

MY PERFECT PET FOOD LOOKS TO “PERFECT” BRANDING WITH MATRIX PARTNERS

Natural, Whole-Food Nutrition Brand Aims to Rework Website and Package Design

CHICAGO – Matrix Partners, a full-service pet-centric marketing agency, signed on with My Perfect Pet Food, a whole-food manufacturer, this past year. This new partnership developed a plan focused on a package redesign, website updates, and implementing new strategies and content for social media and trade public relations.

“My Perfect Pet Food is a new creative opportunity for us,” says Don Tomala, Managing Partner of Matrix Partners. “They offer a variety of healthy food options for pets that are unique to the pet food industry. Our team has done great work so far, and we look forward to bringing their products to consumers in new and innovative ways.”

My Perfect Pet gives a new outlook to thaw-n-serve meals for pets, packed with fresh vegetables, cranberries, and lightly-cooked meats to meet nutritional needs with a taste pets will love. Frozen into bars for convenience and food safety, My Perfect Pet Food’s lightly cooked blends give off savory aromas when thawed that will bring pets running. They come in ten delicious flavors, including Knight’s Beef Grain Free, Snuggles Chicken & Rice, Hunter’s Turkey & Wild Salmon Grain Free. Several of their blends are perfect for pets with dietary restrictions, and they offer various options for both dogs and cats.

Matrix Partners’ top-notch talents in strategy, design, marketing, advertising, social media, public relations, and more are continually demonstrated by their work with many notable pet brands. For more information on Matrix’s services, please visit www.matrix1.com or email hello@matrix1.com.

About Matrix Partners

Headquartered in Chicago, Matrix Partners is one of the nation’s only award-winning full-service, independent agencies focusing on pet marketing and communications. Passionate About PetsSM since 1987, Matrix has built an expertise in the pet marketing space, serving global pet food brands, pet accessories, trainers, veterinarians and more. Their work includes directing product launches, brand marketing programs and consumer campaigns, engaging with social influencers, and coordinating social initiatives. The Matrix team knows the pet industry inside and out, from retail and online environments to distributor and sales networks. But the most important advantage they offer their clients is the ability to influence pet parents to buy their brands. For more information, visit www.matrix1.com.

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Media Note: Interviews and additional professional/business details are available upon request.



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