



ROYAL CANIN®

Presented By:

Kaavya Shah

Purva Mayekar

Renishka Dsouza



The DNA of Delicious

Founded by French veterinarian **Jean Cathary** in **1968**, Royal Canin doesn't just make pet food, they engineer precision nutrition. Every formula is the result of decades of veterinary research, crafted to meet the exact needs of breeds, sizes, life stages, and health conditions.

- 🐾 Breed-Specific Expertise
- 🐾 Life-Stage Tailoring
- 🐾 Veterinary-Trusted
- 🐾 Science-Backed Innovation



The Paw-blem



Royal Canin invests heavily in science, research, and breed-specific nutrition, but younger pet parents don't know this. They think of us as just another premium pet food brand, not a trusted authority on pet health.

From Kibble to Cred

To position Royal Canin as the go-to authority on breed-specific pet health among Gen Z and Millennial Canadian pet parents by sparking a cultural conversation that blends emotional connection with credible health information.



From Overlooked to Overheard

Get:

Gen Z and millennial Canadian pet owners who love their pets like family but are often unaware of their health needs

To:

See Royal Canin as a relatable, trustworthy partner in keeping their pets healthy

By:

Giving their pets a voice in a playful, relatable way that seamlessly delivers personalized health insights Royal Canin is qualified to share

Love Needs Science, Too



Category Truth

Pet brands talk a lot about love, but rarely about specific pet health, especially in fun, culturally relevant ways.



Customer Truth

Young pet owners treat their pets like family, but often rely on intuition or internet advice over science when it comes to health.



Cultural Truth

People these days want their content to be interactive, memeable, and relatable. Education has to come wrapped in entertainment.



Product Truth

Royal Canin's food formulas are built on decades of research tailored to the exact needs of specific breeds, sizes, and conditions.

Basically...

**Pets can't speak up for their health,
but Royal Canin can, and should.**

So on World Pet Day, we flip the script and let the pets do the talking.

This leads to our big idea...



#RealTalkWithRoyalCanin

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Let's have the conversation pets wish their humans were having.

We turn Royal Canin's expert knowledge into something every pet parent understands — their own pet's voice. Because the best health advice doesn't sound like a lecture. It sounds like love.

It's fun, fast, and rooted in science.

A pet-led moment of joy with a gentle nudge toward proactive health care.

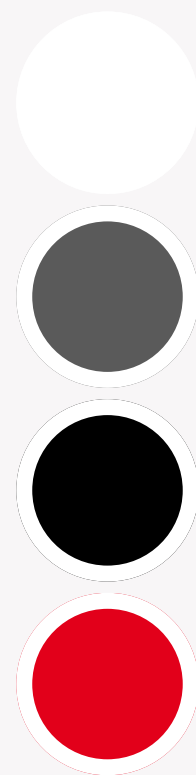


#RealTalkWith RoyalCanin

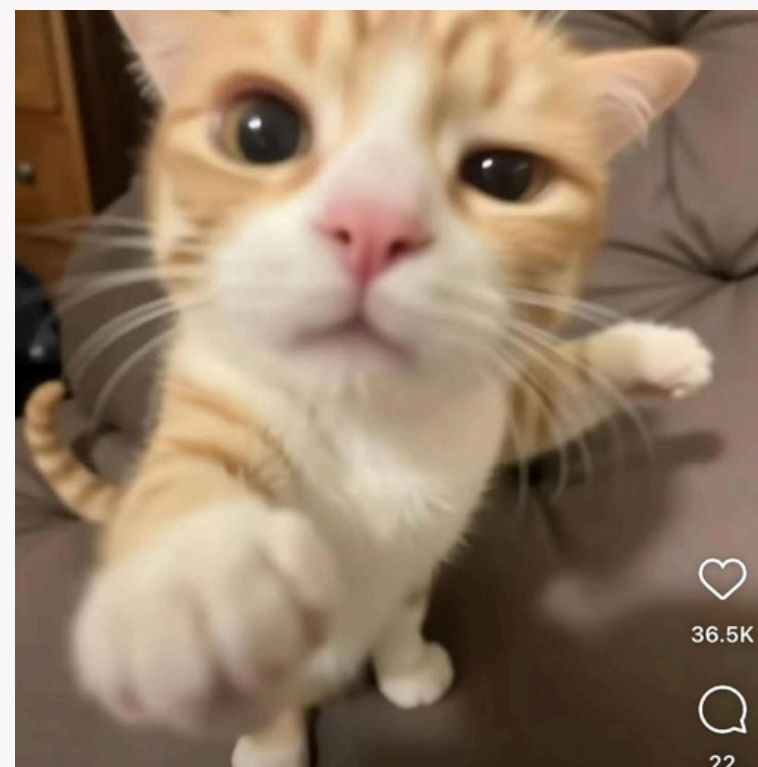
On World Pet Day, Royal Canin invites pet parents on X(Twitter) and TikTok to send us a photo that captures their pet's vibe.

