



BRAND IDENTITY

GUIDELINES





INTRODUCTION



Sheba® is more than just catfood.

Sheba® is a way for owners to express their relationship with their beloved cat, turning the feeding experience into a delightful game of mutual seduction. SHEBA® is the super-premium cat brand that creates 'beautiful moments for every cat' and we believe that all cats and their owners should be allowed to enjoy the pleasure and variety SHEBA® provides every day. As our consumers are willing to pay a premium for this exceptional feeding experience, with this comes an expectation that all touch points, both on and off pack, have exquisite attention to detail to consistently deliver gorgeous brand appeal.

To enable delivery against these high consumer expectations and to help you build a distinctive brand in your market, we have created this toolkit. It showcases exactly how our distinctive brand memory structures can be leveraged and reinforced in a variety of ways and situations to tempt the feline senses of cats and their owners. The guidelines in this toolkit are intended to create "freedom in a framework" to inspire regional work whilst ensuring maximum consistency globally.

Please help us to build one consistent gorgeous brand experience around the globe by implementing and following these guidelines which will help you create more beautiful moments around the world.

Sheba® – Resistance is Futile™



1 - STRATEGIC FOUNDATIONS

BRAND STORY	p - 5
BRAND COMPASS	p - 6
FOOD PHILOSOPHY	p - 7

2 - SHEBA® BRAND IDENTITY

2.1 DISTINCTIVE MEMORY STRUCTURE

BRAND LOGOTYPE	p 9 - 12
BRAND HERO CAT	p 13 - 15
BRAND COLOURS	p 16

2.2 BRAND LOOK & FEEL PRINCIPLES

BRAND VISUAL SYSTEM	p 17 - 20
TONE OF VOICE	p 21
SECONDARY COLOURS	p 22
PHOTOGRAPHY	p 23 - 24
TYPOGRAPHY	p 25

3 - APPLICATIONS ON-PACK

PACKAGING COLOURS	p 27
PACKAGING PRINCIPLES	p 28 - 34
PACKAGING PROMOTION	p 35
PACKAGING SPECIFIC USE	p 36 - 37

4 - APPLICATIONS OFF-PACK

DISPLAY PRINCIPLES CHECKLIST	p 39
POS FUNNEL	p 40
TTL/DIGITAL	p 41
INTERNAL COMMS (PPT)	p 42
CAMPAIGN	p 43 - 45

5 - APPENDIX

PACKAGING TEST RESULTS	p 47 - 48
BRAND IMAGE CATALOGUE & USAGE RIGHTS	p 49 - 51
KEY CONTACTS	p 52

1 | STRATEGIC FOUNDATIONS





THE SHEBA® STORY IS ABOUT THE THRILL OF MUTUAL SEDUCTION.

Effortless, elegant and supremely confident, cats are masters of seduction. Their abundant natural charm is never more beautifully deployed than when they want something from you.

SHEBA®, the gorgeous food designed to tempt the feline senses of both you and your cat, enables you to turn mealtimes into a delightful game of mutual seduction.

BRAND BELIEF

Make every moment beautiful

UNIVERSAL NEED

To lead a life I love

CATEGORY CONTEXT

Experiencing a mutual connection with a kindred feline spirit

Cats are the masters at turning ordinary moments into gorgeous experiences

ARCHETYPAL MEANING

A story about the thrill of mutual seduction (The Lover)

Effortless grace and confidence

BORROWED MEMORY STRUCTURES

- Exquisite attention to detail
- Contemporary luxury with a bit of attitude (cool rather than gilded)
- A loving relationship between two independent creatures

DISTINCTIVE MEMORY STRUCTURES

1. Black silhouette cat logo

2. The Russian Blue cat

And also: shades of gold and black (brand colours) and aspirational yet irreverent tonality («one foot on the pedestal, one foot on the ground»)

BRAND BENEFIT

SHEBA® turns feeding your cat into a delightful game of mutual seduction

Gorgeous food designed to seduce the feline senses of both owner and cat



Food Belief

At SHEBA® we believe that cats are truly special creatures. We admire, relate to and love giving in to the effortless, elegant and confident feline spirit. Cats truly have us wrapped around their little paws. That's why everything we do is about passionately promoting the appreciation of the feline spirit and why we design gorgeous food to seduce feline senses.

Food Approach

The SHEBA® brand approach to food is about delighting the feline senses of both the owner and the cat through our exquisite attention to every detail. The owner will be delighted at every moment; from handling the premium, sense-stimulating, functional, packaging to experiencing the appealing sound, sight, and smell of the food. And, of course, cats show they love SHEBA® by devouring every one of the textures, flavours and varieties right down to the last morsel on the plate.

Food Experience

All this makes feeding SHEBA® cat food a genuine delight for both owner and cat. Whenever an owner wants to honour their cat's charms and show them some extra love, SHEBA® enables them to connect over a truly feline experience that makes an ordinary feeding moment, beautiful.



2 | SHEBA® BRAND IDENTITY



The Brandflag is built with two elegant colours – Black & gold. The result is refined and uncluttered, with an air of simplicity and sophistication reinforced by the curved, smooth form of the cat.

LOGOTYPE



LOGOTYPE COLOUR



C : 0 M : 44 Y : 80 K : 35	C : 0 M : 35 Y : 72 K : 28	C : 0 M : 10 Y : 18 K : 8	C : 0 M : 20 Y : 44 K : 15	C : 0 M : 37 Y : 71 K : 29



2

2.1 DISTINCTIVE MEMORY STRUCTURE 2.1.1 BRAND LOGOTYPE

Simplified logotype

OPTION 1



When printing allows only 2 colours, please use the simplified SHEBA® logotype option 1.



C : 02

M : 19

Y : 46

K : 04



OPTION 2



When printing allows only 1 colour, please use the simplified SHEBA® logotype option 2.



Protection area

PLACEMENT & PROTECTION ZONE



Always use the full colour brandflag, it is a key identifier for consumer. The SHEBA® off pack tab device is a locked unit: the logotype, gold flag and cat silhouette have a fixed relationship.

