



**ROYAL CANIN®**

INCREDIBLE IN EVERY DETAIL



**START** OF *Life*

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PARTNER MEDIA PACK

Royal Canin have created a number of assets to support you in your conversations with pet owners around the advancements to our range of Start of Life diets.

This document details the assets available including information about how to use them.

## **This Partner Media Pack includes:**

- Social media posts to share on your social media channels\*
- Recommended post captions
- 'An update from Royal Canin' assets to share on your website, within your own newsletter or email to customers

**To start using the social media assets,  
follow these simple steps:**

**Read through the document**

**Download the image(s) that you want to share**

**Upload the image(s) to your social media account**

**Copy and paste the recommended post caption**

**Share the post!**

**To start using the update assets,  
follow these simple steps:**

**Read through the document**

**Download the image(s) that you want to share**

**Upload the image(s) to your website / Insert image  
into your newsletter template / Insert image into an  
email communication to customers**

**Share your update!**

# WHY USE SOCIAL MEDIA?

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Social media is a great tool for building and developing relationships with your clients, whilst also providing your practice with the opportunity to educate and speak to clients in a timely and cost effective manner, all whilst driving long term growth. Research has shown a positive correlation between a business' social media usage and increased customer loyalty<sup>[1]</sup>.

## HOW MUCH DO CONSUMERS USE SOCIAL MEDIA, WHICH SITES DO THEY USE AND WHAT DO THEY USE THEM FOR?

Social media has become a staple of everyday life with people spending an average of 109 minutes per day on social media<sup>[2]</sup>, with Facebook and Instagram being two of the most widely used platforms.



### How many people use Facebook?

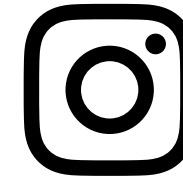
Facebook is the UK's most widely used social media platform, with over 51 million UK users<sup>[2]</sup>.

### Who predominantly uses Facebook?

Most used social media site by over 25s with usage increasing with age<sup>[2]</sup>.

### What do they use it for?

To search for information, socialise with others, use the site as an emotional outlet & to seek entertainment<sup>[3]</sup>.



### What is Instagram?

A platform to share photos and videos.

### How many people use Instagram?

Instagram has over 28 million UK users.

### Who predominantly uses Instagram?

Currently, 61.5% of UK users are under the age of 34, with Millennials (25-34) making up 31.8% of total users and Generation Z (18-24) making up 23.5% of total users<sup>[2]</sup>.

### What do they use it for?

For entertainment & the visual appeal of the app and content.

# OUR TOP SOCIAL MEDIA TIPS

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## Build brand loyalty

- Create a plan - Research has shown that businesses running social media campaigns that offer some kind of advantage or benefit to the consumer are more likely to achieve greater loyalty<sup>[1]</sup>.
- Be subtle - avoid using your platform to explicitly advertise your business, rather incorporate any advertisements as part of a campaign or practice focus.

## Educate clients

- Informative content has been shown to be better received than other types of content, is more likely to be shared by followers and has a positive impact on loyalty<sup>[1]</sup>.

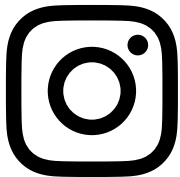
## Content

- Be visual - include images or videos in your posts.
- Tailor your posts to the platforms you use and how consumers use these platforms.

## TIPS FOR SOCIAL MEDIA PLATFORMS



Use Facebook as a tool to speak to directly to your customers. Users on Facebook use the platform to specifically seek out information and engage with others. **PRO TIP - Why not try combining one of our posts and recommended captions with a Q&A in the comments?**



Part of the appeal for Instagram users is the highly visual nature of the app and content. Try building a visual campaign that tells a story. Did you know that Instagram lets you upload photos, short videos, long videos and even lets you broadcast live videos? Test different formats to see which content works best with your followers and drives tangible results. **PRO TIP - If your website has an ecommerce function be sure to look into Instagram's shop function, this function can help drive consumers to your website to purchase products!**

