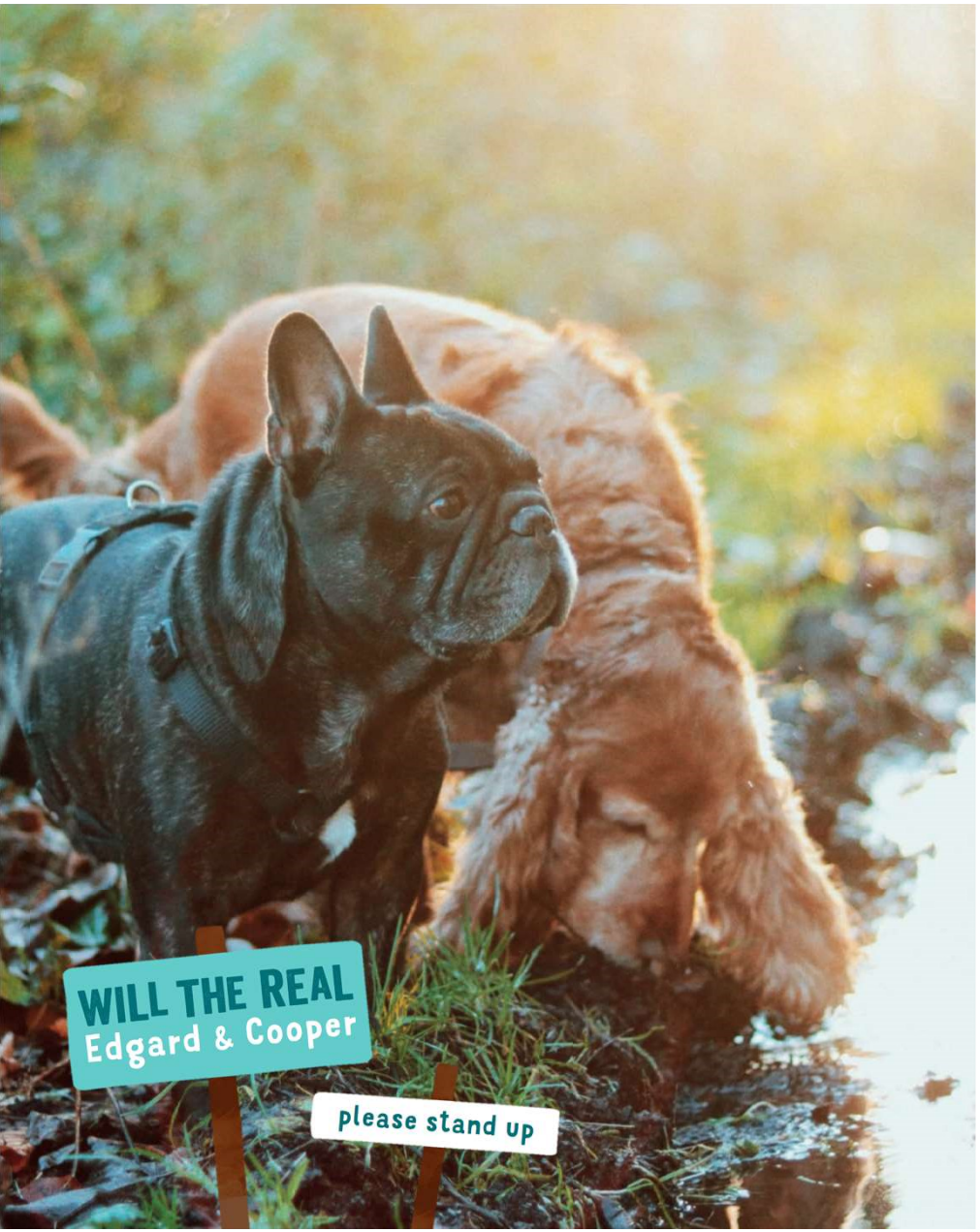
EDGARD & COOPER

Amsterdam

07/09/2019

feed them FEEL GOOD



The Edgard & Cooper story

Our mission is built on

3 KEY PRINCIPLES

edgard Cooper
FREE-RUN CHICKEN
GRASS-FED LAMB
NORWEGIAN SALMON
VENISON
BEEF

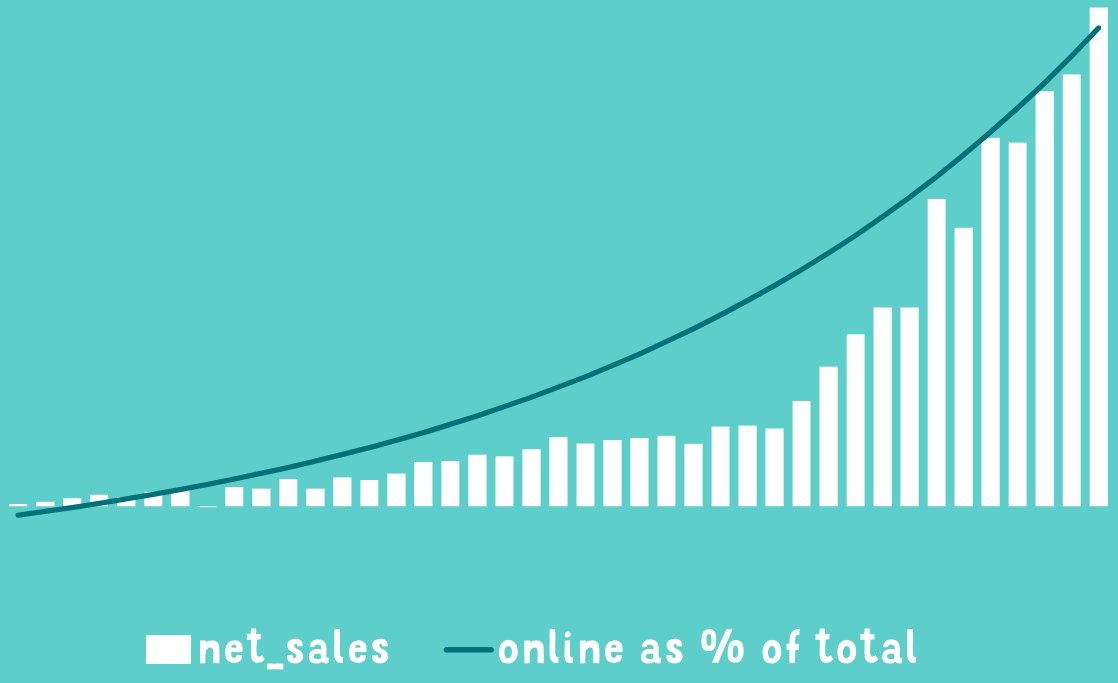
FOR ADULT CATS
MSC
THE PET YOU LOVE, LOVES
edgard Cooper
GLORIOUS
NORTH ATLANTIC
WHITEFISH
botanically Boosted with
nettle · watercress · chamomile
oatmeal · cranberry · fennel
Grain-Free

edgard Cooper
LUSCIOUS
LAMB &
BEEF JERKY

edgard Cooper
IRRESISTIBLE
GRASS-FED
LAMB
edgard Cooper
BIO ORGANIC
LUSCIOUS
FREE-RANGE
TURKEY
& CHICKEN