The intention is to have the top at the edge however let clear zones on the left and right so full flag can be seen at all times (i.e. not put right up into page corner).



On smaller formats, the logotype's height can be reduced.

2.1 DISTINCTIVE MEMORY STRUCTURE

2.1.1 BRAND LOGOTYPE

Do's and don'ts

MINIMUM SIZE PRINT SIZE



Do not use the SHEBA® logotype under the minimum size of 20mm on packagings.

When logo is printed at minimum size, cat's eyes may not be part of the logo (as they're too small to be printed).

MINIMUM DIGITAL SIZE



Do not use the SHEBA® logotype under the size of 200 px for digital use.

DO'S



LOGOTYPE AUSTRALIAN/
NEW ZEALAND MARKET ONLY



The black SHEBA® logotype must always sit on gold. The logotype should always sit on a curve (apart from Dome p.32)

DON'TS



DO NOT
change proportion



DO NOT
flip the flag



DO NOT
move the logotype



DO NOT
use the flag alone



DO NOT
change the colour
of the font



DO NOT
change the colour
of the flag



DO NOT
use the flag device
as a marketing tool

2

2.1 DISTINCTIVE MEMORY STRUCTURE 2.1.2 BRAND HERO CAT

Presentation and use



RUSSIAN BLUE USE

Our first objective is to build strong SHEBA® Brand DMS on and off pack, one of them is the Hero cat image. It needs to be leveraged on all possible brand material to become an Iconic value to the SHEBA® brand.

PERSONALITY

Elegant, intelligent, and reserved at the same time. Christina our beautiful SHEBA® brand cat is also very playful & friendly. She loves to chase after toys or sunbeams.

FUR & COLOUR

It has a double coat, which is the most eye-catching feature of this breed. According to some legends, the Russian Blue was at one time the target of hunters, who likened their luxuriant fur to the fur of seals. The coat is bluish-gray, darkening along the shaft up to the tips of the guard hairs (protective hairs in the topcoat), which are tipped in silver.

EYES

As a Kitten, and up to four months there is a bright green ring around the pupil. As the cat matures, the eye colour graduates into a bright, vivid green, aesthetically intensifying the already remarkable blue-silver colouring of the cat.



2 | 2.1 DISTINCTIVE MEMORY STRUCTURE

2.1.2 BRAND HERO CAT

Image cropping rules (do's and don'ts)

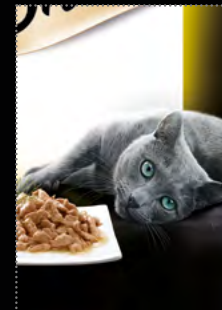
Always on a black background



Always sitting on its **black leather sofa**



Cut around 5% of the left side of the paw to allow overlapping (foodshot for example)



Allowed to overlap only on packaging.



DO NOT hide the ear of the cat



DO NOT zoom too much and cut the paws too much



DO NOT flip the cat



DO NOT change the colour of the cat's eyes



DO NOT change the background's colour.



DO NOT separate the cat from its sofa



DO NOT take a russian blue that isn't in our library.



2

2.1 DISTINCTIVE MEMORY STRUCTURE 2.1.2 BRAND HERO CAT

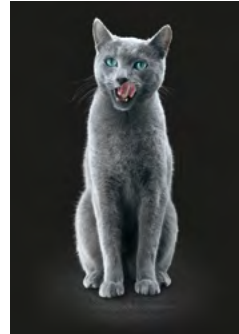
Secondary poses



AUDREY
Audreyquadrie.psd



MARILYN
Marilynquadrie.psd



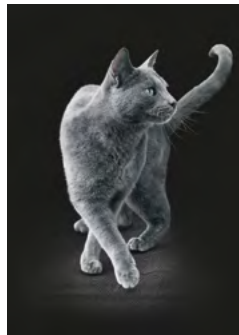
CHARLIZE
Charlizequadrie.psd



EVA
Evaquadrie.psd



JOSEPHINE
Josephinequadrie.psd



GRACE
Gracequadrie.psd

Images are available on the SHEBA® portal.



Several additional cat images are available and can be used only in addition to the Hero cat or if the market already recognize the Hero cat as a DMS.

Secondary cat poses can be used if:

- Multiple cat images are required on the communication element (Hero cat still to be primary image).
- The Russian Blue is a long term SHEBA® Brand distinctive asset that is recognised in the market.
- Size/Layout of the communication element does not allow for the Hero image to be used.

There are 15 additional cat poses developed by BBDO US and approved by the global team but for social use only.

2 | 2.1 DISTINCTIVE MEMORY STRUCTURE

2.1.3 BRAND COLOURS

Primary colours

The SHEBA® brand colours are an elegant and subtle combination of black and gold. Black & Gold are unmistakably premium. Derived from the Brandflag and inherent to the SHEBA® brand.

The Gold is primarily used as the background colour of the SHEBA® brandflag. You can also use it elsewhere in moderation to create subtle premium accents.

The Black is part of SHEBA® new identity. It allows the brand to achieve the black beacon for brand recognition and shelf impact.



80% OF BLACK

20% OF GOLD

2 | 2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.1 BRAND VISUAL SYSTEM

Toolbox principles



BRANDFLAG



HERO CAT ON LEATHER SOFA



BLACK BACKGROUND



GOLDEN RIBBON

It helps to enhance premiumness & sophistication inherent to the brand.