# STATIC POSTS

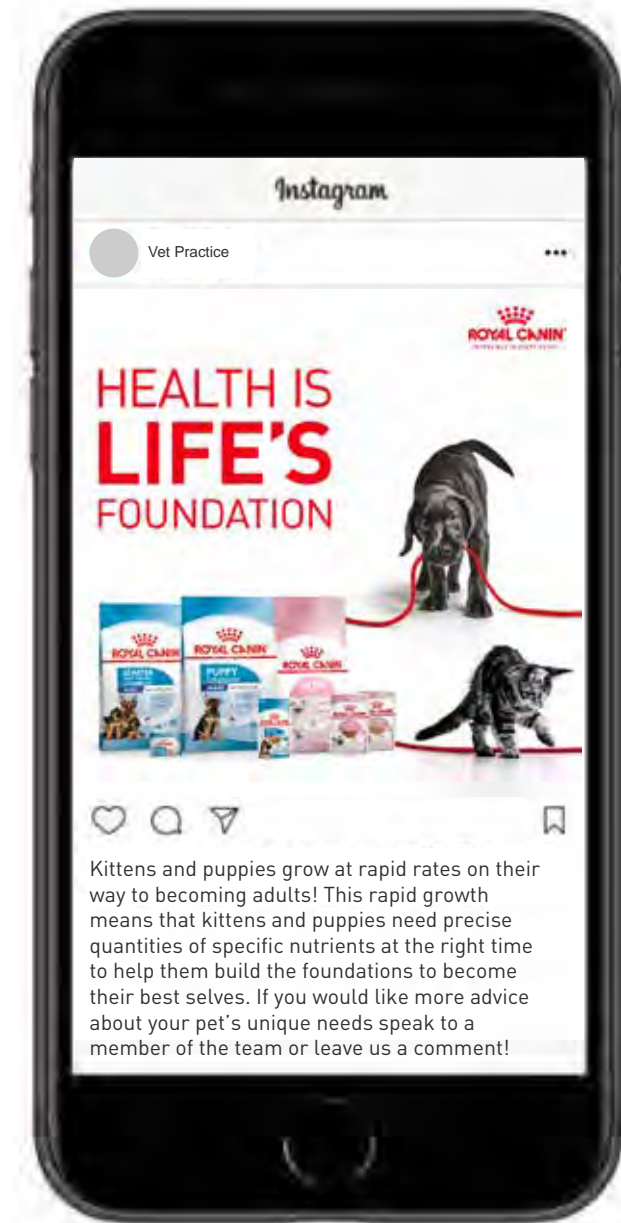


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to introduce your customers to the range of Start of Life diets.

## Recommended post caption:

Kittens and puppies grow at rapid rates on their way to becoming adults! This rapid growth means that kittens and puppies need precise quantities of specific nutrients at the right time to help them build the foundations to become their best selves. If you would like more advice about your pet's unique needs speak to a member of the team or leave us a comment!



[Download the image here](#)

