

experience the

**BEST MOMENTS**

brand repositioning





# THE BEST MOMENTS BRAND

*“We share a huge, challenging mission – to be the most trusted brand among pet lovers. Our team shares the same values, we like each other, we have this great environment with dogs running around everywhere... and we are changing people’s lives and the lives of their pets. We each come to work thinking not incrementally, but rather revolutionarily.”*

- Randy Boyd

As a pet lover, you may remember the ideal experience you thought you would share with your pet. Maybe you thought your pet would always be your side kick. You’d go for sun-dappled walks together; she’d behave beautifully, love and listen to you; and the two of you would be the envy of neighborhood.

Reality is harsh and pets have behavior issues that we didn’t plan for and we have an experience far from our ideal. Our PetSafe® team digs into those less-than-ideal behaviors and responds to them with innovation and technology. We deliver products and tools that give our customers back those best moments that they always wanted and hoped they would have with their pets.

With our repositioning of the PetSafe brand, we are giving our consumers a thoughtful experience to which they can truly relate. Our brand experience creates a positive emotional “feel,” shares an image of listening and relating to consumers, and reflects common values that are about experiencing more of the very best emotional moments with our pets.

The PetSafe brand, and its products, makes every pet owner a hero. Through our products and solutions, consumers get back what they always wished for... those best moments.



Randy Boyd, Knoxville, Tennessee USA

# BRAND BEGINNINGS



In the early 1980s, a 20-something Randy Boyd bumped along country roads in a modest Dodge van (no air conditioning, no radio). He became a fixture at farm and feed stores throughout the Southeast USA. He sold a full range of electric fencing for horses and cows. Each day, Randy would call on as many as 10 stores, stocking shelves with new inventory, and collecting a check from the store owner.

“After about 8 years, some of my stores started asking me for a product called ‘Invisible Fence®,’” Randy says. “They said the thing that every salesman likes to hear—‘it doesn’t matter how much it costs, we’ll buy as many as you can get.’”

As an entrepreneur, Randy Boyd leveraged the demand for one product into a blossoming enterprise. Since its creation in 1991, Radio Systems Corporation (RSC) has seen explosive growth. It has built an innovative product offering, and has become a model among pet product manufacturers.

In 1996, the leadership team recognized an opportunity to better support its customers. It would create a retail brand—one that would relate to the needs and

desires of the pet owning public. That year saw the dawning of the PetSafe® brand. Sold at pet specialty stores, the PetSafe brand grew to feature containment, bark control, training, pet doors, and lifestyle products.

In 2009, we took a fresh look at what the PetSafe brand could be. Now more than ever, the pet is a member of the family household. For millions of consumers, the *best moments* of pet parenting are made even better – thanks to a product solution made by PetSafe.

The best years of your life are measured in dog years.



protect. teach. **love.**

# DEFINING THE BRAND



Every element of delivering our brand is designed around PetSafe's understanding and support of owners having more *best moments*.

**Essence:** The essence of the brand is simple, open, and authentic. This essence is easy for PetSafe® because it complements our RSC culture and values. Because a best moment is relative to the pet owner, the brand essence open. Its accommodates the consumers' own best moments experience through imagery, use of consumer stories and reviews, and the relation to common pet-owner experiences.

**Values:** The values of the PetSafe brand are trustworthy, lighthearted, real, conscientious, harmonious, honest, and authentic.

**Voice:** PetSafe's "best moments" tone of voice combines aspirational, friendly and familiar with respect for pets and owners. Our tone is much as you would speak nostalgically with a close friend. It is warm and accessible without being in any way patronizing. It invites the consumer to engage in a dialogue of partners, with the promise of reward – a reward of restoring or delivering more of the best moments with their pet.

Simple. Open. Honest. Friendly. Authentic. Lighthearted. Real. Trustworthy. Conscientious. Familiar. Harmony. Warm.



Love Your Quiet Time...

—Anna & Grant, Knoxville TN

...because the best years of your life are measured in dog years.

### PetSafe® Bark Control Collar



If you find yourself wondering when you might get a decent night's sleep, enjoy a quiet afternoon, or be smiled at by your neighbor again, it's probably time to think about a bark control collar. Our bark control collars are marvels of miniaturization and innovation that monitor your dog's bark and automatically let him know when he needs to be quiet.

#### MY PETS SAFE STORY WINNER

The Johnsons got PetSafe's Bark Control Collar when new baby Anna arrived and a loud pining barks kept keeping mom and baby awake. Read their exciting story at [petsafe.net/AnnaGretta](http://petsafe.net/AnnaGretta) or submit your own for a chance to win.

#### BARK CONTROL FEATURES

- Patented Perfect Bark™ detection technology
- 8 levels of self-adjusting correction, spray or ultrasound correction available
- Durable, waterproof collar
- QuickFit™ buckle



protect. teach. love.

Choose an online or local retailer at [petsafe.net/AnnaGretta](http://petsafe.net/AnnaGretta) | fencing | doors | bark control | training | lifestyle

Unleash Your Love.