Always on the top (except for tv campaign)



Always on a black background

Always at the bottom

Always with same curve shape

2

2.2 BRAND LOOK & FEEL PRINCIPLES

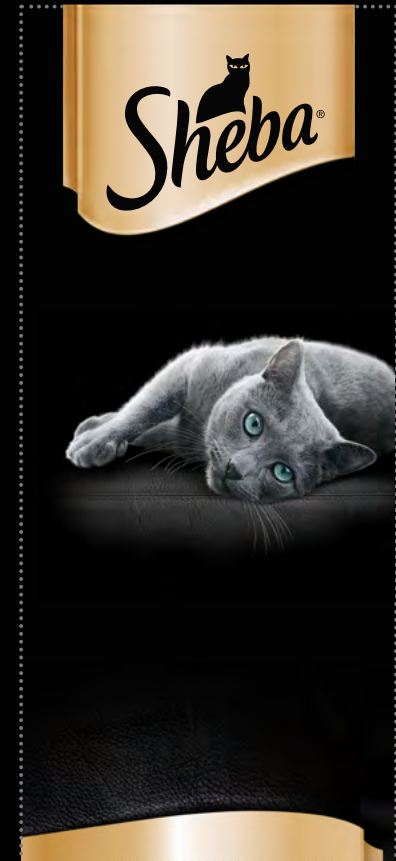
2.2.1 BRAND VISUAL SYSTEM

Toolbox construction

When cat is absent use the black background visual with leather to ensure the SHEBA® brand own ability. Use the golden ribbon as provided with no alteration of proportion or colour. Cropping can depend on the format. Please, refer to the two examples below to select the right cropping. The SHEBA® leather background adds interest and warmth to the brand universe. Whenever possible, use it to increase the feline elegance of the SHEBA® brand. When not possible (i.e. : technical constraints), please use a black background instead.



When the cat is absent on a horizontal format.



When the cat is far from the bottom on a vertical format.

2

2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.1 BRAND VISUAL SYSTEM

Toolbox illustrations



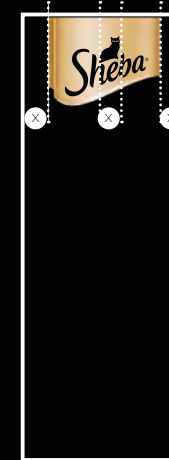
DO NOT overlap the cat with the SHEBA® logo.
DO NOT change the shape of the golden wave.
DO NOT write anything on the cat.

2

2.2 BRAND LOOK & FEEL PRINCIPLES 2.2.1 BRAND VISUAL SYSTEM

Logo proportion

Please ensure logo is equaling approximatively 10% of layout where possible (in order to deliver on our 20% gold rule).



Logo must always be featured at the top (exception = TVC) and have space from the edge of the page.

It is flexible on the creative, context driven, on which side of the page the logo is featured (left or right).

2 | 2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.2 TONE OF VOICE

MAGNETIC

Alluring, appealing, irresistible.



IRREVERENT

A knowing wink, not taking ourselves too seriously.



SOPHISTICATED

Smart, polished, a strong sense of self.

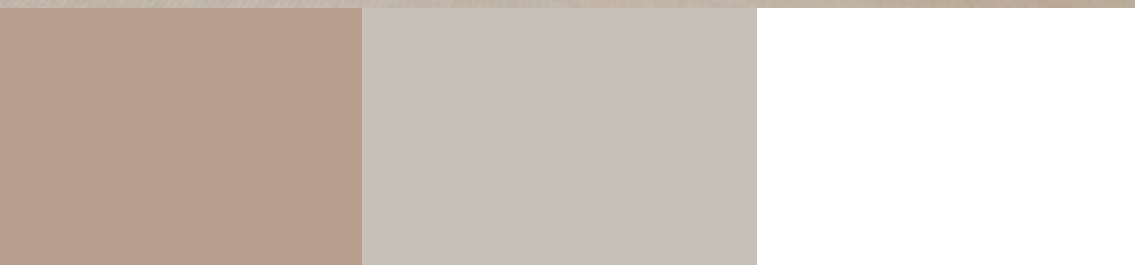


2 | 2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.3 SECONDARY COLOURS

In addition to the Primary colours, to open up the SHEBA® brand world to a more premium dimension: an extra palette has been created.

The colours are inspired by nature to add freshness, contrast, and keep neutrality.



2

2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.4 PHOTOGRAPHY

Ambiance photography



Through imagery, we express the SHEBA® brand's personality, passion for life and style in the most immediate way, creating an instant emotional connection.

Every image needs to be carefully considered, here are the main backgrounds available on the Portal. Please refer to Global Team or Team Creatif may you need any other background images.

See full catalogue page 64-66.

2

2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.4 PHOTOGRAPHY

Foodshot iconography



The foodshots display the recipes in a very sophisticated way, creating a magnetic ambiance that attracts both owners and cats senses, while keeping the SHEBA® brand's irreverent touch

- White round plates to be used as a Priority on basic textures.
- White squared plates to be used as a Priority on elaborate recipes.
- For premium recipes, use black squared plates that fades into the background in order to magnify the product.

2.2 BRAND LOOK & FEEL PRINCIPLES

2.2.5 TYPOGRAPHY

Brand typography & internal comms typography

WHEN TO USE THE GOTHAM TYPE? Gotham is the brand font for the SHEBA® brand. Gotham should always be used in these different weights and sizes to create variety and emphasis in headlines and body copy and to communicate special offers and promotions. The ® symbol should be placed after the SHEBA® brand everywhere it appears, regardless of context.

**GOTHAM
BOLD**
ABCDEFGHIJKLM
nopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
123456789

**GOTHAM
THIN**
ABCDEFGHIJKLM
nopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
123456789

**GOTHAM
MEDIUM**
ABCDEFGHIJKLM
nopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
123456789

HOW TO USE THE GOTHAM TYPE?

The SHEBA® brand typography may be used on brand colours to reinforce the brand distinctiveness.

Black background: white font

Gold and white background: black font



WHEN TO USE ?

If Gotham isn't available and you're working for a presentation, please use the Century Gothic. (eg : PPT presentations)

**CENTURY
GOTHIC
BOLD**
ABCDEFGHIJKLM
nopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
123456789

**CENTURY
GOTHIC
REGULAR**
ABCDEFGHIJKLM
nopqrstuvwxyz
ABCDEFGHIJKLMnopqrstuvwxyz
123456789



3 | APPLICATIONS ON-PACK



3 | 3.1 PACKAGING COLOURS

Depending on the markets the range is leveraged in different tiers from Core to Premium and even Super Premium.

White is a fundamental colour on packaging to help the shoppers navigate through product concepts and textures.