Online is growing

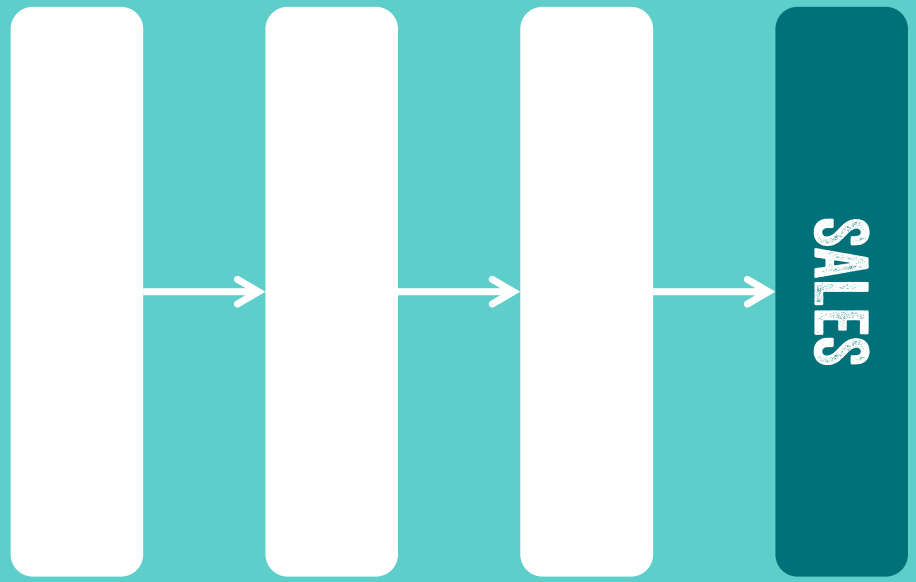
SHARE OF ONLINE EXPLODES IN 2019



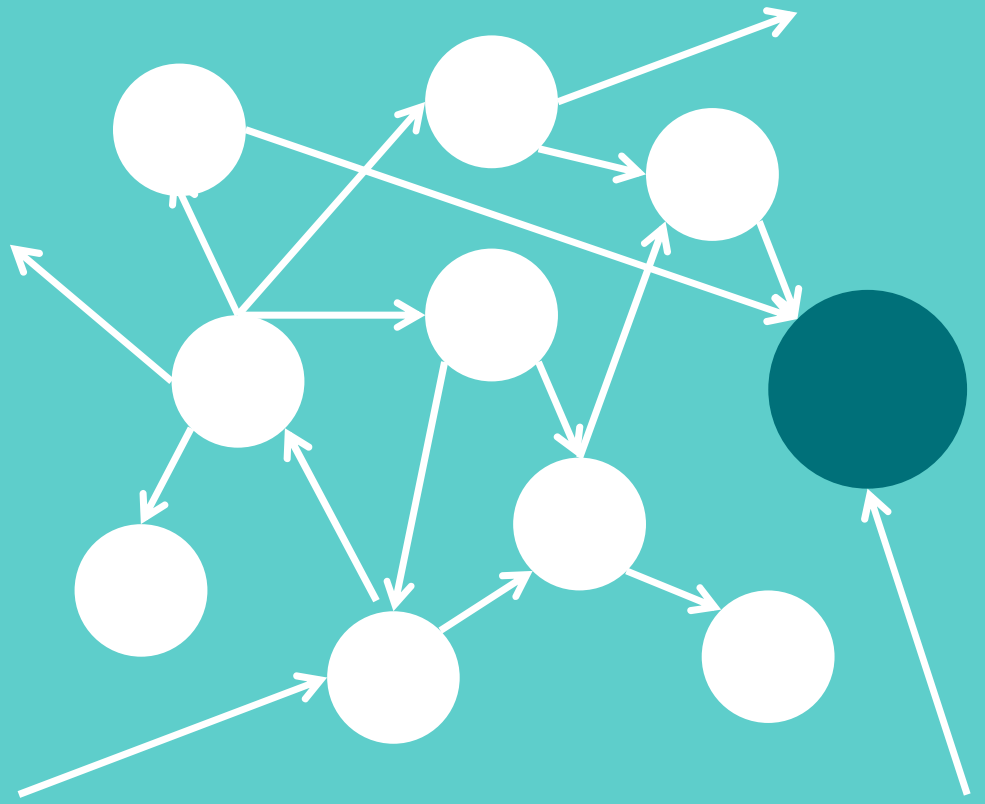
Omnichannel

EACH CHANNEL HAS ITS ROLE TO PLAY