# STATIC POSTS

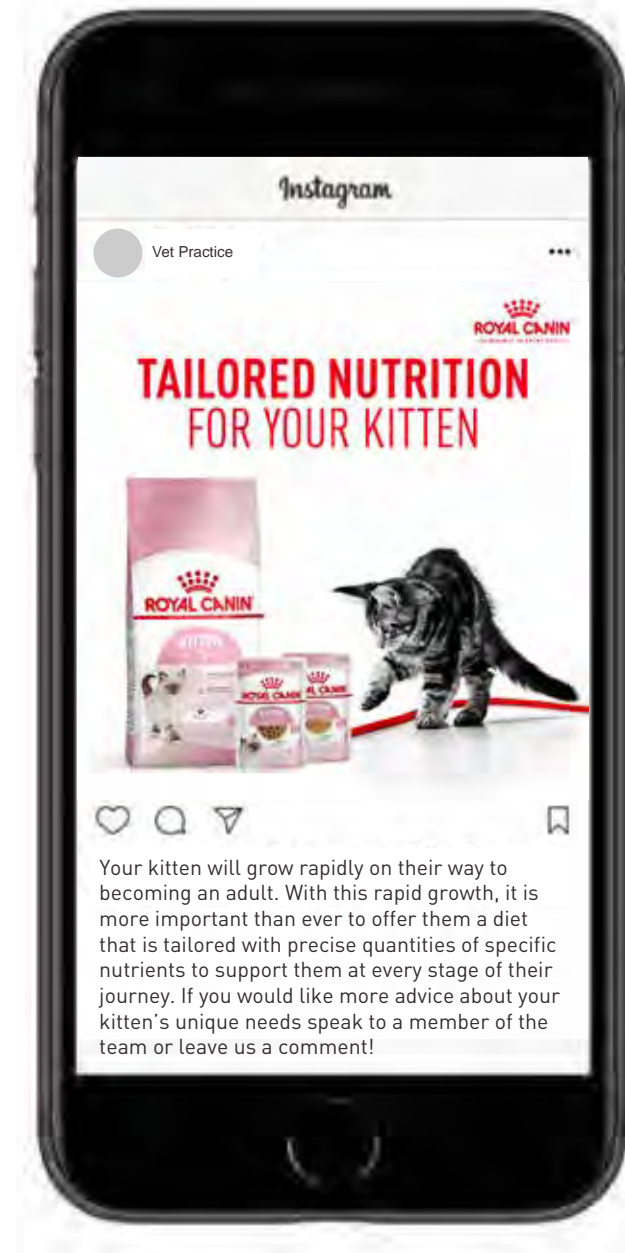


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the range of kitten diets and the role tailored nutrition plays during their growth stages.

## Recommended post caption:

Your kitten will grow rapidly on their way to becoming an adult. With this rapid growth, it is more important than ever to offer them a diet that is tailored with precise quantities of specific nutrients to support them at every stage of their journey. If you would like more advice about your kitten's unique needs speak to a member of the team or leave us a comment!



[Download the image here](#)

# STATIC POSTS

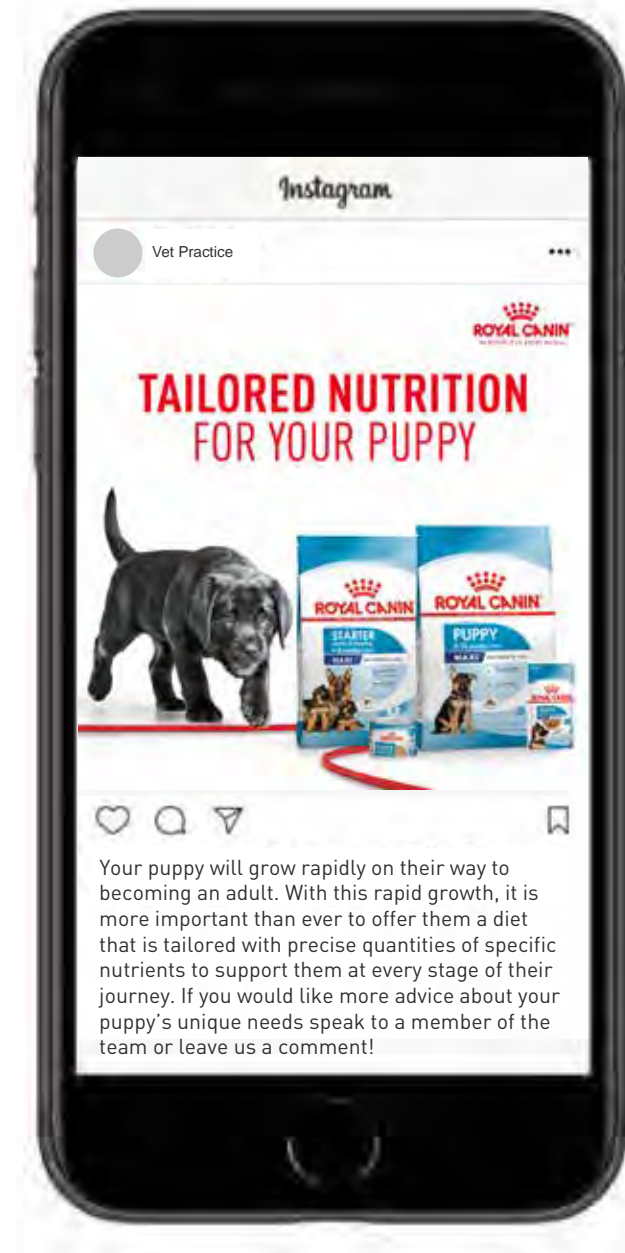


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the range of puppy diets and the role tailored nutrition plays during their growth stages.

## Recommended post caption:

Your puppy will grow rapidly on their way to becoming an adult. With this rapid growth, it is more important than ever to offer them a diet that is tailored with precise quantities of specific nutrients to support them at every stage of their journey. If you would like more advice about your puppy's unique needs speak to a member of the team or leave us a comment!



