

SNHU Pet Supply Case Study

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As outlined in the case study on SNHU Pet Supply, developing a high-end, health-oriented brand strategy will benefit Pet Supply in several ways. This is possible through highlighting to its customers the advantages of superior nutrition, local production and company involvement, thus allowing Pet Supply to achieve its goal of providing quality pet food, toys and supplies at a price point that is competitive with other pet supply outlets while supporting animal welfare related causes. In addition, this brand strategy will assist Pet Supply in reaching its vision to create happier and healthier pets, so as to create a happier world.

Branding Strategy

A more robust and prominent value statement can help restore consumer trust and boost purchase motivation as Pet Supply grows its online shop and subscription service with one-day delivery. Online marketing efforts should be the main priority, leveraging targeted Facebook and Instagram ads to target pet owners in Pet Supply's target demographic. Collaboration with vet influencers and pet professionals can help amplify credibility and reinforce value. A consistent visual identity through packaging design, web banners, and in-store promotion will help provide a cohesive brand experience and boost recognition (Purwati & Ariyani, 2025). Pet Supply should also leverage its home manufacturing advantage and excellent safety record, especially its spotless record during recent national recalls. Media outreach efforts can help publicize these strengths while monitoring engagement, subscription rates, and redemption to gauge success.

Social Responsibility Support

Corporate social responsibility (CSR) positively impacts Pet Supply's brand image. Pet Supply currently partners with several animal shelters regionally and nationally, which aligns with their mission statement. Adding partnerships with local animal shelters and/or pet

adoption programs to their packaging and website will increase Pet Supply's commitment to animal welfare. Ismael (2022) states that CSR creates increased brand recognition and improves consumers' perceptions. Therefore, pursuing this strategy will resonate with Pet Supply's target customer base, who tend to prefer businesses that display social responsibility.

Furthermore, a greater emphasis on using locally sourced ingredients and providing locally produced products will further promote sustainability. Ai et al. (2025) believe that health and sustainability are becoming increasingly important to consumers when choosing pet food. Linking current activities of Pet Supply with sustainability will only reinforce the company's authenticity, rather than being viewed as an attempt at marketing. By highlighting these CSR initiatives, Pet Supply reinforces its mission to provide high-quality pet products while supporting local and national animal welfare causes. Customers are more likely to trust and remain loyal to a brand that demonstrates real ethical commitments, which directly strengthens both brand awareness and purchase intention.

Marketing Mix Application

The marketing mix must fully support Pet Supply's premium branding strategy outlined in the case study.

Product

The product should clearly communicate its high-protein, all-natural ingredients and digestive health benefits on packaging and online descriptions. Clear labeling and ingredient transparency directly support Pet Supply's mission of providing high-quality pet food and help customers justify the premium price.

Price

Pricing should remain approximately 10% above competitors to reflect superior quality. However, to address the declining conversion rate, Pet Supply can strengthen its online strategy by offering subscription discounts, loyalty rewards, and limited-time

introductory bundles. These incentives can encourage trial purchases without damaging the brand's premium positioning.

Place

Distribution should integrate both physical and digital channels. In Pet Supply's 10 retail stores, endcap displays should mirror online visuals and highlight premium messaging. The website should prominently feature one-day delivery, subscription sign-ups, and precise product comparisons to help visitors make confident decisions. Strengthening the online shopping experience directly supports the company's expansion goals and addresses the current low conversion rate.

Promotion

Promotional efforts, including paid social media campaigns and educational videos about pet nutrition, should consistently reflect the same brand voice and value message. Purwati and Ariyani (2025) emphasize that consistent marketing communication strengthens brand equity. Product features, premium pricing, selective distribution in retail and online channels, and educational promotions all reinforce the message that Pet Supply offers superior, locally made, safe, and nutritious pet food. This coordinated approach ensures that customers understand the unique benefits of the product and justifies the slightly higher price compared with competitors.

Consistent Brand Communications

Pet Supply's new pet food line differentiates itself from competitors by emphasizing local manufacturing, a spotless safety record, high-protein natural ingredients, and a commitment to animal welfare. Because Pet Supply's conversion rate dropped below 1%, consistent branding across all platforms is critical to helping customers understand the product's benefits, feel confident in purchasing online, and recognize the new pet food line in stores. This consistency directly supports Pet Supply's goal of increasing brand awareness

and growing sales. Each platform, including Instagram and Facebook, website content, newsletters, packaging, and point-of-sale displays, must employ the exact logo positioning, color scheme, tagline, and messaging regarding high-quality nutrition, safety, and local production. This is particularly important for Pet Supply, as it helps to eliminate consumer confusion and promote brand recognition.

A content calendar will guarantee that the content fatigue experienced by Pet Supply's marketing team in the case study is not repeated. Social media communication can include pet nutrition advice, testimonials, production process videos shot at local production plants, and updates on Pet Supply's CSR partnerships. Newsletters should mirror social media communication and in-store point-of-sale displays. Tracking metrics such as email open rates, social media engagement, website conversion rates, subscription sign-ups, and in-store foot traffic will allow Pet Supply to directly measure progress toward increasing sales, improving online subscription growth, and raising brand awareness.

Brand Protection Strategies

Pet Supply differentiates itself from competitors by offering locally produced, all-natural, high-protein pet foods with a spotless safety record, fast one-day delivery, and visible support for local and national animal welfare initiatives. To protect the brand of Pet Supply, there are both proactive and reactive measures that need to be adopted. Pet Supply should prioritize monitoring potential risks such as production delays at local facilities, disruptions in its regional logistics partnerships, and issues with online subscription fulfillment to protect the brand and ensure consistent product quality and service. Proactively, Pet Supply can apply for trademarks for the new product line and check online platforms for any misuse or counterfeits of the products. Xu (2025) highlights the significance of trademark protection in the digital marketplace. Additionally, quality checks and adherence to FDA guidelines will

help to ensure that Pet Supply's reputation is not tarnished, given that the industry has recently experienced product recalls.

Reactively, Pet Supply must formulate a crisis communication strategy. Lim et al. (2025) stated that quick and open communication can maintain the legitimacy of the brand during a crisis. The plan should outline who will communicate with the public, what will happen if a problem with a product arises, and how information will be disseminated to consumers. Training sessions will be conducted to prepare for any crisis. The retail partnership agreement should contain quality and indemnification terms.

Conclusion and Ethical Considerations

Ethical marketing is also essential for the reputation of Pet Supply. All claims about the products' effects on digestion, satiety, and coat condition should be backed by evidence. Deceptive health claims could harm the reputation of Pet Supply and go against its mission. Consumers are highly dependent on product information when making decisions about pet food, making Pet Supply's task of providing accurate information even more critical. Pricing should be kept fair and transparent, while customer data obtained from online subscriptions should be carefully protected. Reputational harm from unethical behavior can spread rapidly, especially on the Internet.

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