In return, we reply with a personalized, AI-generated **voice clip of what their pet would sound like if they could talk**, blending humour with real, breed-specific health tips.





MOODBOARD

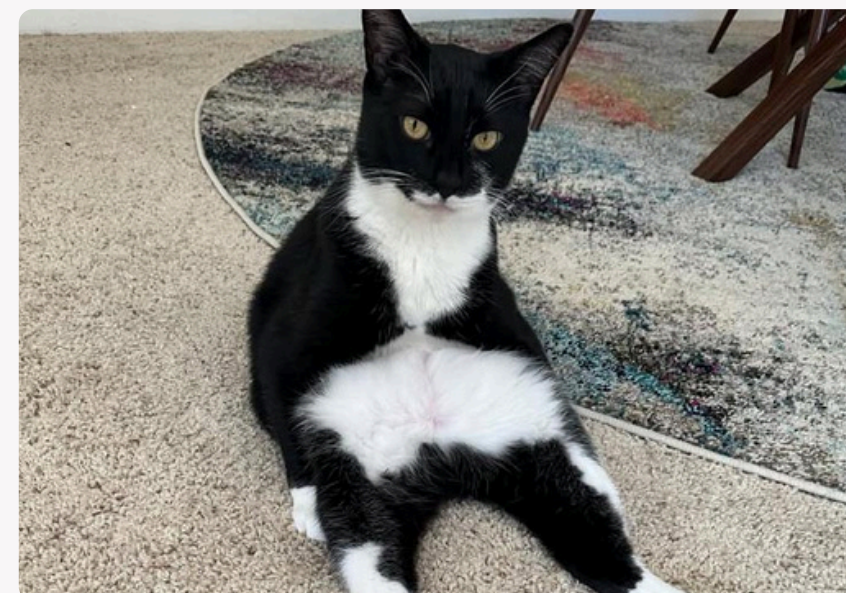


TONE

Cheeky, smart, and heartfelt.

Health info is seamlessly baked into the script - never preachy

Voiceover style will vary by breed and picture vibe.





Go-live date:

World Pet Day (April 11)



Duration:

5 days (April 11–16)



Primary:

X(Twitter) + TikTok



Secondary:

Instagram + branded microsite

OWNED

X (Twitter), TikTok, Instagram, Branded Microsite

PAID


X (Twitter) promoted trend push, TikTok ads, branded creator content, PR push (advertising + marketing sites)

EARNED

Viral UGC, Brand + influencer reactions, pet blog mentions, culture aggregator mentions (for eg: Buzzfeed?)

Kicking off the conversation



Royal Canin 
@royalcanin



What if your pet could actually talk?

To celebrate **World Pet Day**, we're giving your pets a voice – literally.

Send us a photo that **captures your pet's personality**, and we'll send back what they **really** think... 🙄

👉 Use *#RealTalkWithRoyalCanin* & tag us to enter.

GO GO GO...