[Download the image here](#)

# STATIC POSTS

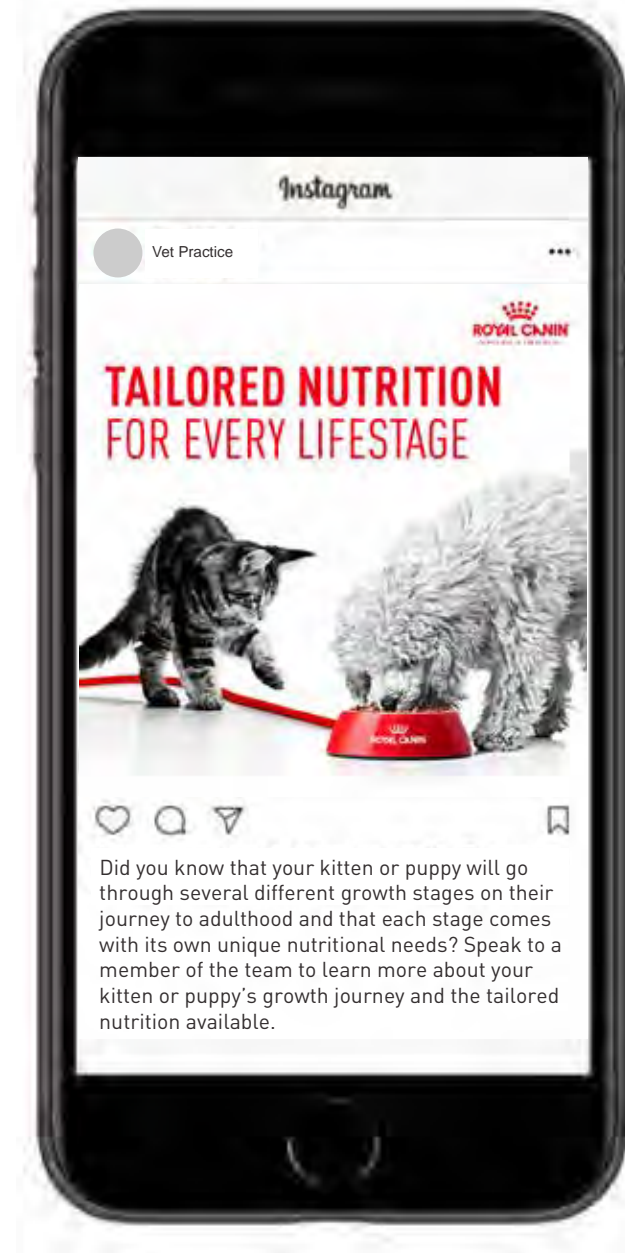


## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to discuss the need for tailored nutrition at each lifestage and the unique benefits of age appropriate diets.

## Recommended post caption:

Did you know that your kitten or puppy will go through several different growth stages on their journey to adulthood and that each stage comes with its own unique nutritional needs? Speak to a member of the team to learn more about your kitten or puppy's growth journey and the tailored nutrition available.



[Download the image here](#)



# AN UPDATE FROM ROYAL CANIN



**HEALTH IS LIFE'S FOUNDATION**  
GIVE THEM A HEALTHY START IN LIFE

Are you currently feeding your kitten or puppy a Royal Canin diet? If so, we would like to share some exciting updates with you.

**NEW LOOK PACKAGING**



Your kitten or puppy's food now comes in new, premium packaging with clear feeding instructions, growth stage advice and scannable QR code to find out even more about how tailored nutrition can help give your pet a healthy start in life!

