

Results that do the trick.

Advertising Promotions Interactive Direct Response

36 quarters

of consecutive same store sales growth of 5% or more

Challenge:

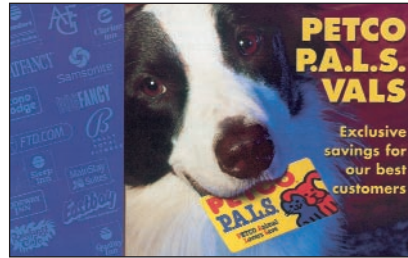
Establish Petco as the leading authority in the specialty pet category.

Solution:

A strategy of competing directly with supermarkets, which represent a much larger potential for new customers and greater share. TV, direct mail, on-line newsletters and value added affinity programs all targeted "pet pamperers."

Results:

For 36 consecutive quarters, same-store sales for Petco have increased by 5% or more.



Affinity Program



Direct Mail

TV Commercial



PETCO Where the pets go.