

CULTURE SHOT

ETHICAL PET PARENTS



COMMUNITY INSIGHT

**CONSCIOUS PET LOVERS
SEEKING TO MEET THE
HOLISTIC HEALTH +
WELLBEING NEEDS OF PETS
WITHOUT COMPROMISING ON
SUSTAINABLE LIVING**

A young person with glasses is holding a small, fluffy dog. The background is dark and out of focus.

ETHICAL PROVIDERS

THE EVOLVING RELATIONSHIPS BETWEEN PETS + THEIR PARENTS

Younger pet parents feel a strong sense of duty when it comes to providing for and protecting their babies.

Beyond the basics, they are increasingly **motivated by ensuring their pet's holistic health and emotional wellbeing needs are also being met.**

Whilst manifesting in different ways, the correlations with human food trends like sustainability and wellness are clear; **from organic and ethical diets (*less meat) to humanised treats (Ben & Jerry's Dog Ice Cream) and solutions for mood and mental health (**CBD infused products).**

Covid has brought both emotional and sustainability needs into sharper focus; accelerating shifting attitudes and behaviours across all aspects of petcare.

Tracking petcare communities **on Codec, we've seen a sustained increase in engagement with topics and creators related to ethical pet parenting.**

As **20% of UK young adults welcomed new pets** into their homes in 2020, and a further 18% plan to do so, this is **a rich growth space for brands to serve and unlock.**

* 60% of gen Z dog lovers think it's healthier to limit meat in their dogs' diet (Mintel)

** Half of millennial pet owners are interested in 'calming' ingredients such as CBD. (Mintel)

WE'VE SEEN A STEADY INCREASE IN ENGAGEMENT WITH CONTENT RELATED TO ETHICAL PET PARENTING ON CODEC

Pet welfare

Petcare

Jan 2021 - Apr 2021

100

75

50

25

0

Jan

Feb

Mar

Apr

CODEC

Pet care communities are looking for ways to improve holistic health + wellbeing of pets - whilst also trying to live more sustainably

Vegan diets

Diets + nutrition

Jan 2021 - Apr 2021

100

75

50

25

0

Jan

Feb

Mar

Apr

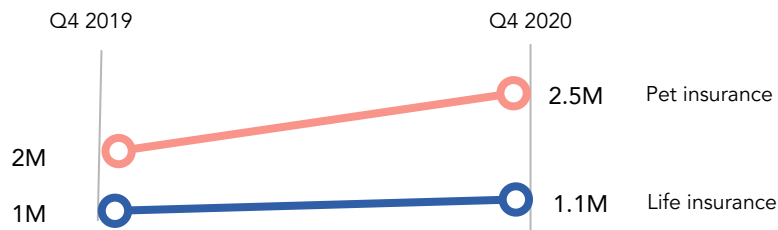
Using a unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

We track cultural communities; groups of consumers linked by shared values, leaders, symbols and behaviours.

MIRRORING SHIFTS IN COMMUNITY ATTITUDES AND BEHAVIOURS

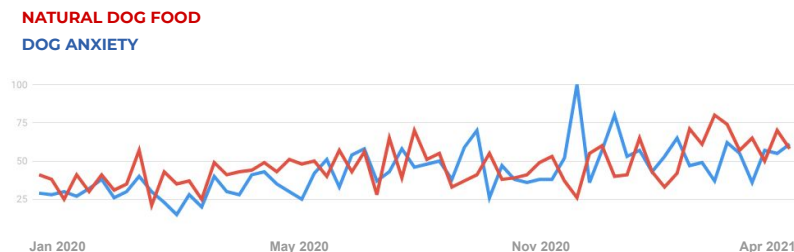
Ethical Pet Parents are taking action to provide for and protect their pets and the environment

GWI



25% increase in pet insurance YoY for Ethical Pet Lovers community vs marginal increase in life insurance (UK)
(GWI Q4, 2019 vs Q4, 2020)

Google trends



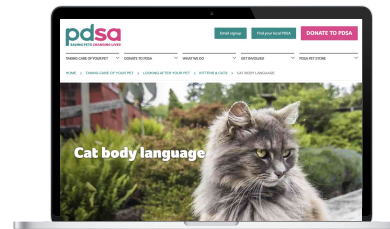
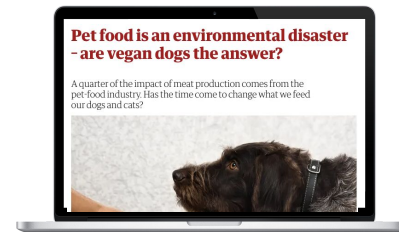
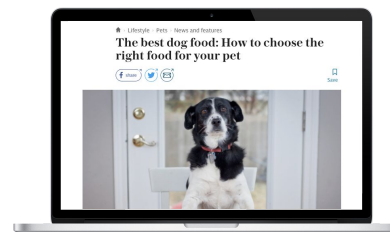
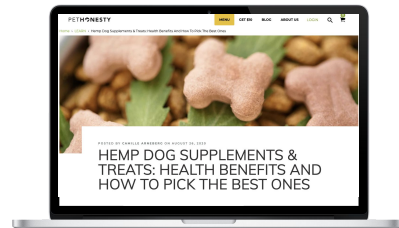
Rising interest in ethical diets and caring for emotional needs speaks to desire for lower-impact lifestyles and increased emotional bonding.

A PETCARE COMMUNITY SEEKING WAYS TO LIVE MORE SUSTAINABLY WHILST MEETING THE PHYSICAL + EMOTIONAL NEEDS OF THEIR PETS

Beyond the basics;
meeting the emotional
needs of pets

Ethical, organic and
low-impact diets;
easing digestion and
environmental impact

Humanised treats;
flavours, textures and
serves to strengthen
emotional bonds





CONSUMER TENSION
MEETING THE HEALTH +
WELLNESS NEEDS OF PETS
WITHOUT COMPROMISING
ON SUSTAINABLE LIVING

BRAND OPPORTUNITIES

BRAND CONTENT - FEED

- **Support their journey** towards more ethical pet parenting through upskilling content + utilities.
- **Help them navigate** cluttered and competing narratives; debunk myths and fake news.

BRAND ACTIONS - FUTURES

- **Support the wave of new pet parents** as the world reopens; ease tensions and build long-lasting relationships, e.g. **daycare centres / petsitters**
- **Demonstrate commitment** around shared values; help them reduce their impact, e.g. **carbon offsetting initiatives**



WE ARE A CULTURAL INTELLIGENCE PLATFORM

Fusing AI-driven cultural intelligence with human imagination, Codec helps brands to discover and tap into the pockets of culture that drive growth.

We harness cultural data to inform every step of the marketing process - from brand strategy through to creative approaches, to activating in media.



2 x increase
in sales



51% engagement
rate increase



3 x brand awareness
increase

**“Codec-powered
media strategies have
led to an over 2X
increase in sales
versus our approach
in targeting generic
audiences.”**

Reckitt Benckiser Health UK

GET IN TOUCH



Speak to a
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