics on social media describing their personality, beginning with "I AM..."

Check out the seven signs of healthy vitality on page 10 and 11 if you need some inspiration for personality types.

Here's the rundown...

1. Take a humorous pic of your pet and their bag of IAMS. We want this pic to sum up your pet's personality. So, if you've got the laziest Moggy in the world then a sleepy pic will be perfect. Hyper Jack Russell? Try to snap one of them jumping as high as the kitchen counter!
2. Upload your pics to Facebook and Insta with the hashtag [#IAMSforVitality](#)
3. Ask your friends and followers to share a pic that shows their pet's personality
4. Share the pics with us and the best of them will be included in our gallery.

We cannot WAIT to see what you come up with!

Spreading the word

Part of your involvement in this project is to spread the word about IAMS. We've rustled up a few ideas to get you started but, if you're feeling creative, share your ideas for spreading the word over on the project blog – your fellow pet lovers might just use your ideas too!

www.trnd.co.uk/IAMSforVitality

Ideas for Team Cat: I AM FEARLESS

A banquet for all

Friendship is something that also brings vitality to our lives, but sometime life gets a little busy and afternoons with mates a little further apart. Organise a catch up with a friend you maybe haven't seen in a while who also has a cat they care about. Tell them, "hey, I'm popping over to see you for morning tea, I'm bringing scones for us a little something for your cat". Maybe they prefer pre-dinner nibbles, a full breakfast or a hearty dinner instead. Whichever it is, turn it into an event where both pets and humans have a meal to enjoy (not the same thing of course).

Cats are homebodies who don't like to leave their environment much, so it's best if we turn up at their door with IAMS gifts and time for a meal together.

1. Tell a friend that you'd like to visit them for a catch up and that you're bringing a gift for their pet – everyone likes gifts.
2. Make it fun for everyone. Eat with or near their cat so they feel involved.
3. Share out your IAMS for Vitality samples and vouchers and let your friends know all about the 7 signs of healthy vitality. Your pet gets great taste and you get the reassurance of great nutrition – for healthy, happy pets, no compromise.
4. Take pics, spread the word sheets and let us know all about it over on the blog.



Ideas for Team Dog: I AM EPIC

The doggy play date

Dogs are happy to make friends and explore new terrain. They would love to have a doggy play date every now and then. Invite a friend and their dog over to your home, or go to theirs. Let them know that you have a meal organised for the dogs. Maybe you can even go to the park together after. It will be a great occasion for everyone; you get time with a friend, and your dogs get some much need company and a meal that champions their healthy vitality.

1. Invite a friend and their dog over for a doggy play date and let them know that you have a special meal for the dogs.
2. Make it fun for them. Let dogs enjoy a meal of IAMS for Vitality together, and maybe take them to the park a little later.
3. Share out your IAMS for Vitality samples and vouchers and let your friends know all about the 7 signs of healthy vitality. Your pet gets great taste and you get the reassurance of great nutrition – for healthy, happy pets, no compromise.
4. Take pics, spread the word sheets and let us know all about it over on the blog.



The folks at IAMS can't wait to see your posts and any great pics might make it onto the [@iams_uk1](https://www.instagram.com/iams_uk1) insta page or the IAMS UK facebook page or even be used in future marketing materials. Let's make our pets superstars!



A lifetime of love



In 1946, long-time pet lover, Paul F. Iams sought new ways to create premium quality pet foods that would ensure our furry friends lived long and happy lives.

The IAMS founder spent time with breeders and nutritionists, learning the importance of animal protein and the role of animal fat in pet food diets. He firmly believed that the only way to provide the best possible care for cats and dogs was to know them better than anyone else. He learned that cats and dogs thrive on a meat based diet and in 1946 he created IAMS 999, a revolutionary pet food that he described as “99.9% perfect”.

