

# IAMS Naturally

Contains carefully selected natural ingredients for peace of mind



trnd  
project

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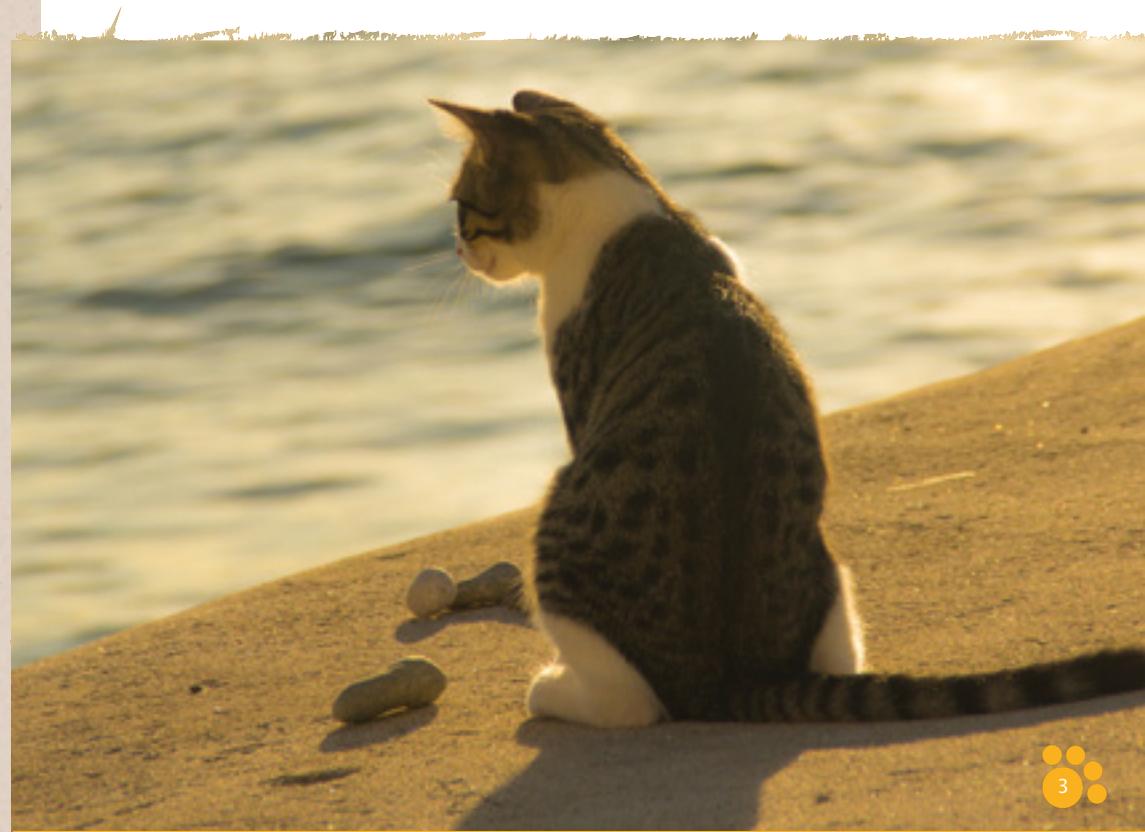
## Getting to know trnd and IAMS Naturally

### Welcome to our latest project with IAMS Naturally

IAMS Naturally is designed with cats' needs in mind and provides nutritionally complete food, with visible benefits. Each recipe is packed with either natural fresh salmon or meadow-fed lamb as well as high-quality chicken, turkey and egg. IAMS Naturally is made with carefully selected natural ingredients (with no added artificial colourings, flavouring, GMOs, or concentrated plant proteins) so if you're looking to make sure your feline 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 this product, share samples with fellow cat 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 three weeks unfold we will:

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

Feed back on how much your pets enjoy IAMS Naturally 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 Naturally for cat. Your kit will include:

## For you to try out...

- A 700g bag of IAMS Naturally Adult Cat with New Zealand Lamb & Rice
- This insider's guide

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

- 10 x 100g IAMS Naturally Adult Cat with New Zealand Lamb & Rice
- Spread the word sheets
- 20 x £2 off IAMS Naturally 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/IAMSnaturally](http://www.trnd.co.uk/IAMSnaturally)  
Email any questions to you have us at: [gussie@trnd.co.uk](mailto:gussie@trnd.co.uk), we'll get back to you right away.