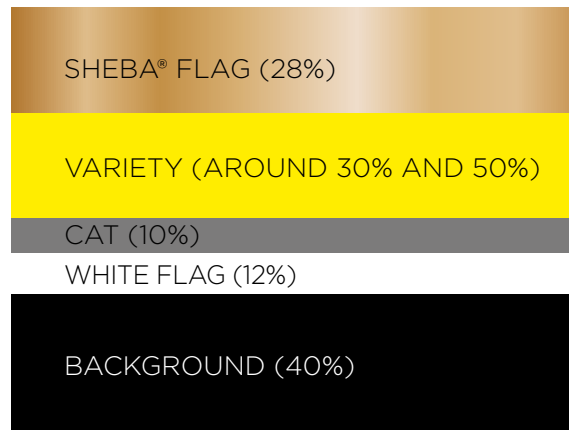
When the range is in a Premium tier, more black is displayed through the background and the panel underneath the logotype (cf Packaging Applications pages).

On packaging the colour balance should always be driven by navigation strategy, making it easy to shop and understand the brand portfolio.

The Black and Gold colours need to be accompanied with bright accent colours to bring fresh contrasts and vibrancy to the SHEBA® brand world.

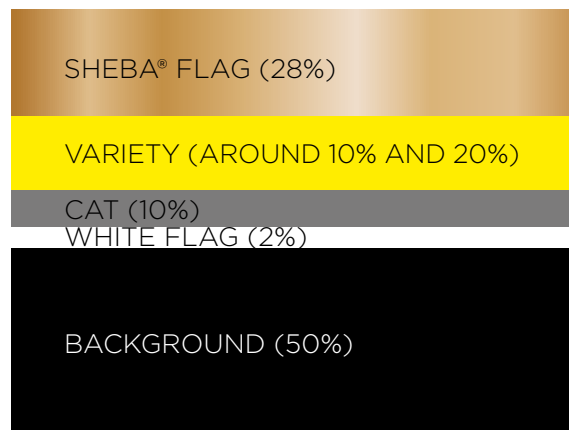


CORE COLOUR MASS



VARIETY =
30% AND 50%

PREMIUM COLOUR MASS



VARIETY =
10% AND 20%

3 | 3.2 PACKAGING PRINCIPLES

Tray

1. LOGOTYPE



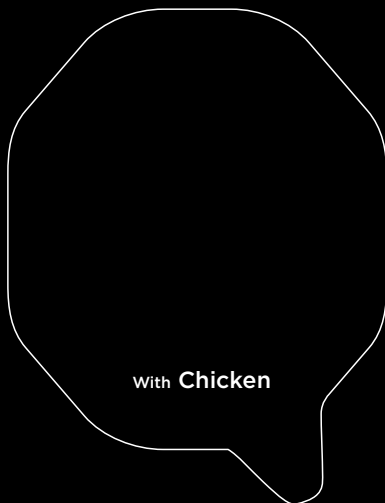
2. CAT & FOODSHOT



3. SMOOTH BLACK BLEND



4. VARIETY



5. CONCEPT



CLASSICS product name is used as reference purposes only and does not imply that the CLASSICS term is free to use in all markets.

GLOBAL DESIGN



3 | 3.2 PACKAGING PRINCIPLES

Pouch

1. LOGOTYPE



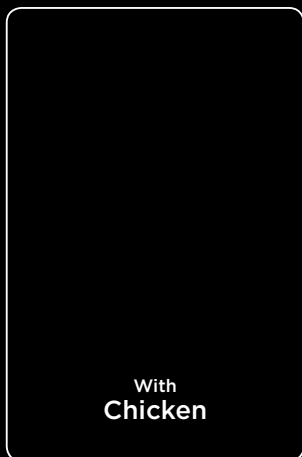
2. CAT & FOODSHOT



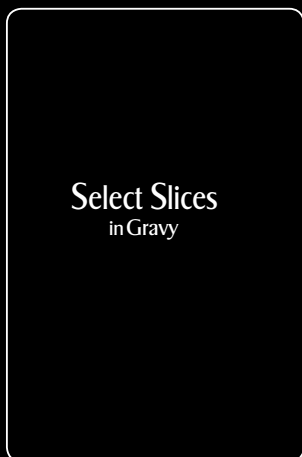
3. SMOOTH BLACK BEND



4. VARIETY



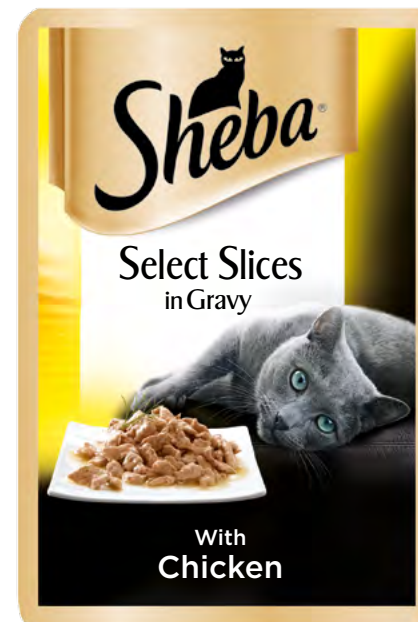
5. CONCEPT + TEXTURE



SELECT SLICES product name is used as reference purposes only and does not imply that the SELECT SLICES term is free to use in all markets.



GLOBAL DESIGN



ACCEPTABLE DESIGN



3 | 3.2 PACKAGING PRINCIPLES

Soup

1. LOGOTYPE



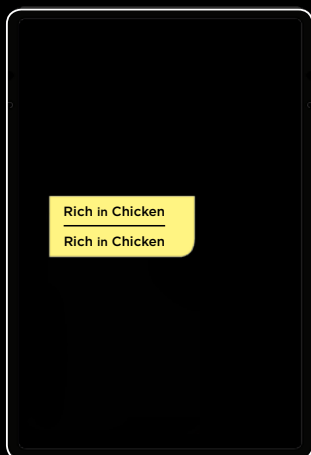
2. CAT & FOODSHOT



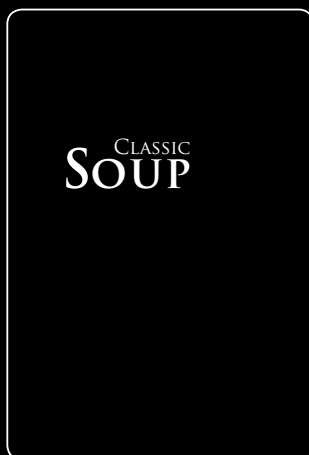
3. SMOOTH BLACK BLEND



4. VARIETY



5. CONCEPT



CLASSIC SOUP product name is used as reference purposes only and does not imply that the CLASSIC SOUP term is free to use in all markets.