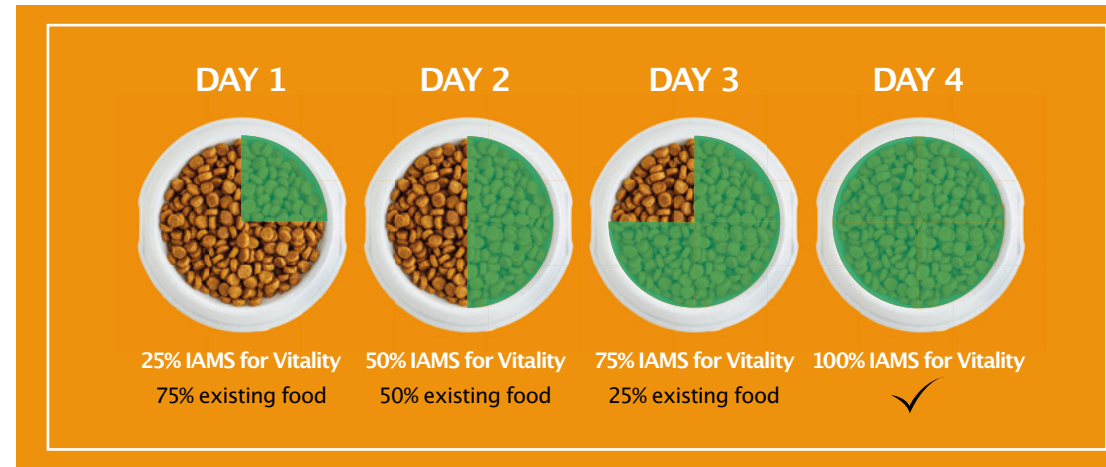
Fast forward 72 years and the team of animal lovers, vets and nutritionists at IAMS are still committed to Mr Iams’ philosophy. Through constant research and innovation, the team at IAMS are as committed as ever to supporting cats and dogs live a happy and active life through high-quality nutrition.



Feeding know how

(And how to wean your pet onto new foods)

As pet parents, we want to make sure that we’re doing the best possible job for our furry friends. That’s why, when it comes to feeding, we take every care to ensure they’re getting the best from their food.



Unlike us, pets are creatures of habit and benefit from a consistent, stable diet. So, when switching foods, it’s best to introduce new foods gradually. When you move across to IAMS Vitality, follow the 25% rule and introduce the new food over a period of a few days.:

- If your pet is switching from wet to dry food, try mixing the dry food with a little water, you could even place in the microwave for a few seconds. Make sure it has cooled before feeding.
- IAMS contains more animal protein than many of the other leading brands, meaning you don’t need to feed as much as other brands to get the same nutrition. In other words, your bag goes further.
- Be wary of treats. It may seem harmless to give your pet a few treats here and there but they can quickly add up (and could even lead to your pet ignoring their nutritionally complete food in favour of less healthy treats)! Keep treats to a minimum to keep your pet healthy and happy.

The IAMS Range

You've received IAMS for Vitality Chicken as part of this project with trnd but the for Vitality range has a variety of flavours, as well as weight and lifestage options, to keep your cats and dogs happy and healthy whatever their nutritional needs.

CAT – CORE RANGE for Vitality



CAT – SPECIALTY RANGE for Vitality



DOG – CORE RANGE for Vitality



DOG – SPECIALTY RANGE for Vitality



For Cats

- 4 different recipes with meaty and fishy flavours to choose from: fresh chicken, freshly frozen salmon, lamb and ocean fish.
- Prepared with premium ingredients including fresh chicken.
- In handy sizes that better meet your needs: 200g, 800g, 2kg & 10kg.
- Indoor recipe with 14% less fat vs IAMS Adult with Fresh Chicken, for a lean and healthy body condition.

For Dogs

- Now with a tasty new Lamb flavour for your pooch.
- Prepared with premium ingredients including fresh chicken.
- Small/Medium & Large Breed varieties to ensure your pooch gets a tailored nutrition for them.
- In handy sizes that meet your needs needs:
- 800g, 2kg, 5kg and 12kg.

Meet our IAMS contact

Say hello to Kellie (and Sooty!), Veterinary Training Manager and expert, and our contact at IAMS. She'll be keeping up with the project and can't wait to hear what you think about IAMS. Make sure your opinion is heard!





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