Most brands think the shopper journey looks like this

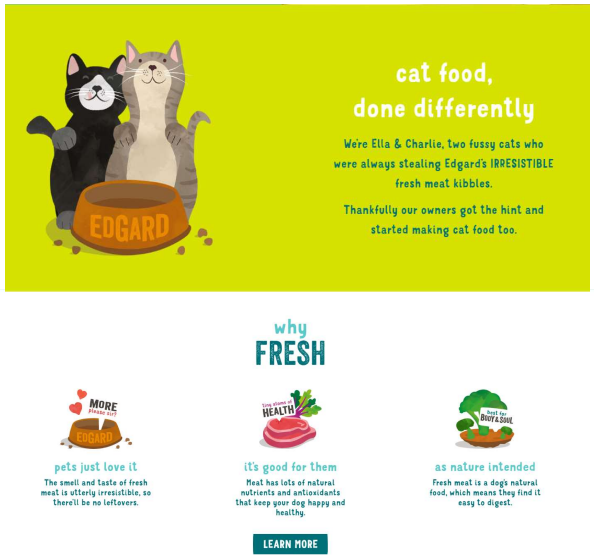


In reality it looks more like this

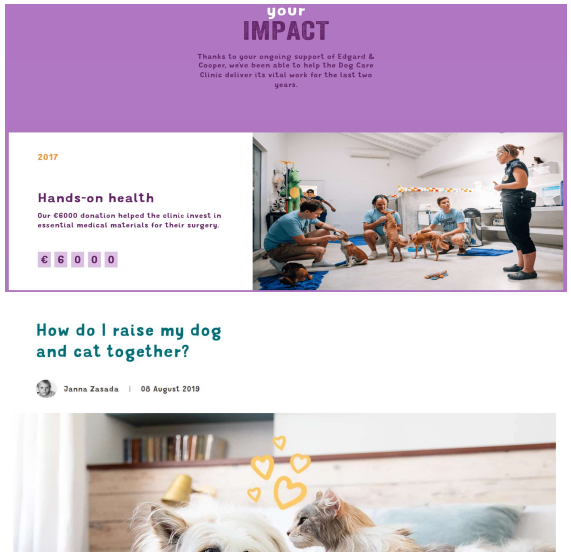


Why do they come to our website aka D2C channel?