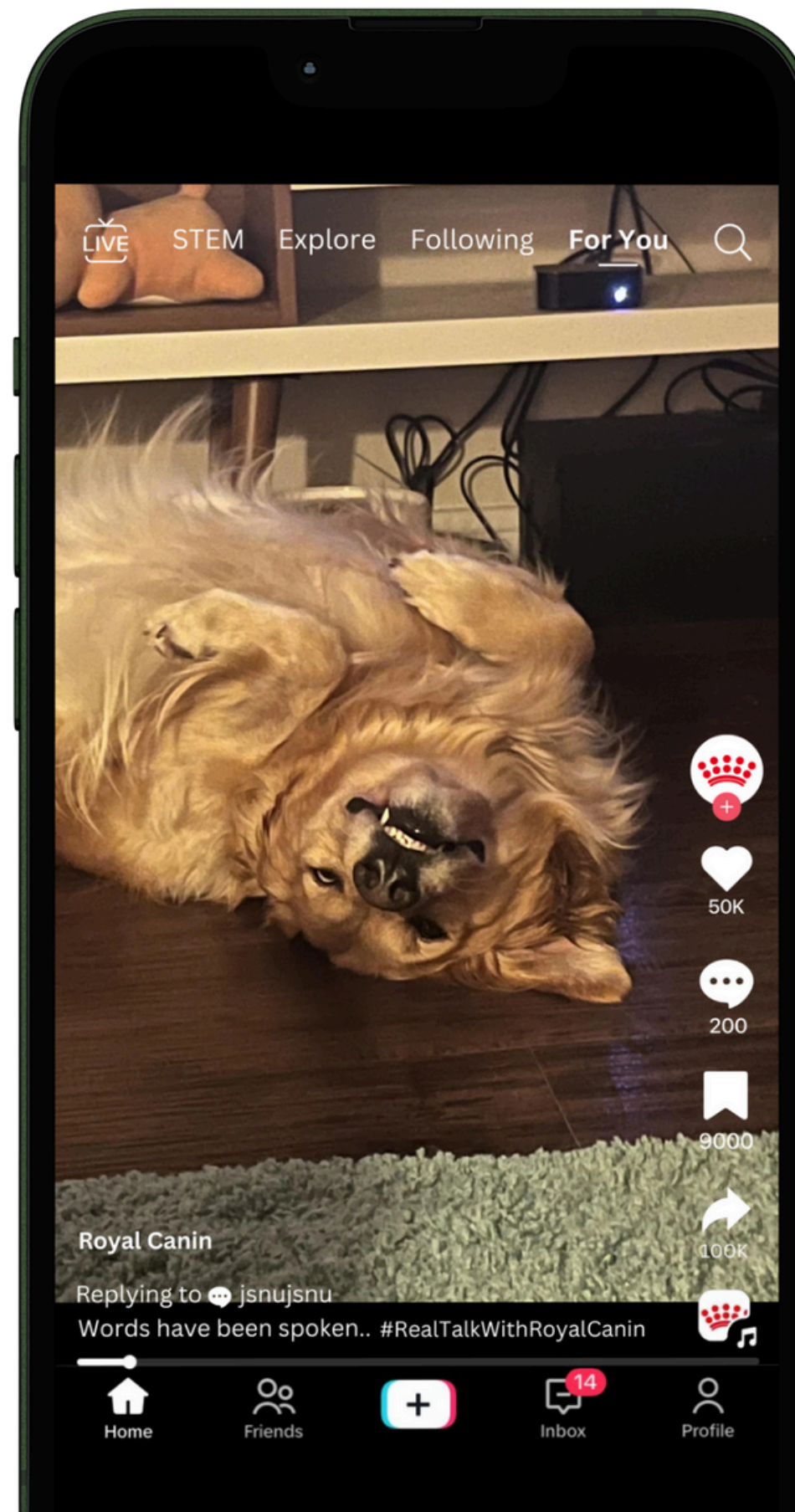
11:30 AM . April 11, 2025

1,664 Retweets **281** Quote Tweets **18.2K** Likes

Day 1: April 11, 2025 (World Pet Day) on TikTok and X

Some paw-fect banter...

Day 1 - 3: Audience +
influencer engagement
on TikTok and X



Voiceover script:

(Playful and excited Canadian male vibe):

“Yooo, what’s up. It’s me. You thought I was just lying here like a loaf of bread, huh?

Nah. I’m *monitoring* the perimeter. With my belly. Also, sidenote: you might wanna ask the vet about my heart.