# Get unpacking!

## 1 Time to get testing



In the anticipation of your starter kit's arrival, you could invite a couple of your fellow cat lovers around to help you open it? You'll find that you're sparking conversations about your cat'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 cat into it. You can upload your photos to [www.trnd.co.uk/IAMSnaturally](http://www.trnd.co.uk/IAMSnaturally) and share on Instagram, Facebook and Twitter with the hashtag [#IAMSnaturally](https://www.instagram.com/explore/tags/IAMSnaturally)

## 2 Have your say



Over the course of the project we'll invite you to send us your opinion on IAMS Naturally via two online surveys that will take place during the three 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 Naturally and the nutrition of your cat.

Spreading the word is simple – take your samples with you to work or round to a friend's house 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/IAMSnaturally](http://www.trnd.co.uk/IAMSnaturally)

## 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 cat 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 reviews on the IAMS Naturally Amazon page, you can find it here: <http://amzn.to/2AmhPo1> or head to [trnd.co.uk/projects/IAMSNaturally](http://trnd.co.uk/projects/IAMSNaturally) 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 cat is getting the right nutrients?
- Do you find IAMS Naturally easy to measure out?
- Does your cat 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.

## Pets don't do protein shakes!

We all know how much better we feel when we exercise and eat healthy food. It's exactly the same for our four-legged friends. Of course, the difference is, our feline friends don't prepare their own healthy, post work out meals!

As a pet parent, you're no doubt increasingly looking to feed a healthy diet which contains easily digestible, naturally sourced ingredients and plenty of protein (with no added nasties). You see, a bowl of cat food is so much more than it appears – a bowl of cat food is your pet's source of vitamins, minerals, omegas and proteins.

You may already know that cats are obligate carnivores, meaning they absolutely have to eat animal protein. One of the reasons they need this is because animal protein contains Taurine which is an essential amino acid, and without it cats can experience health issues including heart disease and may even lose their sight. While today's cat foods contain optimal levels of taurine IAMS only contains natural sources of this important amino acid as it's supplied directly through animal protein sources.

In addition to this special requirement many cats also appreciate a variety of different flavours, smells and textures. Try to keep your cat happy and healthy by offering a variety of different tastes and textures with IAMS Naturally Lamb or Salmon and pouches for even more taste and texture variety.



## A word about ingredients...

The carefully selected natural ingredients in IAMS Naturally provide complete nutrition including these animal proteins:

### New Zealand Lamb

Free-range and pasture fed lambs.

### North Atlantic Salmon

Our fresh salmon is fished from the coast of Scotland and Norway.

### Whole-some Chicken and Turkey

Not only does Naturally enhance the foods smell and taste, but it also provides essential amino acids for strong, lean muscles.

### Egg

Considered to be the gold standard of protein.

And what's more, IAMS Naturally contains 100% complete nutrition with highly digestible, carefully selected natural ingredients AND no added artificial colourants or flavours.\*



## ...and the visible benefits

Of course, you want to know which ingredients are in the food you feed your four-legged pal but it's also great to know how they could help. Here are just a handful of the benefits that your furry friend will experience when their diet switches to IAMS Naturally:



### Protein for strong lean muscles

The wholesome ingredients of chicken, turkey, lamb, salmon and egg don't just smell and taste great to your pet, they also provide essential amino acids for strong lean muscles.



### Healthy digestion

IAMS Naturally contains beet pulp and prebiotics which aid digestion as well as apple pomace as a natural source of fibre.



### Healthy skin and coat

Shiny skin and a healthy coat is one of the first indicators of how happy and healthy your pet is; the natural omega 6 and 3 fats maintain healthy skin and a glossy coat.



### Natural defences

IAMS Naturally for cats contains Vitamin E from natural tocopherols\* to help support immunity, plus carrots and tomato\*\* which contain natural antioxidants.