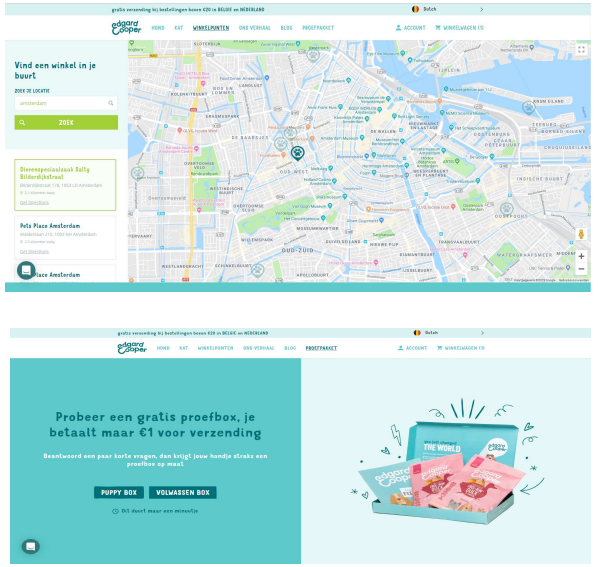
95% IS NOT BUYING



1 Get to know the brand & products

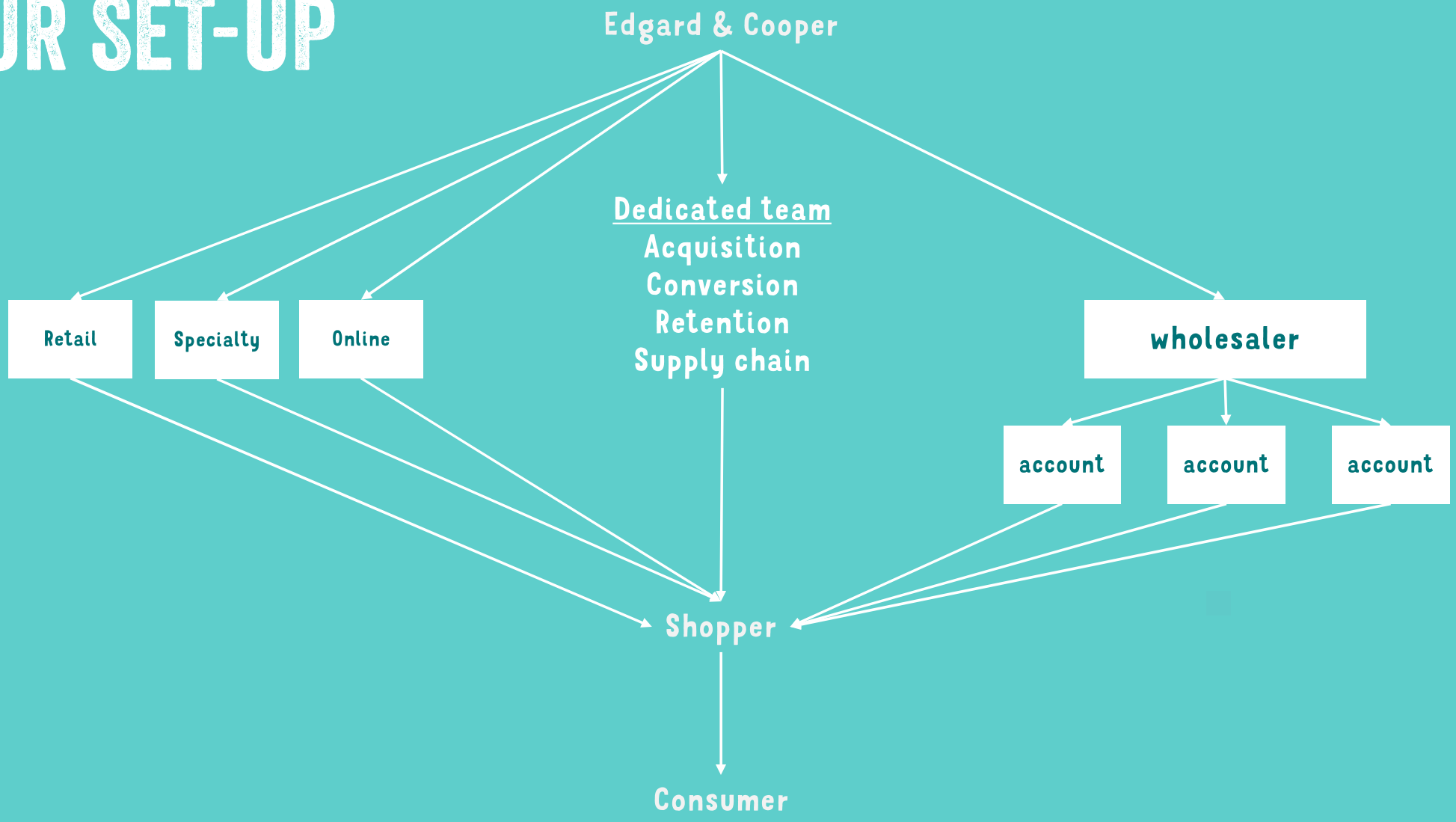


2 Get inspiration & education



3 Trial & offline buying

OUR SET-UP


Edgard & Cooper
Dedicated team
Acquisition
Conversion
Retention
Supply chain
Retail
Specialty
Online
wholesaler
account
account
account
Shopper
Consumer

Consumers love it

TRADITIONAL TRADE NOT SO MUCH

Trustpilot

TrustScore **4.7**
1,531 reviews

Then why do we do it?

NOT FOR THE MARGIN

** Theoretical illustration*

Then why do we do it?

DATA

DATA

DATA

DATA

DATA

DATA

Data

WHAT KIND OF DATA

Consumer/shopper data

Product data

Journey data

Consumer Data

SHOPPER PROFILES

Try a free trial box for your dog, only pay £1 for shipping

Answer a few short questions so we can prepare the perfect box for your furry friend

PUPPY BOX ADULT BOX

this takes about 1 minute.