GLOBAL DESIGN



ACCEPTABLE DESIGN



3 | 3.2 PACKAGING PRINCIPLES

Mini

1. LOGOTYPE



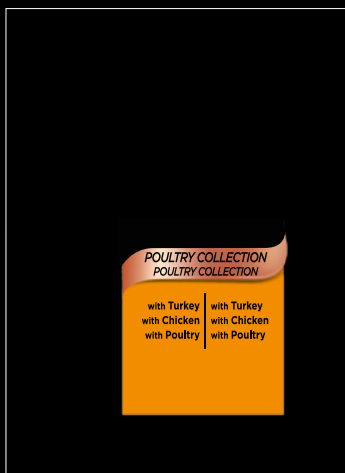
2. CAT & FOODSHOT



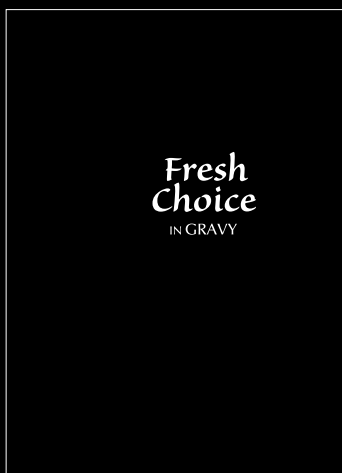
3. BACKGROUND FOR FRESHNESS CUES



4. VARIETY



5. CONCEPT + TEXTURE



FRESH CHOICE product name is used as reference purposes only and does not imply that the FRESH CHOICE term is free to use in all markets.



GLOBAL DESIGN



3 | 3.2 PACKAGING PRINCIPLES

Dome

1. LOGOTYPE



2. CAT ONLY



3. VARIETY BACKGROUND



GLOBAL DESIGN



PRINTING RESTRICTIONS

Corrugated Flexo printing doesn't allow the cat's silhouette open eyes. Please remove the pupils in this case.

CROPPED LOGOTYPE

Due to lack of space, on top of dome we display a cropped version of the SHEBA® logotype.



3 | 3.2 PACKAGING PRINCIPLES

SHEBA® Perfect Portions™

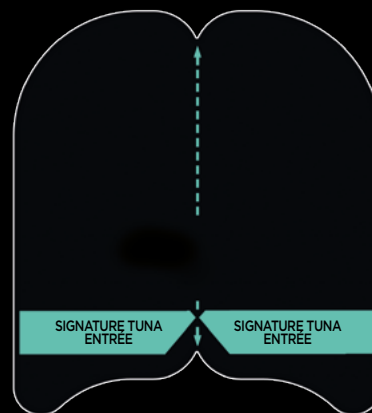
1. LOGOTYPE



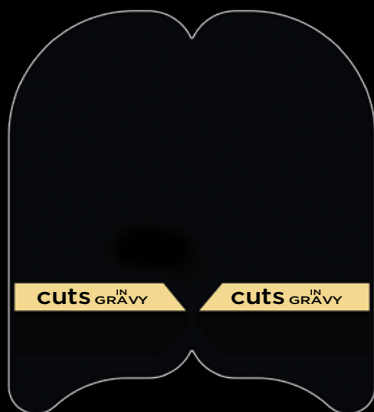
2. CAT ONLY



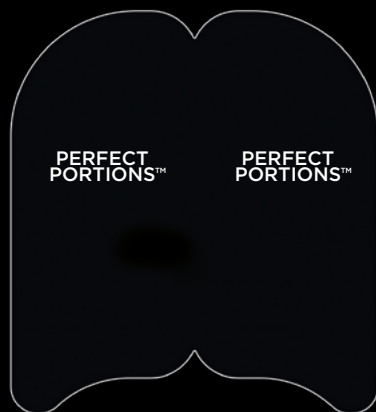
3. VARIETY



4. TEXTURE



5. CONCEPT



GLOBAL DESIGN



PERFECT PORTIONS trademark is subject to clearance by the Marketing Properties on a region/market case by case basis.



3 | 3.2 PACKAGING PRINCIPLES

Cans

DESIRE product name is used as reference only and does not imply that the DESIRE term is free to use in all markets.

1. LOGOTYPE



3. VARIETY



2. CAT & FOODSHOT



5. CONCEPT



CORE
GLOBAL DESIGN



PREMIUM
GLOBAL DESIGN



3 | 3.3 PACKAGING PROMOTION



SEVERAL OPTIONS FOR THE FLASH NEW

We usually need extra communication on packs, such as promotions and offers. A layout has been created to be placed easily on all formats. It can be integrated without moving any other element as on the pack.

If the first product is to be a promotional pack, Marketing Properties must be informed to conduct the relevant design review.

3 | 3.4 PACKAGING SPECIFIC USE

Foodshot exception

Certain markets may have strong recommendations moving forward with their specificities (i.e in Japan on Core, the Cocktail glass visual couldn't be challenged. On Premium due to small size of can and possibility to print on top of the can. The structure was amended to have foodshot only on top)

- Please refer to Global team or Team Creatif.

The DELI and PREMIO product names are used as reference only. This use does not provide clearance for use of the DELI and PREMIO product names in your market.

- Please contact Marketing Properties to understand the scope of protection for these product names.



