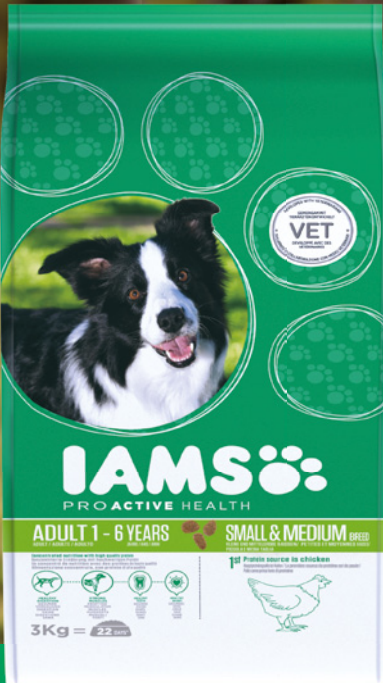
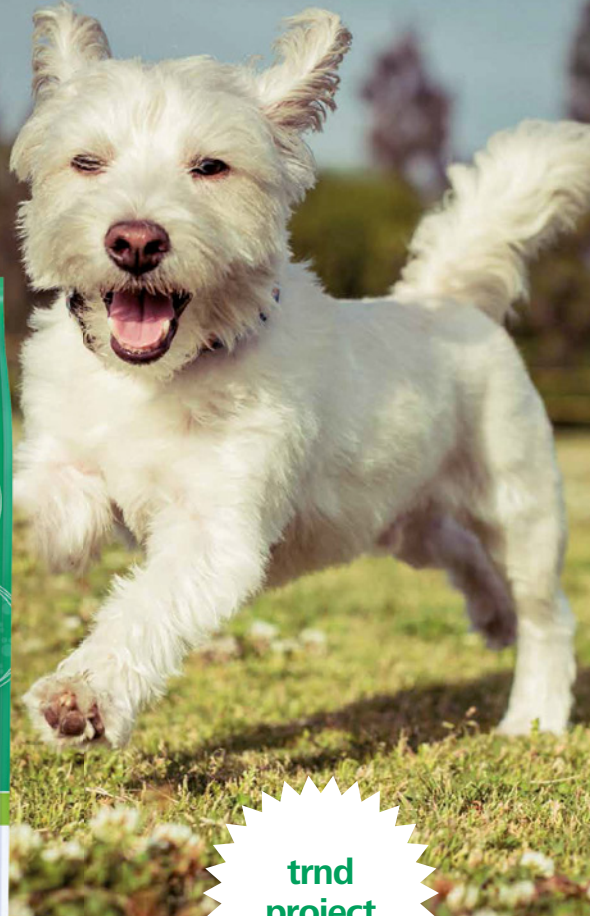


Project Guide

IAMS ProActive Health

Superior nutrition for healthy and active dogs that are full of life



trnd
project

Project Blog: www.trnd.co.uk/iamsdog
Contact: aaronay@trnd.co.uk

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Getting to know trnd and IAMS

Welcome to our latest project with IAMS for dogs

IAMS is designed with dogs' needs in mind, providing nutritionally complete food that contains more protein and is a better value cost per feed than other advanced nutrition brands. If you're looking to make sure your furry friend is happy, healthy and full of life then you're in the right place. Over the next four weeks we're going to try out this product, share samples with fellow dog lovers and then share our feedback with the brand.

Take a look through this booklet for more info.

Let's get started!



Our trnd project

As the next few weeks unfold we will:

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

Feed back on how much your dog enjoys IAMS via the two online surveys.

Spread the word about IAMS 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 ProActive Health for dog. Your kit will include:

For you to try out...

- A 3kg bag of IAMS ProActive Health Chicken for adult dog
- A measuring cup to feed your dog the perfect amount
- This insider's guide

For you to pass on to friends, family...