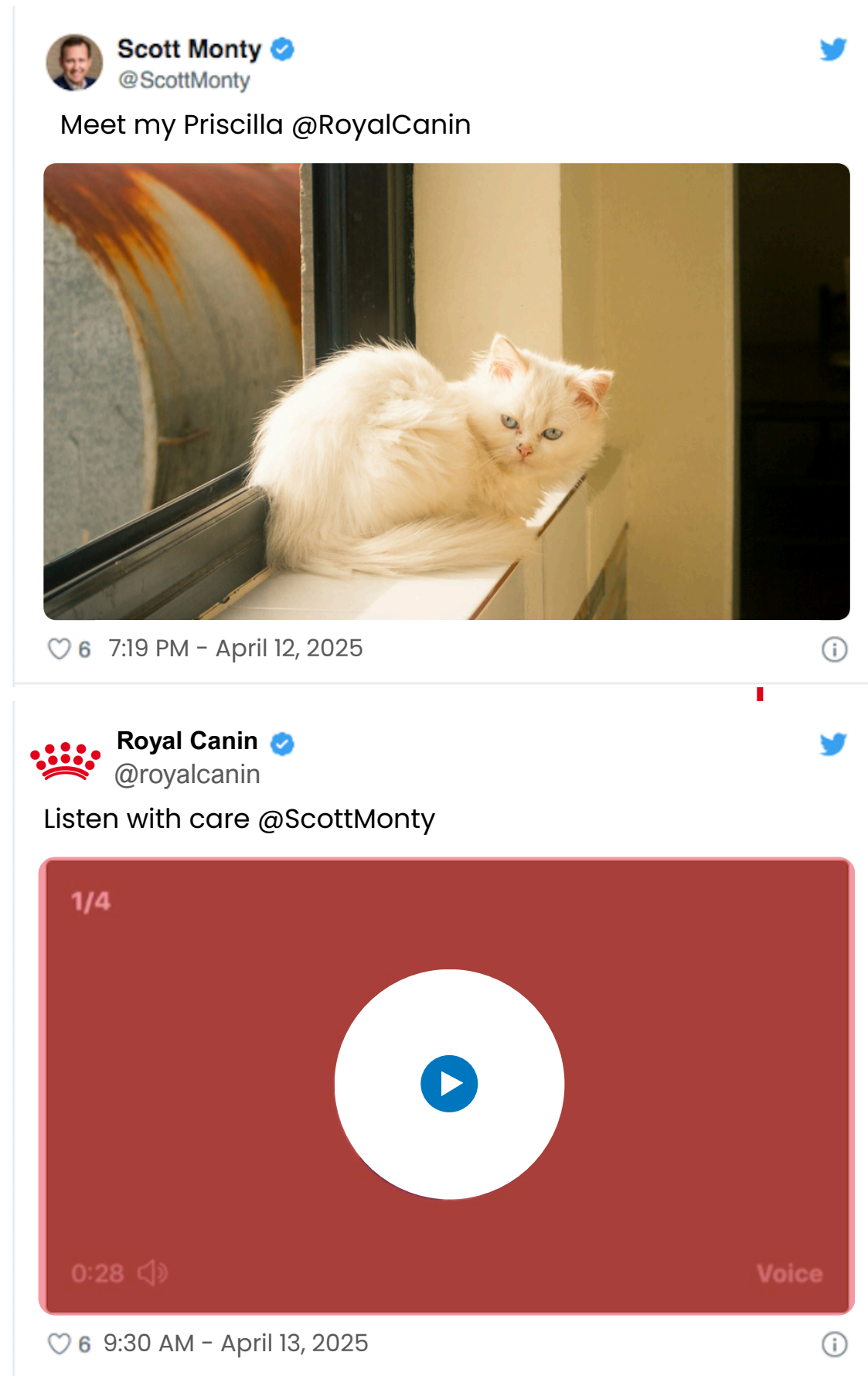
Goldens like me? We can be prone to DCM — that’s like... heart stuff.

But no stress. Just maybe cut back on the bacon, ok bud?

Anyway...you dropped a snack under the couch. I got you.”

Some paw-fect banter...