**MYTH BUSTERS AND TOP TIPS FOR SUPPORTING YOUR KITTEN OR PUPPY**



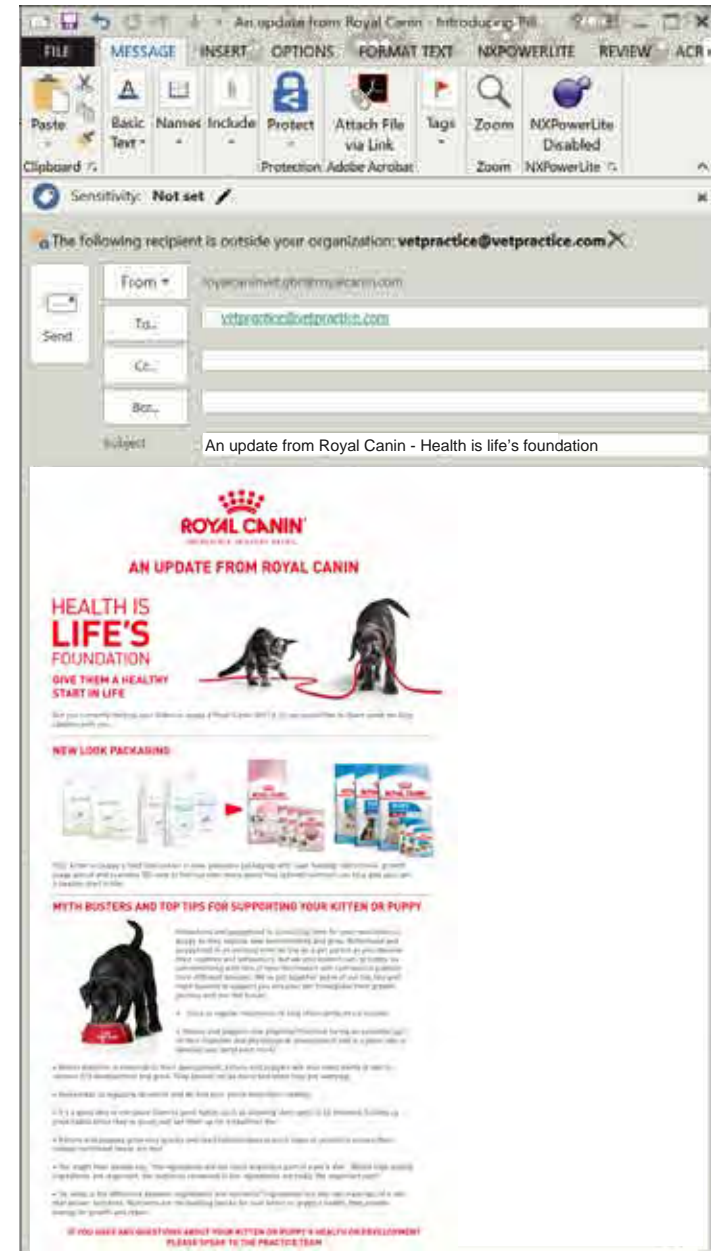
Kittenhood and puppyhood is an exciting time for your new kitten or puppy as they explore new environments and grow. Kittenhood and puppyhood is an exciting time for you as a pet parent as you discover their routines and behaviours, but we also know it can, at times, be overwhelming with lots of new information and contradictory advice from different sources. We've put together some of our top tips and myth busters to support you and your pet throughout their growth journey and into the future!

- Stick to regular mealtimes to help them settle into a routine.
- Kittens and puppies love playtime! Playtime is an essential part of their cognitive and physiological development and is a great way to develop your bond even more!
- Whilst playtime is essential to their development, kittens and puppies will also need plenty of rest to ensure the development and grow. They should not be disturbed when they are sleeping.
- Remember to regularly deworm and de-flea your pet to keep them healthy.
- It's a good idea to introduce them to good habits such as allowing their teeth to be brushed. Setting up good habits when they're young will set them up for a healthier life!
- Kittens and puppies grow very quickly and specialised diets at each stage of growth. It's important to ensure their diets are rich in nutrients.
- You might hear people say, "the ingredients are the most important part of a pet's diet". Whilst high quality ingredients are important, the nutrients contained in the ingredients are really the important part!
- So, what is the difference between ingredients and nutrients? Ingredients are the raw materials of a diet that deliver nutrients. Nutrients are the building blocks for your kitten or puppy's health, they provide energy for growth and repair.

**IF YOU HAVE ANY QUESTIONS ABOUT YOUR KITTEN OR PUPPY'S HEALTH OR DEVELOPMENT PLEASE SPEAK TO THE PRACTICE TEAM**

## Where to use:

Use this asset on your website, insert the image into your newsletter or insert the image into an email communication to clients. Example on the right is showing the asset used within an email.



The screenshot shows an email client interface with the following details:

- Subject:** An update from Royal Canin - Health is life's foundation
- From:** info@royalcanin.com
- To:** vetpractice@vetpractice.com

The email content is a smaller version of the Royal Canin asset shown on the left, including the logo, headline, and images of the packaging and puppy.

**Download the image here**

# AN UPDATE FROM ROYAL CANIN

**ROYAL CANIN**  
THE PIONEER IN EVERY DETAIL

## AN UPDATE FROM ROYAL CANIN

### HEALTH IS LIFE'S FOUNDATION

**GIVE YOUR KITTEN A HEALTHY START IN LIFE**

For your cat-loving friend your kitten's Royal Canin diet is key. We would like to share some exciting updates with you.