- A 1kg bag of IAMS ProActive Health Chicken for adult dog to share amongst friends and family
- 10 x 'doggy bags' to divide your IAMS ProActive Health into
- Spread the word sheets
- 10 x £2 off IAMS dog food coupons



Like what you see?

Share first impressions of the product on our project blog: www.trnd.co.uk/iamsdog
Email any questions you have to us at: aaronay@trnd.co.uk, we'll get back to you right away.

Get unpacking!

1 Time to get testing

In anticipation of your starter kit's arrival, you could invite a couple of your fellow dog lovers around to help you open it? You'll find that you're sparking conversations about your dog's nutrition in no time. Have a look through the booklet and check out the insider info.

Make sure you capture the moment.

Take some pics of your starter kit and try to get both the IAMS bag and your dog into it. You can upload your photos to www.trnd.co.uk/iamsdog and share on Instagram, Facebook and Twitter with the hashtag **#thinkIAMS**

2 Have your say

Over the course of the project we'll invite you to send us your opinion on IAMS 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.

The feedback will be sent straight to the brand, so make sure yours is included.

3 Spreading the word

Share your impressions of the product and make sure you let people know what you think of IAMS ProActive Health and the nutrition of your dog.

Spreading the word is simple – take your doggy bags with you to work or round to a friend's and let them know about the project, while you're there impress them with some of the interesting insights you get over the next few pages.

We've listed a few suggestions for getting the word out there (check out page 13 onwards) but you'll no doubt have the best ideas yourself, so check out the blog and let us know your thoughts: www.trnd.co.uk/iamsdog

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 colleagues and friends and collect their opinions in return.

Also be sure to upload any dog 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 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 a review on [IAMS.co.uk](https://www.iams.co.uk), as well as a couple of other sites.

Visit your trnd member area to find links to the sites where IAMS need your honest reviews.

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 dog is getting the right nutrients?
- 🐾 Do you find IAMS ProActive Health easy to measure out?
- 🐾 Does your dog enjoy the food?

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.

Happy dogs need the right diet



There are few things more heart-warming than opening the front door after a hard day to find your four-legged friend excitedly wagging their tail and waiting to welcome you home. Our dogs love us more than anything in the world and to reward them for their devotion, they deserve the best.

When it comes to keeping your dog happy, a bowl of dog food is so much more than it appears, it's your furry friend's foremost source of vital nutrients. For a happy, healthy and active life, dogs require specific nutrients, nutrients that can only be gained by feeding them the best food.

Dogs are so much more than pets, they're our best friends and that's why we're prepared to go the extra mile to ensure they have the right diet to keep that tail wagging!

Why IAMS?

For a healthy and active life, your dog needs a diet that includes plenty of protein. Just think of all the work it does, continually supporting healthy skin and coat, aiding digestion and building muscle. **IAMS Proactive Health* provides 24% more protein than the top 2 leading brands**, with chicken and turkey as number one ingredients so it tastes delicious to your dog too.**

But that's not all, in addition to providing high animal protein sources, IAMS also contains ingredients which support:



DENTAL HEALTH

Special tooth friendly minerals gently reduce tartar build up by up to 80% in 28 days (results in dogs may vary)



HEALTHY DIGESTION

Blended with special fibres including beet pulp and prebiotic FOS



STRONG IMMUNE SYSTEM

Enriched with antioxidants, vitamins and minerals to help maintain a strong immune system



SUPERB SKIN AND COAT CONDITION

Formulated with a tailored Omega-6 and Omega-3 blend for healthy skin and shiny coat



STRONG BONES

With essential minerals such as calcium to help maintain strong bones

And finally, for your peace of mind, IAMS contains NO added artificial flavours, colours, fillers or GMOs. So there you have it, IAMS is not your average dog food but then again, yours is not your average dog.

*Adult Small & Medium Breed Rich in Chicken dry dog food compared with Bakers Complete Adult with Chicken & Country Vegetable and Harringtons Adult Rich in Turkey with vegetables.