Consumer Data

CONSUMER PROFILES

Roll over image to zoom in

Edgard & Cooper Fresh Free Run Chicken | Dry Adult Dog Food | With Mango, Blueberry, Apple & Carrot | Slow Cooked | Low Calorie Energy | Grain Free | Hypoallergenic | 100% Fresh Meat | 2.5KG Bag

by Edgard & Cooper

12 ratings

Amazon's Choice for "edgard cooper dog food"

Price: £15.99 & FREE UK Delivery on orders dispatched by Amazon over £20. Delivery Details

Get a £20 gift card upon approval for the Amazon Platinum Mastercard. Terms apply.

Note: This item is eligible for **click and collect.** Details

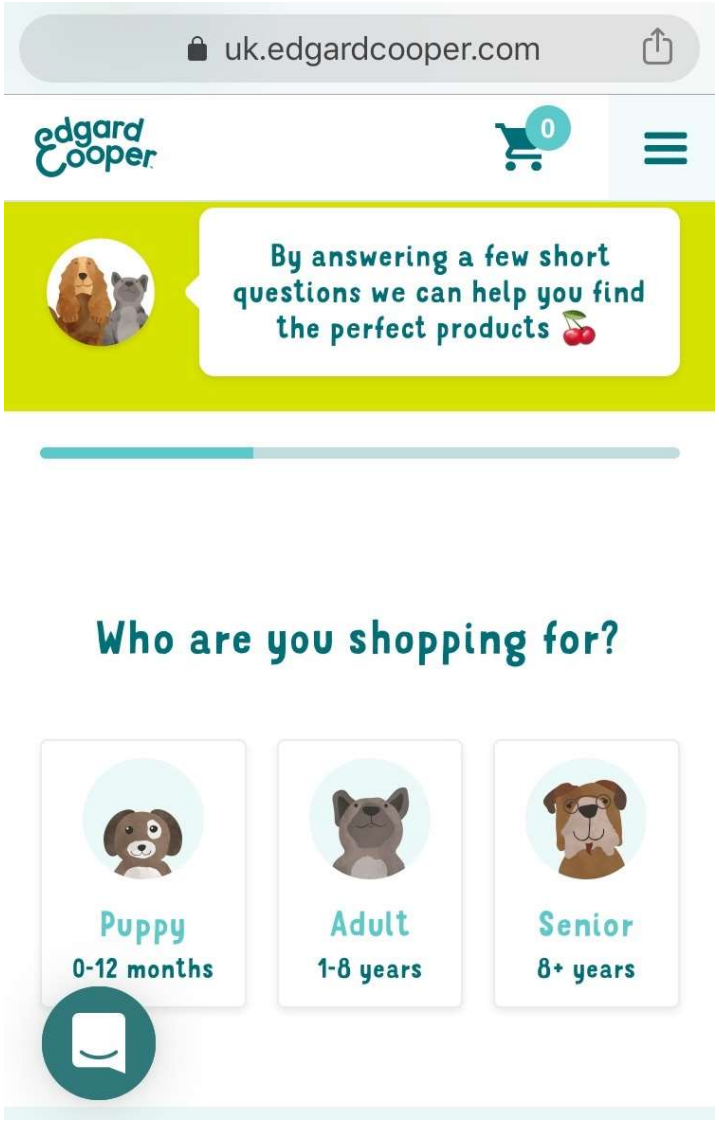
5 new from £15.99

Size Name: **2.5 kg**

0.7 kg	**2.5 kg**	7 kg	12 kg
£6.29 (£8.99 / kg)	£15.99	£39.99	£68.99

- PACKED WITH LOTS OF FRESH MEAT: There's no processed meat or meat meal in our dry adult dog food, so it not only smells and tastes irresistible, but it's easy to digest and packed full of all the natural nutrients and antioxidants your dog needs
- GRAIN FREE: Our fresh free run chicken kibble recipe is grain free & hypoallergenic, so is particularly good for those dogs with sensitive tummies - pretty much every dog finds chicken irresistible
