



Brand Logo / Legal / Tagline



®/™ Trademarks © Mars, Incorporated 2017.

CESAR® Logo

All executions should contain the CESAR® logo unless the packaging is shown large enough to serve as strong branding.

CESAR® Legal

Anytime a CESAR® asset is used, the trademark line must be included.

The font used for this line is “Helvetica Neue 57 Condensed”.

Include “Westie image is a trademark.” when Westie image is included.

Include “Tray shape is a trademark.” when Cesar single tray sare shown.

When Westie image and Cesar single tray are shown, add “Westie image and tray shape are trademarks.”



Love them back™

CESAR® Tagline

'Love them back™' can be used below or next to the logo. The font is Helvetica Neue Regular. It should be placed on all pieces of consumer facing creative.

Typography

We use different weights of the Helvetica Neue LT Family:

Headline: Helvetica Neue 35 thin/45 light

Body: Helvetica Neue 55 Roman

Increased emphasis: Helvetica 65 medium

Cocon Light is used for headlines and points of emphasis

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

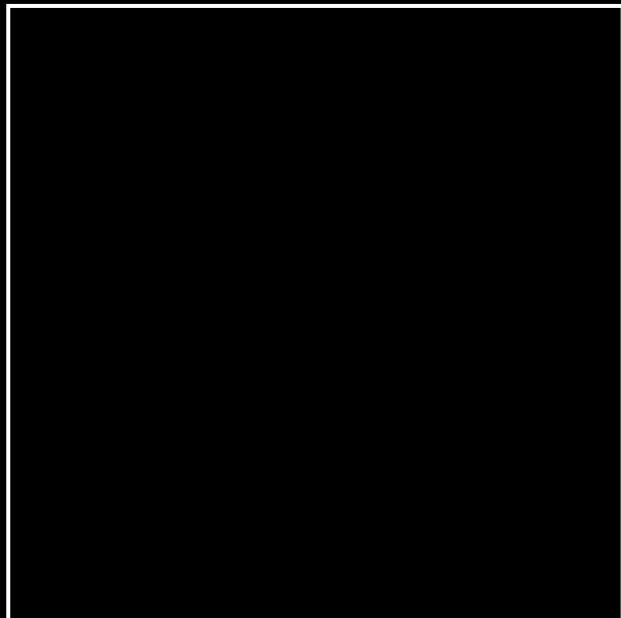
Filmotype Kingston is used in the tagline and possibly headlines

Filmotype Kingston
abcdefghijklmnopqrstuvwxyz

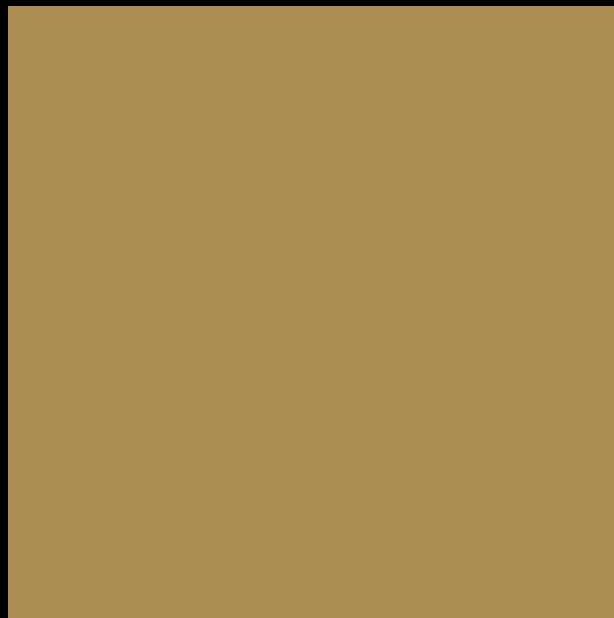
CESAR® Typography

Typography helps ensure consistent visual and verbal communication of the CESAR® brand across all packaging, advertising and marketing materials. Our typefaces should be applied to all print and digital formats for all CESAR® materials in every market.

Color Palette



PROCESS BLACK



CMYK - 32-40-78-6

CESAR® Logo Palette

The primary color for the CESAR® brand mark consists of black and four color process gold and white.

Approved Imagery

Our Westie



The Westie is a key element to express our CESAR® identity and serves to inspire small dog owners all over the world. He always needs to take center stage, paws placed on grounding element (table, couch back, kitchen counter, etc.) No element should ever obstruct any portion of the Westie.