—John & Terri, Miami

The best years of your life are measured in dog years.

"Jake had been missing for just a few hours when we heard the sound of screaming..."

When we got him to the vet, thankfully it was just a broken leg. The vet was able to show them quite a bit before the impact (or it could have been much worse).

After his recovery, we didn't want an ordinary and expensive fence on our island. PetSafe's Wireless Containment System is just what we needed. We love it because we can control him and he can play freely. Because it's portable, he can take it anywhere. Jake had the freedom and we love the peace of mind. Read how remarkable a day of recovery and reunited love at [petsafe.net/JakeGomez](http://petsafe.net/JakeGomez) or submit your own for a chance to win.

Choose an online or local retailer at [petsafe.net/JakeGomez](http://petsafe.net/JakeGomez) | fencing | doors | bark control | training | lifestyle

**Wireless Containment System**  
With the innovative portable system, you can let him be busy. You choose the size area for your dog, quickly and easily.

**PetSafe**  
protect. teach. love.



# VISUAL ELEMENTS



The best moments brand calls for visual representation of the brand. New and consistent graphical elements built into all PetSafe® communications reflects the best moments aspirational feel. Our brand personality continually reasserts itself in the consumer's mind through our messages and campaigns.

The “Protect. Teach. Love.” tagline encompasses our entire product line as it is today and into the future as we expand our offerings to our consumers. The dark blue color and radial blue gradient highlighting the PetSafe logo were chosen to bring color to the brand. The “chalk board” swoosh whispers to the “teach” element in the tag line. Our brand photography captures the best moments with a pet, and whenever possible, will be actual PetSafe consumers and their pets to complement the authenticity of the brand.



protect. teach. love.

quick search

sign in

PETSAFE

VIDEO

PHOTOS

SEARCH

Training Your Dog: PetSafe Containment System - www.petsafe.net



Chocolate,

Thank you, this video was a great help in showing me how simple it was to install the wireless fence. If I decide to try it, I am sure that there will be a great deal of peace around the house.



Chocolate,

Thank you, this video was a great help in showing me how simple it was to install the wireless fence. If I decide to try it, I am sure that there will be a great deal of peace around the house.



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Other Media From PetSafe



Training Your Dog: **PetSafe** Containment System - www.petsafe.net

From www.petsafe.net - A step-by-step guide with tips and troubleshooting for training your dog to understand and respect your new **PetSafe**...

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Training Your Dog: **PetSafe** Containment System - www.petsafe.net

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PetSafe

From <http://www.petsafe.net> - A step-by-step guide with tips and troubleshooting for training your dog to understand and respect your new PetSafe containment system. Proper training of your pet is essential to the success of your PetSafe fence system.

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WIN A PROFESSIONAL PHOTO SHOOT WITH YOUR PET!

SUBMIT YOUR PET PHOTO NOW



love your pets



# BRAND EXPERIENCES

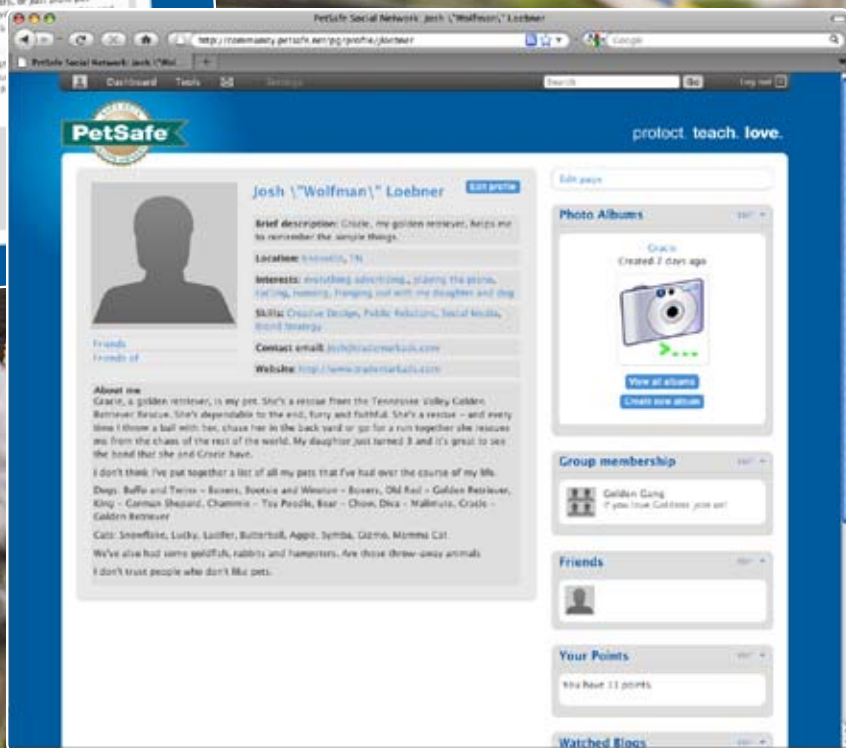
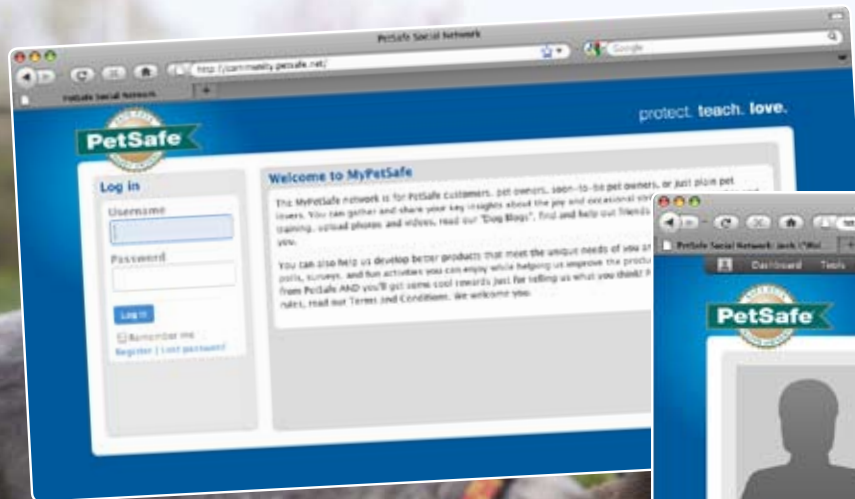