- PROTEIN & LOW CALORIE ENERGY: Chicken is an extra-lean meat, so is a perfect source of low calorie energy, especially good for dogs who are watching their weight! All our recipes are slow cooked to lock in the most natural goodness possible too
- ZERO PAWPRINT PLAN: Our kibble bags are 100% biodegradable - We believe in doing right by nature, our four-legged friends and preserving our future by keeping our environmental pawprint as small as possible
- DOG CARE DONATION: We donate 10% of all our profits to the Dog Care Clinic in Sri Lanka, so your purchase supports a brilliant project that gives stray dogs a second chance

› See more product details



Product Data
MULTIPACKS

Agrandir

Edgard & Cooper Multipack
Pâtée Adulte Sans Céréales
Pâtée en barquette pour chat

› Tous les produits EDGARD & COOPER

4.0/ 5 › 2 avis client

Les délicieuses pâtées **Edgard & Cooper Adulte sans céréales** pour chats adultes existent également en **multipack de quatre saveurs** pour varier son alimentation.

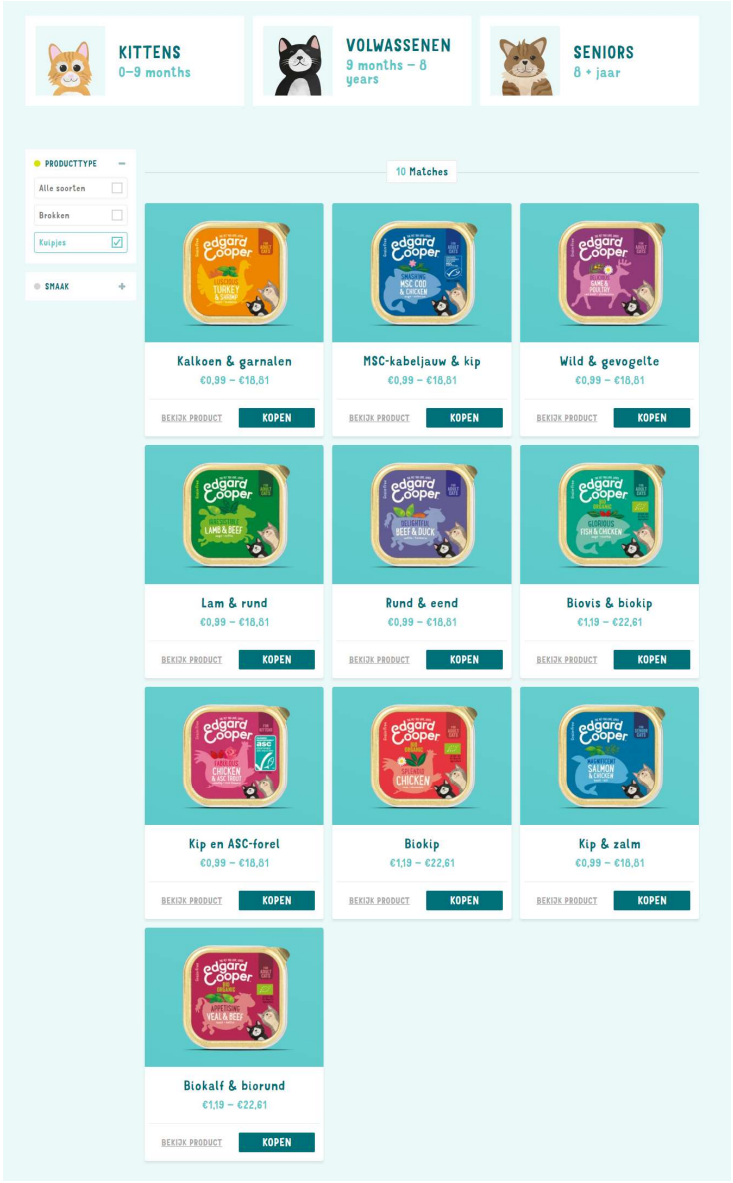
Leurs recettes complètes et équilibrées répondent aux besoins des chats adultes jusqu'à l'âge de 8 ans.