#### NEW LOOK PACKAGING

Your kitten's food now comes in new, premium packaging with clear feeding instructions, growth stage advice and suitable DR tools to find out how much about how tailored nutrition can help your star get a healthy start in life!

#### MYTH BUSTERS AND TOP TIPS FOR SUPPORTING YOUR KITTEN

When it comes to an exciting time for your new kitten as they explore new environments and grow, kittenhood is an exciting time for you as a pet parent as you discover your kitten's routines and behaviours, but as also know it can, at times, be pretty interesting with lots of new information and contradictory advice from different sources. We've put together some of our top tips and myth busters to support you and your kitten throughout their growth journey and into the future!

- All cats prefer small meals. Lots and often and kittenhood is the best time to get them used to this. Try feeding well 100g of wet food and keep them dry food down to 100g on a 100g dry day.
- It's not the best time to get your kitten's teeth checked. It's a good idea to get your kitten's teeth checked when they are young, but it's best to wait until they are 12 weeks old.
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An update from Royal Canin - Introducing Phil

FILE MESSAGE INSERT OPTIONS FORMAT TEXT NXPOWERLITE REVIEW ACR

Paste Basic Names Include Protect Attach File via Link Tags Zoom NXPowerLite Disabled

Sensitivity: Not set

The following recipient is outside your organization: [vetpractice@vetpractice.com](mailto:vetpractice@vetpractice.com)

From: [royalcanin@royalcanin.com](mailto:royalcanin@royalcanin.com)

To: [veter@vetpractice.com](mailto:veter@vetpractice.com)

Subject: An update from Royal Canin - Give your kitten a healthy start in life

**ROYAL CANIN**  
THE PIONEER IN EVERY DETAIL

## AN UPDATE FROM ROYAL CANIN

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**IF YOU HAVE ANY QUESTIONS ABOUT YOUR KITTEN'S HEALTH OR DEVELOPMENT PLEASE SPEAK TO THE PRACTICE TEAM**

[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN



**HEALTH IS LIFE'S FOUNDATION**  
**GIVE YOUR PUPPY A HEALTHY START IN LIFE**

Are you currently feeding your puppy a Royal Canin diet? If so, we would like to share some exciting updates with you.

**NEW LOOK PACKAGING**



This puppy's food now comes in a new, premium packaging with clear labeling, convenient growth stage advice and a variety of sizes to find out even more about how Royal Canin can help your puppy get a healthy start in life!

**MYTH BUSTERS AND TOP TIPS FOR SUPPORTING YOUR PUPPY**



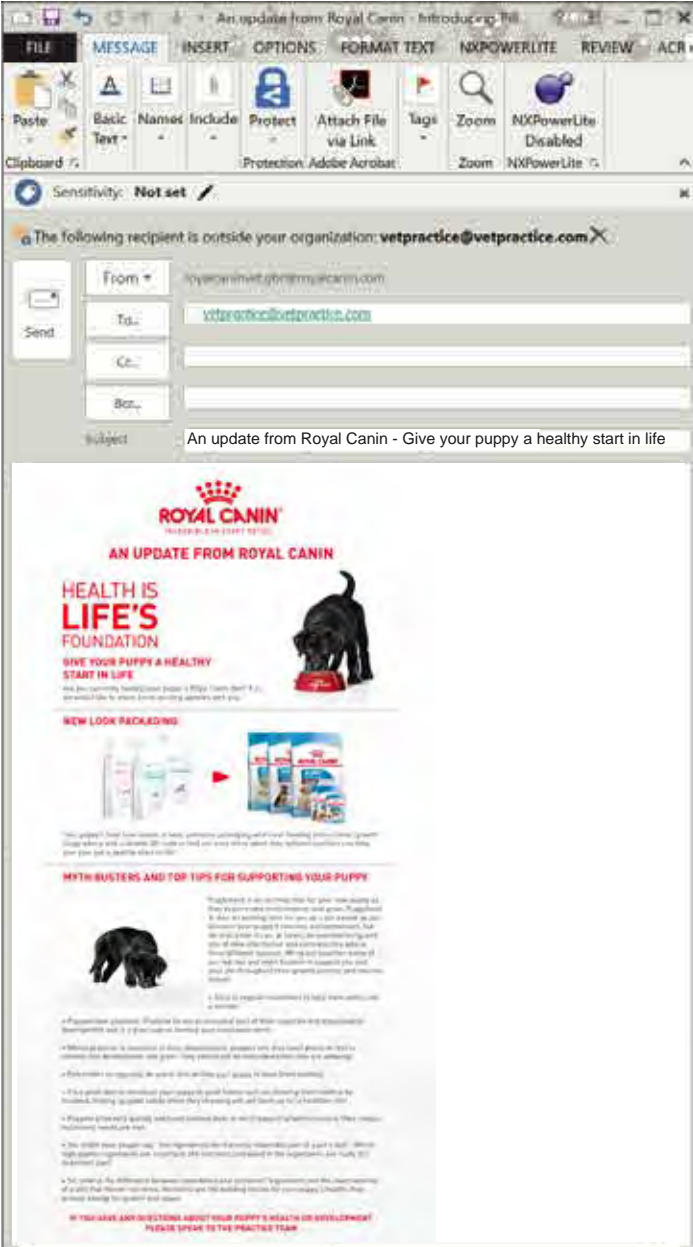
Puppies are still growing fast for just two weeks as they explore new environments and grow. Puppyhood is also an exciting time for you as a pet parent as you discover your puppy's behavior and personality. So, it's no surprise if you do have the occasional question and lots of new information to absorb. Here are some tips to help you understand your puppy's behavior and support their growth from different sources. We've put together some of our expertise and myth busters to support you and your pet throughout their growth journey and into the future!