Our consumers experience our brand through our marketing through our marketing assets—*touchpoints* which grow and change over time. We are committed to delivering a great and consistent brand experience to our consumers everywhere they connect with the brand. Consumers will experience our brand many times, and must relate to it positively. They must first trust our brand and messaging before choosing to join our brand, make a purchase, and to share their experience with friends and family. As such, we develop and strengthen the brand through many consumer touch points.



These touch points are our communication methods with our consumers and are represented in four categories:

- 1) Web and mobile, including our website PetSafe.net and other web properties such as PetSafe.tv and MyPetSafe.net, our social networking site; our PetMinder™ iPhone® app; web-based consumer reviews; our webisodes and more.
- 2) POP/POS, including packaging, displays, sales promotions, and in-store print materials; as well as our image on the sites of our internet retailers.
- 3) Our customer care group, including our warranties, product support, and customer relationship management.
- 4) Advertising and publicity.



# BUILDING COMMUNITY

*“When we all come together to share in common goals and attitudes, we are a part of something bigger than we can ever be by ourselves and if we are all in harmony, we can collectively enjoy a better quality of life.” Anonymous*

The PetSafe® brand is committed to fostering a great community for pets, their owners, and neighbors everywhere but also for ourselves and our associates.

We leverage social networking to create a community of pet owners, soon-to-be pet owners, and PetSafe associates. Social networking offers an accessible venue where we can exchange information and support for pet care while learning how we can improve our products and our communications with consumers.

Of course, for PetSafe, it doesn't end there. We are also building community on a grassroots level. We are working within the home town of our headquarters to make Knoxville the Pet Friendliest Community in the U.S. If it sounds lofty, that's because we like big goals that challenge us and make a global impact. We hope to make Knoxville an inspiration to other communities, so they too will make big changes that will make the world more pet-friendly.

## **PetSafe Ethos**

Just what is an ethos? It means *state of being* or said another way, it's what we are made of. Our state of being gets at the heart of what our products are really designed to do—save pets' lives. Our ethos program provides an opportunity

for everyone get involved in supporting animal welfare by reducing euthanasia and recidivism in animal shelters.

Our ethos takes a variety of forms. We developed themed shirts and stickers, which support both a love of pets and alignment with the PetSafe brand. Pet lovers have a fun way to show their support of the animal welfare cause. The ethos program helps give animals better care and a chance to be healthy, happy pets to a loving family. It also helps PetSafe tell our ethos story in a big way. The PetSafe ethos ties all the elements of our brand and our culture together and makes a contribution to what we, and our customers, care about most—pets.



# LOOKING TO THE FUTURE



*“The biggest idea we’ve ever had,  
we haven’t thought of yet.”*

- Randy Boyd

As we look to the future of the PetSafe® brand, we will focus on capitalizing on our own best moments. Those moments that will be ideal for us as a brand and an organization. These include being recognized as the most trusted brand in the pet ownership experience, becoming a billion dollar company and many more great moments that we have not even begun to imagine.

We will also focus on delivering the best we have to offer to our customers and our associates on a global scale. We will continue to build this brand, to know our customers better and give them more of what they desire to have for their pets. We will continue to craft and deliver our brand in each market so that it has equity to consumers everywhere. We will innovate with the products and technology we offer, the way we communicate with our customers, and the goals and standards that we set for ourselves and each other.

Not every step of our journey will be easy. We know where we are going and we know where we’ve been. There are countless best moments to be had between now and then.

# CONTACT US

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