Distinctive Memory Structures



White Westie



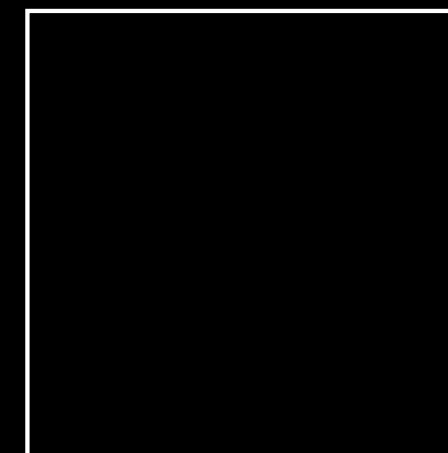
Love them back™

Tagline Treatment

The tagline can be used below or next to the logo. The font is Helvetica Neue Regular. It should be placed on all pieces of consumer-facing creative.



CESAR® Logo



PROCESS BLACK



CMYK - 32-40-78-6

Black and Gold
Colors

Innovation Pillars



Inspired by small dogs for the joy of all dogs

Small dog credentials; promotes nutrition and life stage.

Fulfill all dogs' everyday diets.

Right portion for all dogs, promotes mixed feeding.

Worth sharing with my best friend

High-quality ingredients with meat at the core.

Worthy of a human plate; looks and smells like real food.

Stylishly packaged in conveniently distinctive formats.

Makes meals special

Superior palatability, even for the fussiest of eaters.

Variety of flavours and textures.

New indulgent lines.

Food and Ingredients



Home Delights™ Crock-Pot



CESAR® Filets Plate Shot



CESAR® Classics Sliced



CESAR® Savory Delights™

Our wet food photography must be in keeping with our Food Philosophy: to “make food with as much loving care as you have for him”.

This means showing a range of varieties and textures, celebrating special recipes and showcasing good quality ingredients. We can achieve this through the use of gorgeous food photography that is as appealing as a restaurant chef’s dish. Use attractive styling to differentiate the sub-ranges and bring a coherent meaning to the sub-names.

Packaging

Classics / Filets / Home Delights™ / Savory Delights™ / Seasonal



Classics Hero Pack



CESAR® Classics



Filets Hero Pack



CESAR® Filets



Home Delights™ Hero Pack



CESAR® Home Delights™



Savory Delights™ Hero Pack



CESAR® Savory Delights™



Seasonal Flavors

Summer



Fall



Winter



Examples



Handout Coupon Examples

FREE (up to \$1.19)

any one (1)
CESAR® canine
cuisine entrées

CESAR® love them back.™



©/™ Trademarks © Mars, Incorporated 2016. Westie image and tray shape are trademarks.

\$2.00 OFF

any one (1) CESAR®
Dry Dog Food (2.7 lb or larger)

CESAR® love them back.™



©/™ Trademarks © Mars, Incorporated 2017.

FREE (up to \$1.19)

any one (1) **CESAR®**
canine cuisine entrées

CESAR® love them back.™



RETAILER, PLEASE
ENTER AMOUNT PAID.
\$
MAXIMUM VALUE \$1.19

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. **MAXIMUM VALUE: \$1.19.** Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx, incorporated herein. Redeemable only in USA (incl. territories & US military installations).

Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. ©/™ Trademarks © Mars, Incorporated 2016. Westie image and tray shape are trademarks.

\$2.50 OFF

any one (1) CESAR®
Dry Dog Food

CESAR® love them back.™



MANUFACTURER'S COUPON EXPIRES 6/30/17

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx, incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. ©/™ Trademarks © Mars, Incorporated 2016.

Approved IRC Examples

CESAR® Dry IRC

Tastes
Like
Happy™



Love them back™



SAVE NOW
BUY 1 GET 1
FREE

any bag of CESAR® Dry (5 lbs)
(up to \$8.99)

PEEL
HERE

MANUFACTURER'S COUPON

EXPIRES 12/31/18

BUY 1
GET 1 FREE

any bag of
CESAR® Dry (5 lbs)



Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx, incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. ©/™ Trademarks © Mars, Incorporated 2016. Westie image and tray shape are trademarks.