\* tocopherols are a class of organic compounds, which help provide vitamin E  
\*\* fruit and vegetables are found in IAMS Naturally for cats only

## Fetch IAMS Naturally for Fido too

As part of your trnd project, you've been provided with a 700g bag of IAMS Naturally for your feline friend as well as coupons offering £2.00 off IAMS Naturally for cats and for dogs, so your pooch gets to experience the benefits of natural eating too!

The differences between dogs and cats are many and varied (in fact, there are bound to be some hilarious videos online detailing the funniest contrasts!) but one thing that remains constant is the need for a healthy, animal protein-rich diet. Food which is rich in nutrients and contains easily digestible ingredients enables your four-legged friends to be their happiest, healthiest selves.

Thankfully, the IAMS Naturally range provides dogs with a 100% complete and balanced diet helping them to look and feel great on the inside and out. The high-quality ingredients in IAMS Naturally support a healthy skin and coat, good digestion and strong muscles so your dog can get back to doing what he does best – chasing his tail, fetching a ball and generally making you laugh!

In addition, IAMS Naturally dry for dogs contains special minerals to help reduce tartar build up by up to 80%\*.



## 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/IAMSNaturally](http://www.trnd.co.uk/IAMSNaturally)

## The #IAMSNaturally cat questionnaire

The #IAMSNaturally cat questionnaire is soon to be trending so strike while the iron's hot, answer the questions below and share with your pals and make sure they do the same!

We've listed 5 cat questions that we want you to share on social media to get the low down on your fellow feline-lover's furry friends!

Post the questions with your answers on Facebook and Instagram along with a picture of your cat. Encourage others to share and get building your cat community. Use the hashtag #IAMSNaturally

### #IAMSNaturally questionnaire:

- How old is your cat?
2. What's your cat's full name?
3. Is your cat cool and aloof or friendly and affectionate?
4. What does your cat hate most?
5. Who or what does your cat love most?

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 cats superstars!

## The IAMS Naturally Happy Cat Challenge

Do you know how many people in your workplace have cats? Yes? Thought so. Let's face it, us cat people are not exactly backwards in coming forwards. We want you to round up your cat-loving colleagues and initiate The IAMS Cat Colleague Challenge.

The idea is fairly straight forward, gather the cat people in your workplace (or why not try a neighbourhood version instead?) and hand out a branded sample of IAMS (see page 17 for how to change your cat's diet) and then task each of them with snapping a picture or filming a video of their cat enjoying IAMS Naturally.

The images can be shared amongst all of you and each person can vote for the cat (other than their own) that they think is cutest. The winning pic gets the title of Cutest Kitty in IAMS Naturally Happy Cat Challenge. It also gives you another excuse to upload snaps of your cat to social media, remembering to tag [#IAMSnaturally](#) to ensure the folks at IAMS get to see too.

As you hand out your kitty bags, be sure to mention the health benefits of IAMS Naturally and let them know that the appropriate diet means your cat will enjoy a full, healthy and active life.

May the best cat win!

## The sociable cat owner

**Dogs or cats? What's it to be! We're joking, we would never make you choose!**

**There's no doubting that cats are cooler and more aloof but dogs probably edge them in the friendly stakes!** Unlike cats, dogs are pack animals making dog ownership a more sociable experience but we want to task you with being a sociable cat owner!

As part of this project with IAMS Naturally, you've been given samples of IAMS Naturally Cat to try out with your furry feline and share with your fellow cat-loving pals but you've also been given vouchers for money off IAMS Naturally dog food and now we want you to get your fellow dog-lovers involved.

The idea is this, next time you're out walking and you spot an adorable pooch with their owner, offer them one of your IAMS Naturally for dog coupons. Explain that you're taking part in this project and let them know the health benefits of IAMS Naturally. Share the hashtag [#IAMSnaturally](#) and let them know that the brand would love to see a pic of their pooch enjoying IAMS naturally!



## 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 out to discover exactly what this was.

He spent time with breeders and nutritionists and learned the importance of fat in pet food. In 1946, he created his first batch of dry dog food (IAMS 999) which contained lots of meat. He realised that cats are true carnivores and can only get their full nutrient quota from tailored levels of animal proteins. IAMS cat food was then introduced several years later.

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 cats and dogs 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.