- **Stick to regular mealtimes to help them come into a routine.**
- **Puppies love play!** Playtime forms an essential part of their cognitive and physical development and is a great way to spend your total time together.
- **When puppies are starting to their development, puppies will start to play more to learn the boundaries and rules. They should not be punished when they are sleeping.**
- **Remember to regularly deworm and de-flea your puppy to keep them healthy.**
- **It's a good idea to introduce your puppy to good habits such as allowing their teeth to be brushed, setting up good habits when they are young will set them up for a healthier life!**
- **Puppies grow very quickly and need a variety of nutrients to ensure their unique nutritional needs are met.**
- **You might hear people say, "My ingredients are the most important part of a pet's diet." While high quality ingredients are important, the nutrients contained in the ingredients are really the important part!**
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- From:** roy@royalcanin.com
- To:** vetpractice@vetpractice.com
- Content:** The email body contains the same Royal Canin content as shown in the left panel, including the logo, headline, sub-headline, introductory text, 'NEW LOOK PACKAGING' section with images, and 'MYTH BUSTERS AND TOP TIPS FOR SUPPORTING YOUR PUPPY' section with a puppy image and bulleted list.

[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN



**ROYAL CANIN**  
HEALTH IS LIFE'S FOUNDATION

**AN UPDATE FROM ROYAL CANIN**

**HEALTH IS LIFE'S FOUNDATION**  
GIVE THEM A HEALTHY START IN LIFE

Are you currently feeding your kitten or puppy a Royal Canin diet? You should be to ensure your growing companion with you.

**NEW LOOK PACKAGING & NEW WET OFFERINGS**

Your kitten or puppy's feed schedule is now getting a new look with clear feeding instructions, growth stage advice and a variety of food options that will help your pet get the most out of their diet. Royal Canin has also developed a range of new wet products to help support them as they transition to solid foods and to enable you to find a feeding format that works for you and them!

**WHAT IS DRY, WET AND MIXED FEEDING?**

What age of food should I feed my kitten or puppy for best? This may be a question you've asked yourself for others and there are 2 formulas you can feed based on their needs and preferences, as well as what is convenient for you. The 2 feeding formats are dry feeding, wet feeding and mixed feeding, all of which come with their unique benefits for your pet.