**Top 2 leading brands sold in supermarkets based on IRI data for 52 weeks ending 31 Dec 2016

IAMS gives you MORE

More for less

IAMS Proactive Health* contains more protein than the top 2 leading brands** which means your dog won't need to eat as much to get full – so your bag will go further!

Included in your starter kit is a measuring cup to use when feeding your dog or sharing out your doggy bags with your pooch-loving pals.

Filling your measuring cup to the 100g mark could cost you less than 26p!***

Check out page 17 to see how much your dog should be eating each day.

More flavour

IAMS number 1 and most plentiful ingredient is a tasty blend of premium chicken and turkey (so premium it's fit for human consumption, in fact) so it tastes great and satisfies your dog's natural meat eating instincts. And if you don't believe how tasty it is, just ask your pooch!



More fun!

When your dog is eating properly you'll notice the difference in how much they play. With the right nutrients your dog will be even more enthusiastic about 'walkies' and 'fetch' and what's not to love about that?

*Adult Small & Medium Breed Rich in Chicken dry dog food compared with Bakers Complete Adult with Chicken & Country Vegetable and Harringtons Adult Rich in Turkey with vegetables.

**Top 2 leading brands sold in supermarkets based on IRI data for 52 weeks ending 31 Dec 2016

***Calculation based on 12kg bag of IAMS ProActive Health for dog which RRP's at £30.99. Based on 100g daily feeding guideline for a 6kg dog

Tips to get you started

We're looking forward to getting started and, in order for us all to contribute effectively, we've laid out a couple of guidelines that should be very easy to follow.

Be direct

You can be completely upfront about the fact that you're taking part in this campaign and that you're testing out IAMS ProActive Health as part of a word of mouth campaign with trnd. You don't have to be a secret sales person – simply share your opinions on the product and say how you got your bag of IAMS.



Be yourself

Don't overdo it! We just need you to tell your friends what you think of the product and to get their opinions too. It'd be great if you and your dog loved IAMS but we're not asking you to do the hard sell.

Like you, your dog-lover friends should have a personal opinion about the products of the project and we'll be waiting to know what you all think!



Spreading the word

Part of your involvement in this project is to spread the word about IAMS. We've included a few ideas to get you started but if you're feeling creative then share your ideas for spreading the word on the project blog! www.trnd.co.uk/IAMSDog

The #thinkIAMS cutest dog questionnaire

Your dog is the cutest, happiest dog in the world, right? We want you to put this to the test by engaging your fellow dog owners in a 'Cutest Dog Instagram comp'.

The idea is really very straightforward. You take a snap of your canine companion and your bag of IAMS, complete all of the info below and share the results on Instagram with the hashtag #thinkIAMS. Hand out your doggy bags, complete with IAMS stickers and then get your pals to share their pics too. You can each view the shares and decide which is the cutest (don't worry, we know whatever the result is, your dog is the best!). [The best posts could be re-posted or re-grammed on IAMS social media pages!](#)



1. Your dog's name:
2. Your dog's age:
3. Your dog's breed:
4. Your dog's favourite toy:
5. Your dog's favourite way to spend the day:



The folks at IAMS can't wait to see your posts and any great pics might make it onto the [@iams_uk1](#) insta page or the [IAMS UK](#) Facebook page or even be used in future marketing material. Let's make our dogs superstars!

The Great IAMS walk

There can be few better ways to spend a Saturday morning than watching your beloved pooch run around a field with a group of your friends' dogs! We want you to get your fellow dog-lovers involved in [The Great IAMS walk](#).

The idea is this, call up your pals with dogs, let them know that you're taking part in this project and that you're planning a neighbourhood walk. Then, when you bump into your fellow dog walkers, do the same.

As you hand out your doggy bags, be sure to mention the health benefits of IAMS ProActive Health and let them know that the right diet means your dog will enjoy a full, healthy and active life.