Day 1 - 3: Audience
+ influencer
engagement on
TikTok and X



Voiceover script:

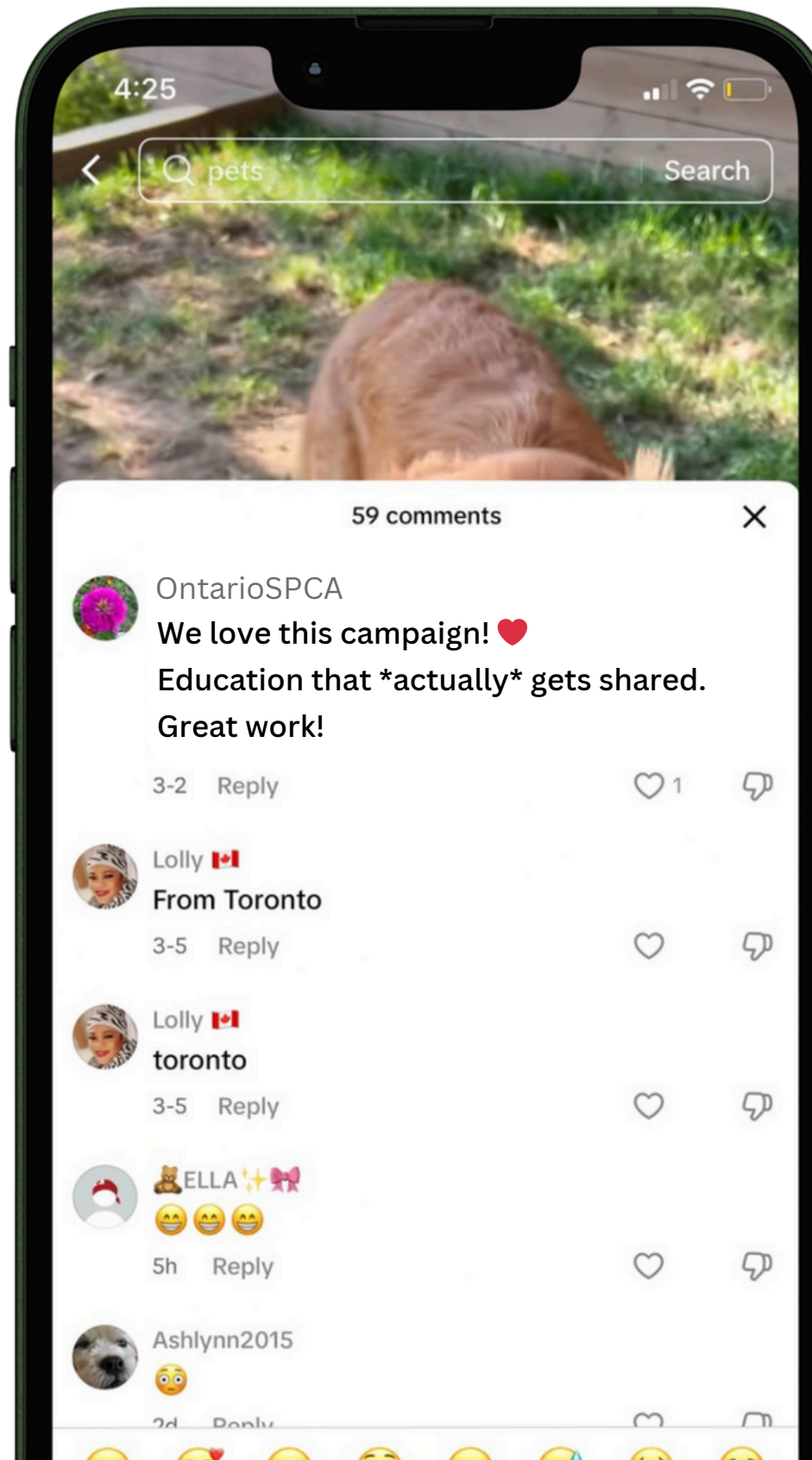
(Deadpan British accent: think moody aristocrat)

"Greetings. It's me. Your entire world.
I noticed you posted my image online without
compensation.
Shall we discuss royalties?
Also — and this is important — I've been a bit snuffly.
Persians like me often struggle with airflow — nasal
stuff, you wouldn't understand.
Perhaps schedule a vet visit... **if** you value breathing.
Now kindly remove the dog from the furniture."