Valid only in mainland USA

CESAR® Wet Single IRC

BUY ONE,
GET TWO FREE

any cesar® tray
(Up to \$2.18)

BUY ONE,
GET TWO FREE

any cesar® tray
(Up to \$2.18)



Cesar Home Delights Pot Roast With Spring Vegetables Dinner in Sauce



RETAILER, PLEASE
ENTER AMOUNT PAID.
\$
MAXIMUM VALUE \$2.18

MANUFACTURER'S COUPON | EXPIRATION DATE 12/31/18

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at <http://www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx>, incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars Petcare US, Inc., P.O. Box 880404, El Paso, TX 88588-0404. ©/™ Trademarks © Mars, Incorporated 2016. Westie image and tray shape are trademarks.

SAVE NOW
BUY ONE, GET ONE
FREE

SAVE NOW
BUY ONE, GET ONE
FREE

PEEL
HERE

RETAILER, PLEASE
ENTER AMOUNT PAID.
\$
MAXIMUM VALUE \$11.19



BUY ONE,
GET ONE FREE

any CESAR® multipack
(12 ct) up to \$11.19



CESAR® Multipack IRC

CESAR® Dry Food

Packaging

CESAR® Dry Hero Pack



CESAR® Dry Key Visual

**TASTES
LIKE
HAPPY™**

New CESAR® Dry
with Meat-First Recipes



The image features a white dog, possibly a West Highland White Terrier, with its front paws resting on a dark surface, looking directly at the camera with a happy expression. In front of the dog is a white bowl filled with Cesar dry dog food kibble. To the left of the bowl is a bag of Cesar Filet Mignon Flavor dry dog food. The bag is purple and black, with the Cesar logo and text including 'COURMET FOOD FOR DOGS', 'Filet Mignon Flavor', 'REAL BEEF is the 1st INGREDIENT', and 'with tender meaty pieces'. A small circular badge on the bag says '26 NUTRIENTS SMALL DOGS NEED'. The background is dark with a bokeh effect of warm lights.

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Cesar
Love them back™

CESAR® Dry Flavors



Food Imagery



Inspired by small dogs for the joy of all dogs

Worth sharing with my best friend



Makes meals special

Examples

For reference only. Artwork is not final.

Meijer Retail Pieces

TASTES LIKE HAPPY™

New CESAR® Dry
with Meat-First Recipes



In-store Shroud

SERVE UP SOMETHING NEW

New CESAR® Dry
with Meat-First Recipes



**BUY ONE (1)
GET THREE (3)
FREE**

Buy one (1) CESAR®
Dry Dog Food 2.7 lb or larger,
get three (3) CESAR®
Wet Dog Food 3.5 oz free
with mPerks® digital



Signing up is easy - and free: mperks.com
Limit one per customer. Offer valid 1/29/17 - 2/25/17.

In-store Floor Graphic

TASTES LIKE HAPPY™

New CESAR® Dry
Meat-First Recipes



**\$8.49 for
5 lb. bag**

©/™ Trademarks © Mars, Incorporated 2016. Weslie image is a trademark.

Ad Block

Dollar General Retail Pieces

NEW



Cesar

Love them back™

Try NEW CESAR® dry, meat-first recipes

the **DG** way to serve gourmet





SAVE \$2.00

on any Cesar dry bag.

MANUFACTURER'S COUPON

EXPIRATION DATE 7/10/16

Consumer: Limit one coupon per purchase. Valid only for products/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. Retailer: Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at <http://www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx>. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars Petcare US, Inc., P.O. Box 880404, El Paso, TX 78588-0404. ©/TM Trademarks © Mars, Incorporated 2016. Westie image and tray shape are trademarks.



NEW CESAR® dry, meat-first recipes.





Great taste runs in the family.

Cesar

Love them back™

PDQ

DG pet center

Food Health & Play Grooming & Care Pet & Home

Home DG Pet Center

BROWSE CURRENT AD | GET & USE COUPONS | SHOP ONLINE NOW

The taste they love, now in dry.

4 CESAR® trays FREE when you buy CESAR® dry

+ADD COUPON



Cesar Food For Small Dogs

Dinnertime Deals

Lassie

dive into the summer savings!



LEARN MORE

DG Website Carousel Ad

CLIP AREA



real filet.

real affordable.

Try meat-first recipes for only \$.80 per day.



SmartSource ShelfLife™ XX-XX XXXXXX

NEW

Aisle Sign

Display Examples



Wet Floorstand



Dry Floorstand

Display Examples



Wet/Dry Half Pallet



Curved Wet Quarter Pallet