On the day, be sure to take plenty of pictures capturing your delighted dog's face for Instagram and Facebook and share with the [#thinkIAMS](#) We're honestly not sure which one of you is going to enjoy this more!



The sociable owner challenge

Dogs are the most sociable of pets, meaning dog owners are the most sociable of owners. You very rarely find goldfish owners chatting about the merits of the best food for their fish!

We bet there are plenty of dog owners that you see regularly. We're tasking you with learning their names and finding out about their dog's diet with the help of IAMS dog.

Next time you bump into Fido's owner, firstly, ask his or her name! Explain that you're taking part in this project with IAMS and have a chat about their dog's eating habits. Let them know that IAMS has more protein than the other leading dog food brands and that this could improve their dog's nutrition and playfulness. Share a doggy bag (letting them know that IAMS doesn't contain any artificial flavours, colours or GMOs and might be cheaper per feed than they think!) and let them try this out for themselves.

We bet by the time you've finished this project you'll be the most popular owner in the park!



A lifetime of love



IAMS founder, Paul Iams, was an adoring animal lover. He believed that the right diet should give pets exactly what they needed to live full, happy and healthy lives and set to discover exactly what this was.

He spent time with breeders and nutritionists and learned the importance of animal protein in pet food diets. In 1946, he created his first batch of pet food (IAMS 999) that catered for dogs as carnivores and changed the way we feed our pets forever more.

71 years on and the team of animal lovers, vets and nutritionists at IAMS are still committed to Mr Iams' philosophy. They believe the only way to provide the best possible care for dogs and cats is to know them better than anyone else. By implementing a unique nutritional philosophy they want to enhance the lives of pets around the world.

How much should you be feeding your dog?

The truth is, many of us dog owners are guilty of guessing how much to give our dog at mealtimes. The problem with this is, over or underfeeding our dog can lead to health problems further down the line.

Check out our feeding guidelines and see if you're doing it right. Now you have your IAMS cup you can easily measure out the correct feeding quantities that your dog needs:

Weight of your dog	Amount per day*
2kg	45g-50g
4.5kg	70g-75g
6kg	90g-100g
8kg	110g-120g
10kg	130g-140g
15kg	170g-185g
20kg	205g-225g
25kg	235g - 260g

This figure is PER DAY, so if you had a 10 kg dog you'd feed them 65g-70g twice a day.

For Adult dogs with a weight over 25kg we recommend IAMS ProActive Health Adult Large Breed. The food you received in your kit will be fine for a short term taste test, but if your furry pal likes it please purchase the size-appropriate food!

And remember every 100g of IAMS Proactive Adult food could cost just 26p**

**Calculation based on 12kg bag of IAMS ProActive Health for dog which RRP's at £30.99. Based on 100g daily feeding guideline for a 6kg dog

The IAMS Range

As part of this project with trnd you've received IAMS ProActive Health Rich in Chicken for adult dogs. IAMS have an extensive range of food to help keep your dogs or all ages happy and healthy whatever their nutritional needs

ADULT 1-6 YEARS

Available in: 1kg, 3kg, 7.5kg, 10kg and 12kg



ADULT SMALL & MEDIUM BREED RICH IN CHICKEN



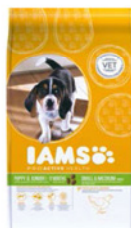
ADULT LARGE BREED RICH IN CHICKEN



ADULT LIGHT STERILISED/
OVERWEIGHT DOGS
RICH IN CHICKEN

PUPPY 1-12 MONTHS

Available in: 1kg, 3kg, 7.5kg and 12kg



PUPPY SMALL AND MEDIUM BREED RICH IN CHICKEN



PUPPY LARGE BREED RICH IN CHICKEN

SENIOR 7+ YEARS

Available in: 1kg, 3kg, and 12kg



SENIOR RICH IN CHICKEN

Meet our IAMS contact

Say hello to Kellie, 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!





trnd

Blog: www.trnd.co.uk/iamsdog Email: aaronay@trnd.co.uk