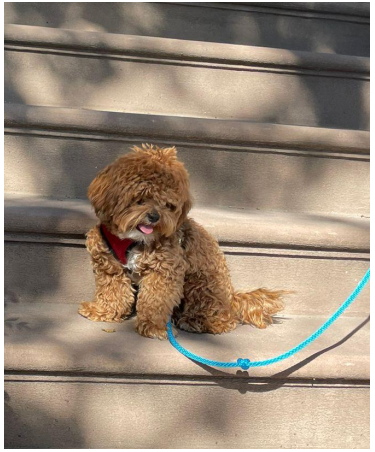
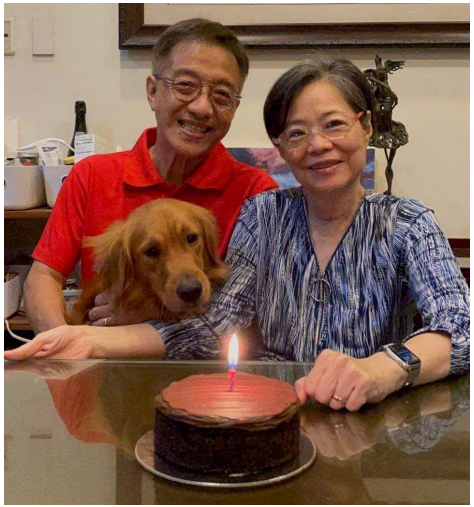




amazonadvertising
HACKATHON

GENERATING WOOF SCORES

Team Assorted Variables

CONSUMER AND INDUSTRY INSIGHTS

~25 Years Old
Young Professional
Earns $80,000+
NYC Resident

Paw Parent Patty

- Health Conscious, Walks Dog for Exercise
- Frequents Whole Foods
- Gives plenty of cuddles to Teddy all day
- Consistently Buys Pet Products Monthly

"I have a consistent brand of Dog Food and Treats that Teddy loves"

"Only the best for Teddy! He is my Baby <3"

"I don't get to compare my current brand to others"

HOW CAN WE **TRANSFORM** THESE INSIGHTS TO **GUIDE** OUR ADVERTISING CAMPAIGNS?

AMERICAN KENNEL CLUB℠

prime

AKC FOOD GRADE
+ AMAZON FACTOR

WOOF SCORE

The Benchmark

The Food Grading Guide: Is It a Good Product?

AMERICAN KENNEL CLUB℠

Sample Criteria

Score	Criteria
-10 pts	Non Specific Animal Source (“Meat”, “Poultry”)
-3 pts	Protein Source is not Meat
+5 pts	Organic or Natural Ingredients
+5 pts	Endorsed by Nutritionist or Veterinarian

Encapsulates the **Values and Standards** of Care our fur-babies deserve

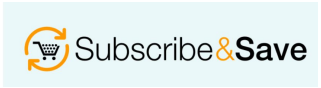
The Food Grading System includes **Leading Concerns** of Paw Parents

Widely Used by Target Consumers

The Kicker!

Does it Incorporate our Strengths and Services?

Prime Delivery | Subscribe & Save | Synergies with Whole Foods | Real Customer Reviews | SEO



WOOF EQUATION BENEFITS

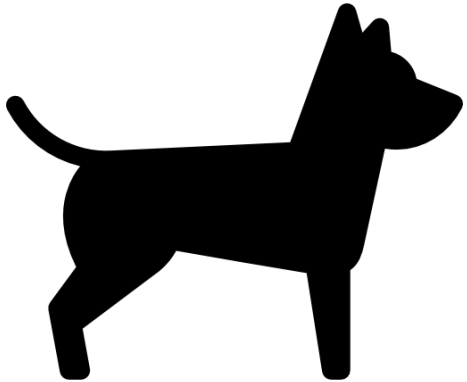
Our WOOF equation allows Amazon to determine which dog food brands it should advertise on its platform food quality and service adoption

It is based on:

Customer insights about what factors they consider when purchasing dog food

&

Enticing dog food brands to place their products on Amazon for additional WOOF points



WOOF! WOOF!

(Thank You!)

REFERENCES

Dog Food Insider. (n.d.). AKC Food Grading Guide. https://www.dogfoodinsider.com/akc-food-grading-guide/

Schleicher, M., Cash, S., & Freeman, L. Determinants of pet food purchasing decisions. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6515811/

FULL AKC CRITERIA

NEGATIVE CRITERIA

- 10 points if the ingredients contain any “by-product”
- 10 points if the ingredients contain any non-specific animal source like “meat” or “poultry”
- 3 points if there are less than two meats in the first 3 ingredients
- 3 points if the protein sources are not meat
- 2 points if lamb is the only protein source
- 1 point if the food contains beef
- 2 points if the food contains animal fat other than fish oil
- 5 points if the ingredients contain “mill run” or non-specific grains
- 5 points if a grain ingredient is used twice in the first five ingredients
- 3 points if the ingredients include corn
- 2 points if corn is listed in the first five ingredients
- 2 points if the food contains wheat
- 2 points if soy or soybeans are an ingredient
- 10 points if there are chemicals preservatives like BHA, BHT, and ethoxyquin
- 3 points if there are any artificial colors
- 1 point if the food contains salt

POSITIVE CRITERIA

- 5 points if any of the meat is organic
- 2 points if any of the meat is hormone or antibiotic free
- 1 point for every animal protein source
- 3 points if ingredients include probiotics
- 3 points if the ingredients include fruit
- 3 points if the ingredients contains vegetables
- 1 point if the vegetables and fruits are pesticide-free
- 2 points if the ingredients include barley
- 2 points if the ingredients include flaxseed oil
- 1 point if the ingredients oats or oatmeal
- 1 point if the ingredients contain sunflower oil
- 1 point if the food is fortified with glucosamine and chondroitin
- 5 points if the food is baked or freeze dried
- 5 points if the food is endorsed by any veterinarian nutrition organization or veterinarian nutritionist

THE FULL WOOF EQUATION

WOOF SCORE = (AKC FOOD GRADE)*.93 + (AMAZON FACTOR)*.10

Such that:

- Woof Score [0,1]
- AKC Food Grade [0,100] - if above 100, it will be rounded down to a perfect score
- Amazon Factor [0,7]