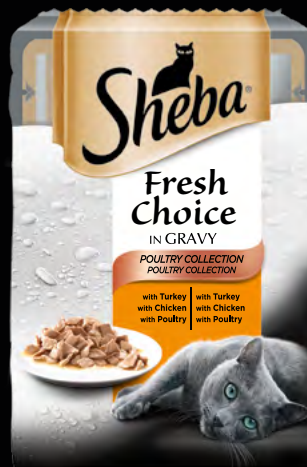
Cocktail glass only for Japan



No foodshot on premium Japan can because it's on the top of the dome



Can top



3 | 3.4 PACKAGING SPECIFIC USE

Japan & US C&T

ANGIE THE KITTEN

The SHEBA® Cat is spontaneously an adult cat. However, the SHEBA® Brand is credible for Kitten, if done in a very smart way. As it is not a strategic category, we need to create something very unique!



MICRO WET INNOVATION
JAPAN



MEATY STICKS USA



The MELTY and the MEATY TENDER STICKS product names are used as example only and does not imply that these product names are clear for use globally. Contact Marketing Properties if you wish to launch this product under this product name in your market.

4 | APPLICATION OFF-PACK



4 | 4.1 DISPLAY PRINCIPLES CHECKLIST



POP

DOES THE DISPLAY JUMP
OUT OF THEM ?

1 - STAND OUT & INTERRUPT SHOPPERS

- Disruptive Structures (e.g. non-standard shape, extenders, topper, etc)
- Use of Cat to drive Emotional Appeal

2 - MAKE IT EASY TO RECOGNISE SHEBA®

- Black should cover the background
- Gold Bottom swoosh > 10% of surface
- Gold Logo > 10% of surface
- Tagline
- Cat
- Product

3 - DRIVE THE IMPULSE PURCHASE

- 3 pieces of information only
 - Brand
 - Message
 - Price



PACE

CAN THEY FIND WHAT
THEY WANT ON THE
DISPLAY QUICKLY ?

4 - SIMPLY CHOICE ON DISPLAY

- Feature top 4-5 skus on the display
- Mixed formats to be arranged in order :
1 price point / 2 Format / 3 Texture
- New products to display at least 2 core flavours
- Arrange per price point or format

5 - MAKE SHEBA® OFFER EASY TO FIND

- Show face panel of pack
- Block format / texture by row
- Double face top sellers

6 - “DIAMOND/EYE” ZONE

- From waist to shoulder height



PLACE

ARE WE WHERE THEY
SHOP ?

7 - DISPLAY IN PRIORITY LOCATION

- Pet Aisle
- Perimeter of store
- In high traffic areas

8 - MAKE IT EASY TO RECOGNISE SHEBA®

- High penetration and logical categories

9 - EASY EXECUTION

- Durable and sturdy
- Easy to assemble
- Recyclable materials
- Meet all relevant retailer specifications
- Easy to transport

4 | 4.2 POS FUNNEL

POS FUNNEL

Certain design elements can be dropped off as the size of POS unit decreases. This Funnel is a guide on how to make the best use of available space.