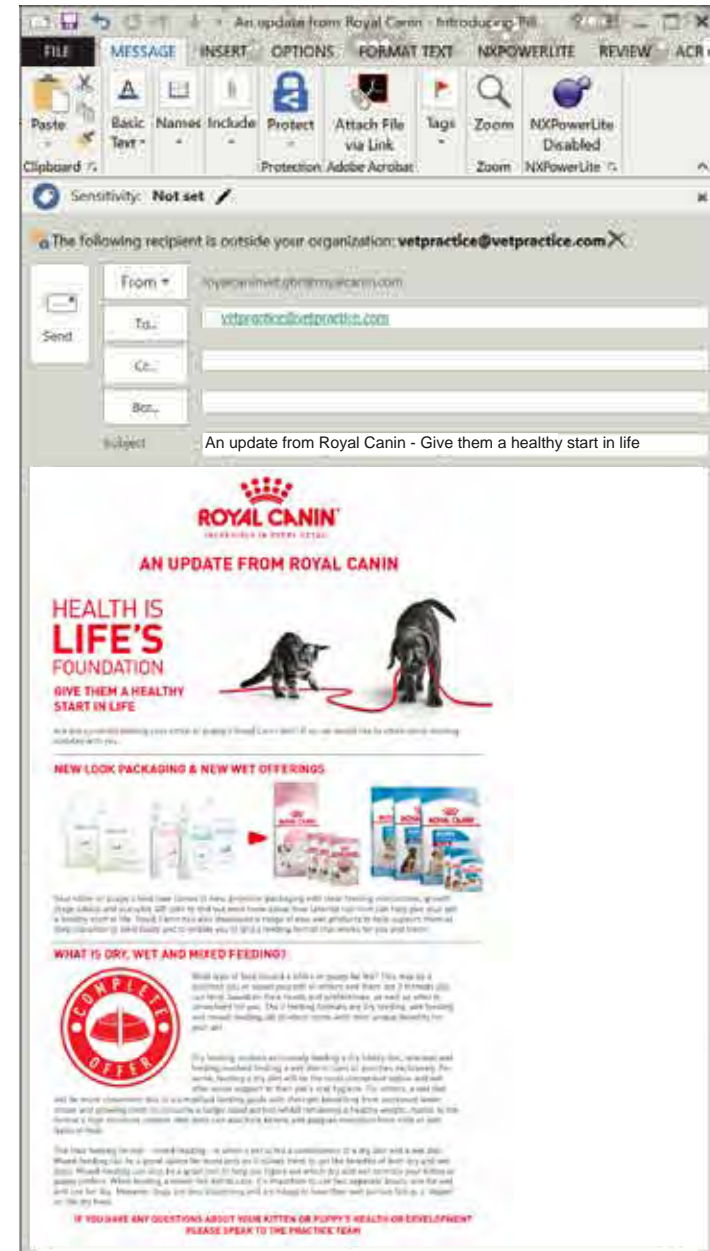
Dry feeding involves exclusively feeding a dry kibble diet, whereas wet feeding involves feeding a wet diet of cans or pouches exclusively. For some, feeding a dry diet will be the most convenient option and will offer some support to their pet's oral hygiene. For others, a wet diet will be more convenient due to it being fed feeding guide with their pet's level of hydration. Wet feeding will allow them to consume a larger amount of protein while retaining a healthy weight. Thanks to the natural high moisture content, wet diets can also help kittens and puppies transition from milk to solid food.

The best feeding format - mixed feeding - is when a pet is fed a combination of a dry diet and a wet diet. Mixed feeding can also be a great tool to help you figure out which dry and wet formulas your kitten or puppy prefers. When feeding a mixed diet to cats, it's important to use two separate bowls, one for wet and one for dry. However, dogs are less discerning and are happy to have their two portions fed in a single bowl.

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An update from Royal Canin - Introducing...

FILE MESSAGE INSERT OPTIONS FORMAT TEXT NXPOWERLITE REVIEW ACR

Paste Basic Names Include Protect Attach File via Link Tags Zoom NXPowerLite Disabled

Sensitivity: Not set

The following recipient is outside your organization: [vetpractice@vetpractice.com](mailto:vetpractice@vetpractice.com)

From: [royalcanin@royalcanin.com](mailto:royalcanin@royalcanin.com)

To: [veter@vetpractice.com](mailto:veter@vetpractice.com)

Subject: An update from Royal Canin - Give them a healthy start in life

**ROYAL CANIN**  
HEALTH IS LIFE'S FOUNDATION

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Download the image here

# THANK YOU

If you have any questions, please contact your local Royal Canin Veterinary Business Manager

## REFERENCES

- [1] Erdoğan, I. E., & Çiçek, m. (2012) 'The Impact of Social Media Marketing on Brand Loyalty', *Procedia - Social and Behavioural Sciences*, Volume 58, pp 1353-1360
- [2] <https://www.statista.com/study/21322/social-media-usage-in-the-united-kingdom-statista-dossier/>
- [3] Gaber, H.R., Elsamadicy A.M. & Wright L.T. (2019) 'Why do consumers use Facebook brand pages? A case study of a leading fast-food brand fan page in Egypt', *Journal of Global Scholars of Marketing Science*, 29(3), pp.293-310, DOI: 10.1080/21639159.2019.1622434