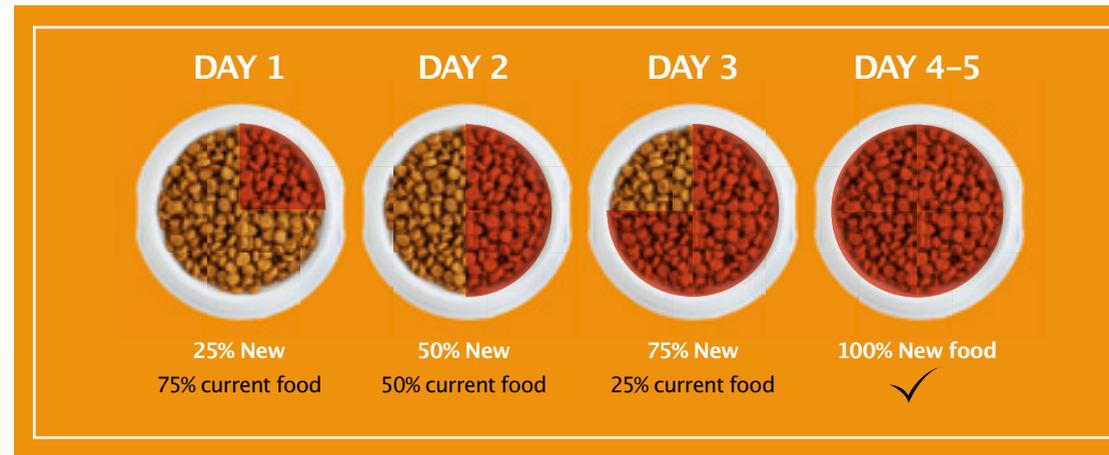


## Feeding hints and tips

(And how to wean your cat onto new foods)

Cats are complex creatures, some people say fussy, we say discerning. It's important to bear the following points in mind when feeding your four-legged friend.

- When you change your cat's food (so if you're new to IAMS Naturally you'll want to try this), you should do so gradually. Start by mixing 25% new food with 75% old food and gradually lower the old food over the next three days.



- If your cat is switching from wet to dry food, try mixing the dry food with a little hot water, you could even place in the microwave for a few seconds.
- Don't give up too soon! During the initial two-day period, do not give your cat treats or table scraps. Cats train us as much as we train them. Giving in to their demands only reinforces refusal behaviour and makes it more difficult to make a nutritious dietary change.
- Because IAMS contains more animal protein than many of the other leading brands, your cat won't need to eat as much to get full meaning your bag goes further.
- Two 35g portions a day should do it, so your 700g bag will feed your cat for 10 days.
- Humans and cats have very different eating habits. Humans want to try something different for every meal, cats are creatures of habit and are much happier when they have the same thing every day.

# The IAMS Range

You've received IAMS Naturally Cat Dry as part of this project with trnd but IAMS have a whole range of food that will keep your cats and dogs happy and healthy whatever their nutritional needs.

## DOG DRY

Available in  
Dry Formula 800g, 2.7kg, 7kg

Rich in New Zealand Lamb

Rich in North Atlantic Salmon



With a choice of fresh salmon fished from the coast of Scotland or free-range, pasture-fed lamb this diet contains NO added artificial colourants, flavourings, GMO's beef, soy or wheat. Just healthy ingredients proven for visible benefits.

## CAT DRY

Available in  
Dry Formula 270g, 700g, 2.7kg

With New Zealand Lamb

With North Atlantic Salmon



With a choice of fresh salmon fished from the coast of Scotland or free-range, pasture-fed lamb this diet also contains a selection of five fruits and vegetables offering a source of natural fibre, antioxidants, iron and carbohydrate.

## CAT WET

Available in  
Wet Formula 85g, 4 x 85g, 12 x 85g

With New Zealand Lamb

With North Atlantic Salmon

With Ocean Cod

With Wild Tuna



Served in delicious gravy these tasty portions come served with fresh salmon, pasture-fed lamb or MSC-approved ocean cod or wild tuna for a sustainable and tasty completed and balanced meal.

# 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!





# trnd

[www.trnd.co.uk/IAMSnaturally](http://www.trnd.co.uk/IAMSnaturally)

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