SIZE/TYPE
OF POS

BRAND
ASSETS TO
FEATURE

MESSAGING
TO FEATURE

EXAMPLES

Small POS
items



RESISTANCE
IS FUTILE

No message



Medium POS
items



RESISTANCE
IS FUTILE



Tactical message
eg promo
call to action



Large POS
items



RESISTANCE
IS FUTILE



Promo message
or product
message



XL POS
items



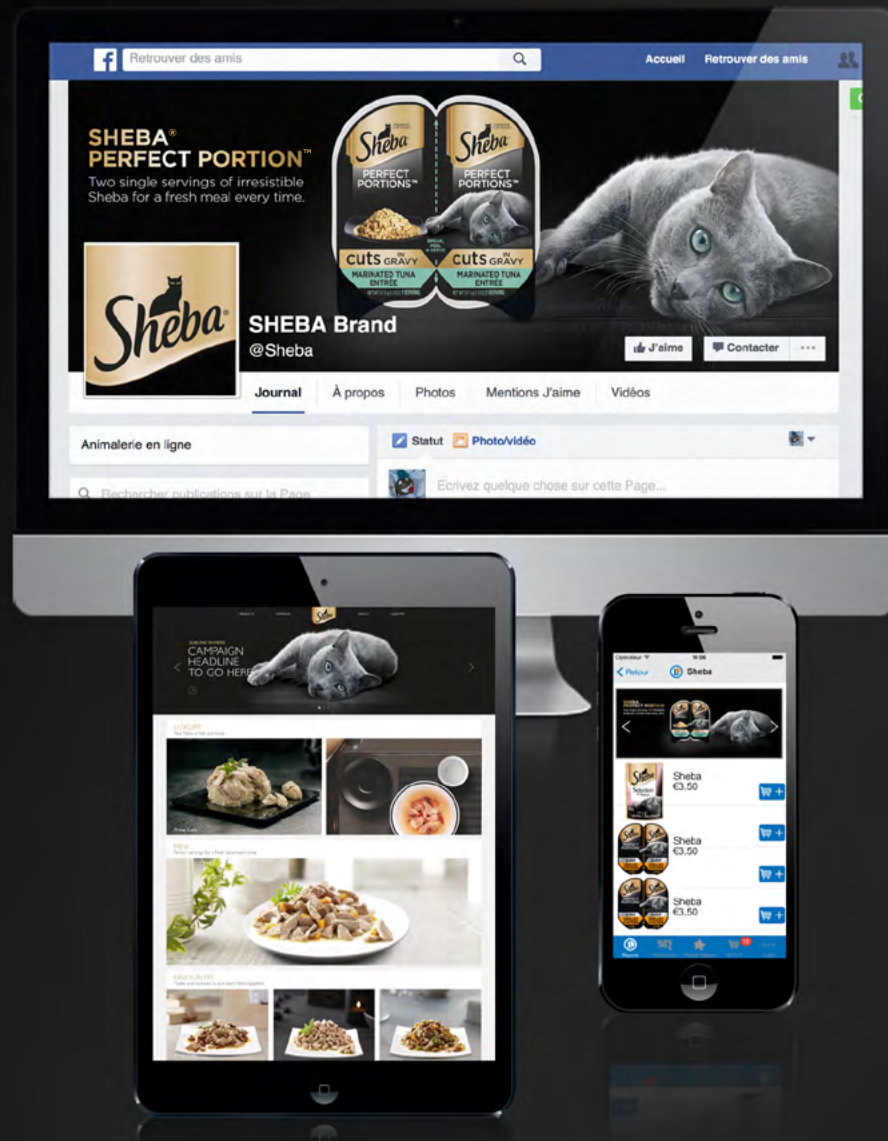
RESISTANCE
IS FUTILE



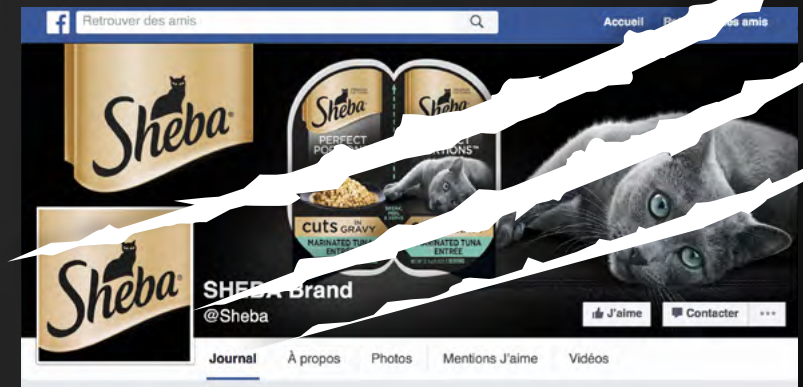
Promo message
& product
message



4 | 4.3 TTL / DIGITAL



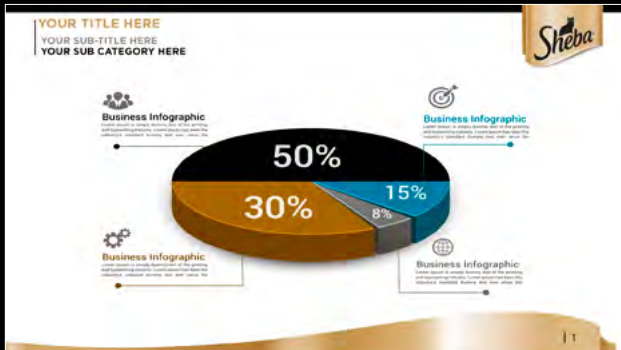
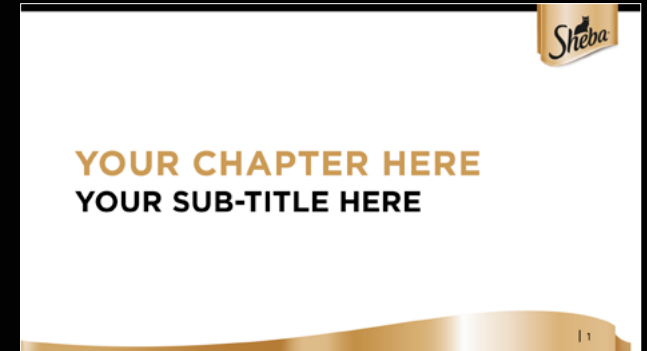
DON'T



Do not duplicate the SHEBA® logo if it's already used on the avatar digital.

4 4.4 INTERNAL COMMS (PPT)

Powerpoint template using 16:9 format.



[Click here to download the template.](#)

In some circumstances specific campaign materials are required to support a larger ATL campaign, the following pages indicate how campaign specific assets can be used.

The Taglines referenced on this page are used by way of example only and does not imply that these taglines is clear for use globally.

Contact Marketing Properties if you wish to launch the SHEBA® tagline in your market.

RESISTANCE IS FUTILE

COMMENT
RÉSISTER?

WIDERSTAND
IST ZWECKLOS

WHAT CATS WANT

WHEN TO USE ?

Please refer to BBDO for usage and language adaptations.

The RESISTANCE IS FUTILE tagline is used as an example only and does not imply that this tagline is clear for use globally. Contact Marketing Properties to clear endline in your market.

The WHY RESIST ME? and A NEW WAY TO PLEASE ME « Call to Action » lines are used as example only and does not imply that these Call to Action lines is clear for use globally. Contact Marketing Properties for further clearance

LANDSCAPE TREATMENT



PORTRAIT TREATMENT



This is how the SHEBA® brand elements of logo, tagline and gold shape relate to each other. This relationship is fixed to ensure a consistent balance between all elements.



This is how the SHEBA® logo and tagline relate to each other in both portrait and landscape versions where the gold shape is not used.

SHEBA® CURVE



GUIDELINES FOR MATERIAL - WHICH CAT TO USE WHEN ?



Hero cat Pose



RIF campaign Cat Pose

STANDARD DISPLAY

Claim: Resistance is Futile

Duration: more than 6 months



STANDARD MULTIBRAND DISPLAY

Claim: No Claim

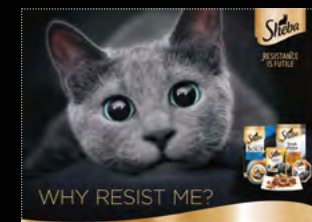
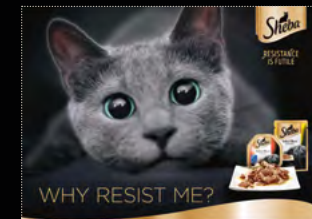
Duration: Multibrand Activation



TV CAMPAIGN ACTIVATION DRIVE

Claim: Resistance is Futile

Duration: less than 6 months



For more campaign assets (i.e. : digital banners, etc.) please see with BBDO.

5 | APPENDIX



5

5.1 PACKAGING TEST RESULTS

ONLY 8% OF ALL GLOBAL PRS STUDIES ACHIEVE A DOUBLE-TICK!