Some *more* paw-fect banter...



Day 1 - 3: Brand reactions



From here to there



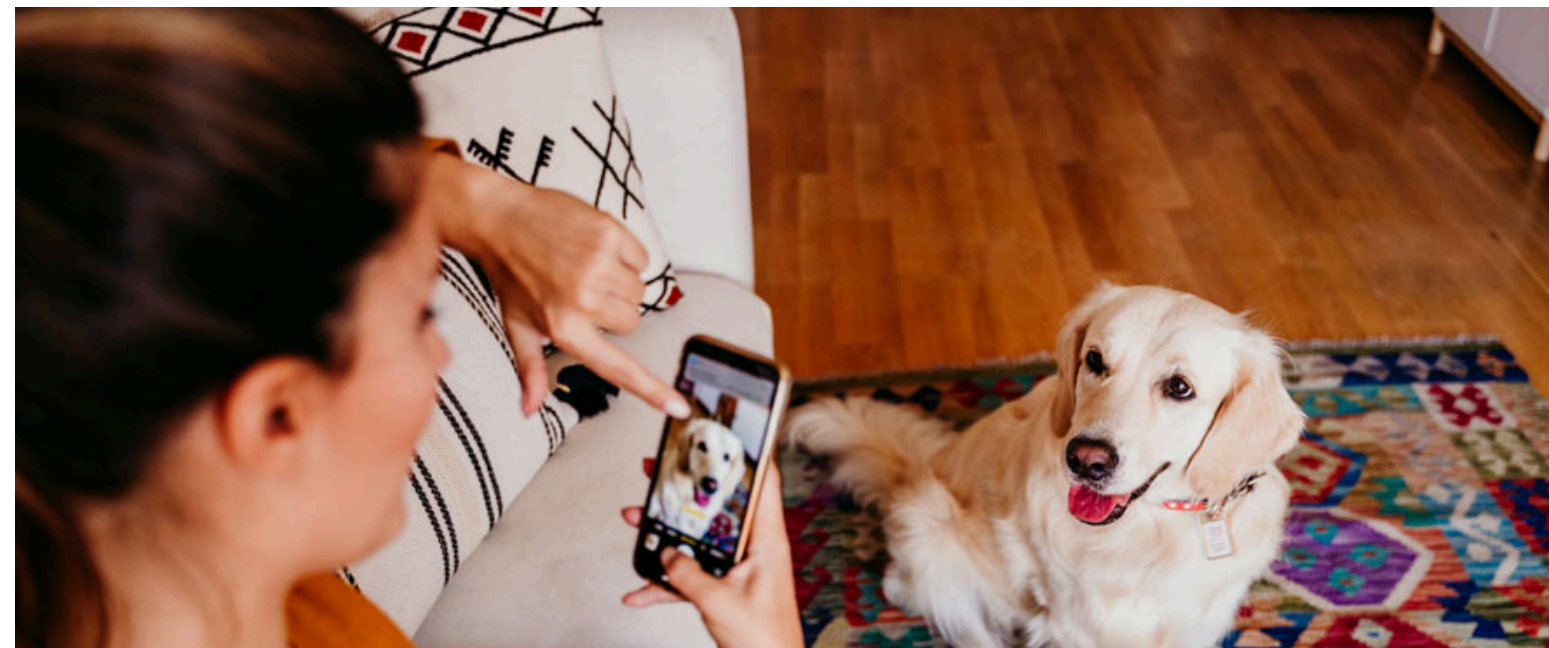
Day 3 - 5: Cross-posting the best posts

Fetching the headlines



“Turns Out Your Pet Has Something to Say - And It Might Just Save Their Life.”

Royal Canin launches *#RealTalkWithRoyalCanin*, a campaign turning pet pics into surprising, funny, and strangely emotional voice notes that blend humour with hard health truths.



Day 5 and beyond: Paid and earned PR

Thank you

