

# Discover the NATURA ADVANTAGE

## Natura Pet's biggest high-value coupon program ever!

Designed to drive traffic and boost sales for the Independent Pet Specialty Retailer.

**TIMING – July – September, 2010\***

### HOW THE PROGRAM WORKS

Consumers visit [www.naturaadvantage.com](http://www.naturaadvantage.com) to request a high-value coupon. Coupons will be mailed to households within 10 days.

Consumers will receive either:

- A coupon for a free small bag (5 - 6.6 lbs) to drive trial with new users
- OR**
- A coupon for \$7.00 off any bag (5 lbs or larger) to reward current users

Coupons are valid on any Natura Pet Products dry dog or cat food.

Coupons will be customized to include the customer's choice of retailer.

Coupons will be fulfilled through Distributors.

Coupons will be available while supplies last.

### SUPPORT TO DRIVE AWARENESS AND ACTION

Over 23,000,000 impressions of online media and Paid Search drives awareness for this exciting offer.



\*while supplies last.



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