ACTIONS STANDARDS						
At least parity vs. Current on :		AUSTRALIA		US*	GERMANY	FRANCE
						
		CLOSEST TO CURRENT DESIGN	GLOBAL DESIGN			
  	VISIBILITY	NO AS				 
	PURCHASE FROM SHELF %BUYING		 	 	 	
	FINDABILITY Accuracy			 		
	Time to find					
	Variety Perception	NO AS	NO AS	NO AS	 	
AN AVERAGE OF 11%!		PRS PERFORMANCE INDEX VS. CURRENT (>105 FOR EUROPE) VS - PRS DATABASE			  122* TOP 2%*	 107* TOP 20%*

*PPI calculation based on «old» way for comparison reasons vs. 1st round of research

AS exceeded



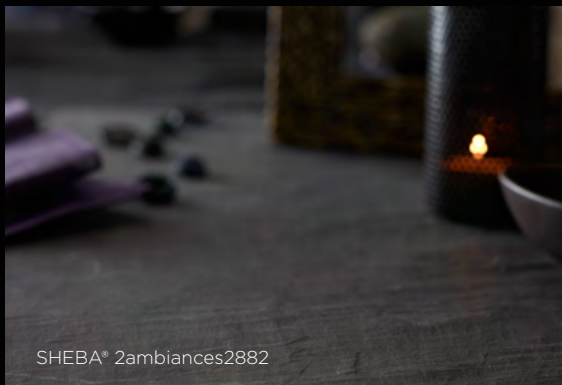
AS achieved



AS Not achieved



Images are available on the SHEBA® portal.
Please contact the global team or Team Creatif
if any questions regarding usage and rights.



SHEBA® 2ambiances2882



SHEBA® 14ambiances928



SHEBA® 8ambiances3014



SHEBA® 10ambiances844



SHEBA® 13ambiances916



SHEBA® 7ambiances2988



SHEBA® 4ambiances3143



SHEBA® 1ambiances2836



Images are available on the SHEBA® portal. Please contact the global team or Team Creatif if any questions regarding usage and rights. For use of Product names such as CLASSICS; SELECT SLICES; FINE FLAKES; SAUCE LOVER; FINESSE and FINE RECIPES, please contact Marketing Properties.

SELECT SLICES IN GRAVY



Hr-CIG_Pouch_CH-BEEF
- Lamb & Poultry
- Chicken & Beef
- Duck & Turkey
- Veal & Chicken
- Turkey & Chicken



Hr-CIG_Pouch_COD_TUN_V2
- Cod & Tuna
- Salmon & Saithe
- Tuna & Oceanfish



Hr-CIG_Pouch_CH
- Duck
- Chicken
- Turkey
- Poultry



Hr-CIG_Pouch_BEEF
- Beef
- Lamb



Hr-CIG_Pouch_SALM
- Tuna
- Cod
- Salmon
- Whitefish

FINE FLAKES IN JELLY



HR_CIJ_Pouch_SALM
- Whitefish
- Tuna
- Cod
- Salmon



HR_CIJ_Pouch_TURKEY-
Chicken
- Turkey
- Poultry
- Duck

SELECT SLICES IN GRAVY



Hr-CIG_Tray_BEEFTUR
- Beef & Turkey
- Lamb
- Lamb & Chicken
- Beef / Beef Pieces



Hr-CIG_Tray_CH
- Chicken
- Poultry
- Turkey
- Poularde / Chicken
& Turkey



Hr-CIG_Tray_VEAL
Rabbit & Game
- Veal & Turkey

CLASSICS IN TERRINE



Hr_CIL_Tray_POUL
- Poultry



Hr_CIL_Tray_CH
Veal & Chicken / Rabbit /
Duck Turkey / Game



Hr_CIL_Tray_SALM
- Salmon
- Chicken



Hr_CIL_Tray_BE
- Beef



Hr_CIL_Tray_TUNA
- Tuna



Hr_CIL_Tray_VEALVEG
- Succulent Vegetables
Collection



Hr_CIL_Tray_TUNAVEG
- Ocean Collection



SAUCE LOVER



Hr_CIGEXTRA_Tray_CH_V2
- Tuna
- Duck



Hr-MOUSSE_TRAY_SALM
- Salmon
- Poultry

FINESSE IN MOUSSE



Hr-MOUSSE_TRAY_CH
- Chicken
- Veal



Hr-MOUSSE_TRAY_SALM
- Salmon
- Poultry

FINE RECIPES IN SAUCE



Hr-CIG_Tray_RAB-DUCK_VEG
- Duck & Vegetables
- Rabbit, Duck & Vegetables
- Chicken, Duck & Vegetables



Hr-CIG_Tray_TURCH_VEG
- Turkey, Chicken
& Vegetables



Hr-CIG_Tray_TURCH_WHITE
- Turkey in with sauce



HR-CIG_Tray_VEAL_WHITE
- Veal in Withe sauce



HR-CIG_Tray_CH_PEPPER
- Chicken Provencal



Hr-CIG_Tray_TURFRIKVEG
- Fricase with Turkey
& Vegetables

RECOMMENDATION OF THE SEASON



Hr-CIG_Tray_TURCH_WHITE
- Autumn



HR-CIG_Tray_RAB-DUCK_ASP
- Winter



Hr-CIG_Tray_RAB-DUCK_VEG
- Spring



Hr-CIG-TRAY-CH-ASP-CRE
- Summer



FINE FLAKES IN JELLY



Hr-CIJ_Tray_SALM
- Salmon
- Chicken
- Cod



Hr-CIJ_Tray_VEAL
- Veal

MTL MVMP & OUTERCASE



Hr-CIG_MTL_CH
- MP Mono Variety Chicken
- Outercase Chicken
- Outercase Poultry



Hr-CIG_MTL_TUNA
- MP Mono Variety Tuna
- MVMP Poultry, Tuna, Chicken
- Outercase Tuna
- Outercase Seafood



Hr-CIG_MTL_TUNASHR
- Outercase Tuna & Prawns

MINI POUCH | DONOR MVMP



Hr-CIG_Mini_SALM
- Fish Collection
- Mixed Collection



Hr-CIG_Mini_CH
- Poultry Collection



Hr-CIG_Mini_CH
- Poultry
& vegetables Collection



Hr-CIG_Mini_TUNA-VEG
- Mixed
& vegetables Collection



Hr-CIJ_Mini_TUNA
- CU Fish Collection
- CIJ Mixed Collection



Hr-CIG_Mini_BE
- Succulent Collection

FEEL FREE TO CONTACT US

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STAND OUT

FROM THE CROWD

T H A N K S F O R W A T C H I N G