Elles sont élaborées à partir de **viande fraîche ou de poisson issu de la pêche responsable** (MSC) mélangés à des légumes, des fruits et des herbes fines. Elles ne contiennent ni viande transformée, ni farine animale et sont sans colorants et sans arômes artificiels.

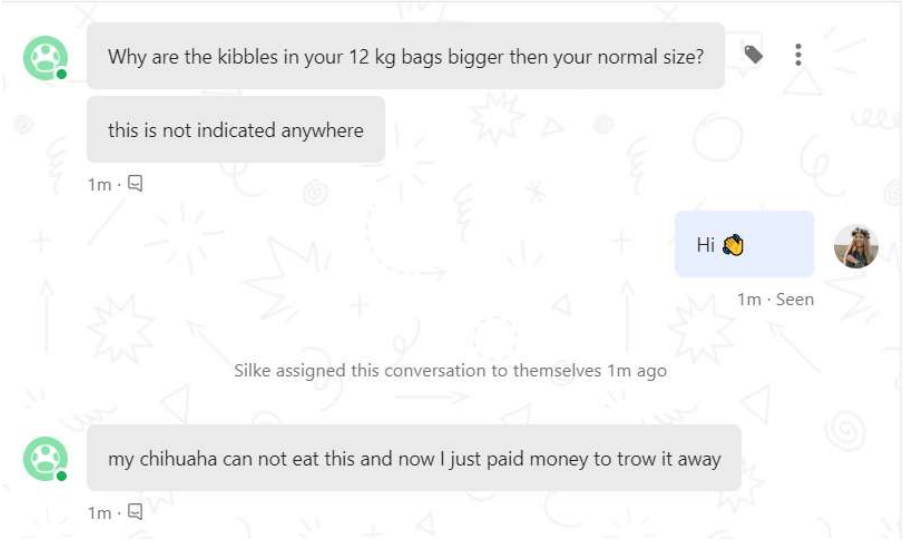
Le multipack contient **deux barquettes de chaque saveur** :

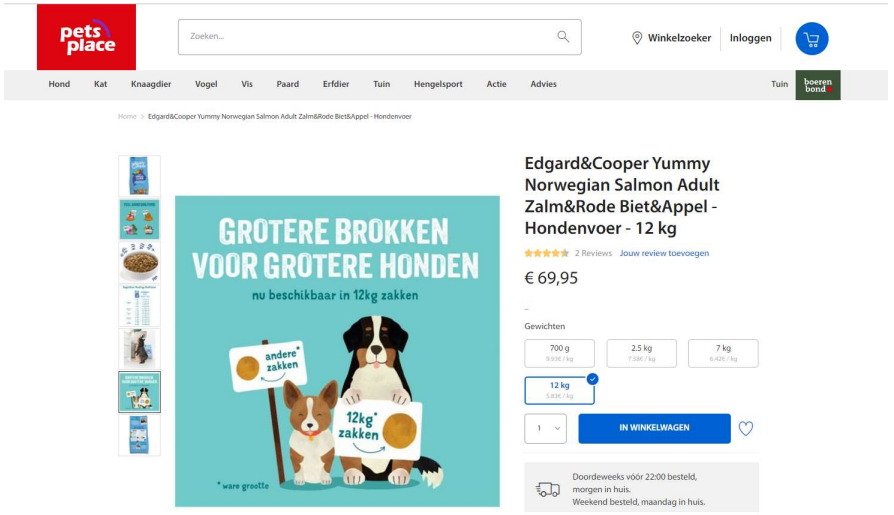
- Boeuf & Canard
- Cabillaud & Poulet
- Dinde & Crevette
- Boeuf & Agneau

Composition Mode d'emploi



Product Data
KIBBLE SIZE

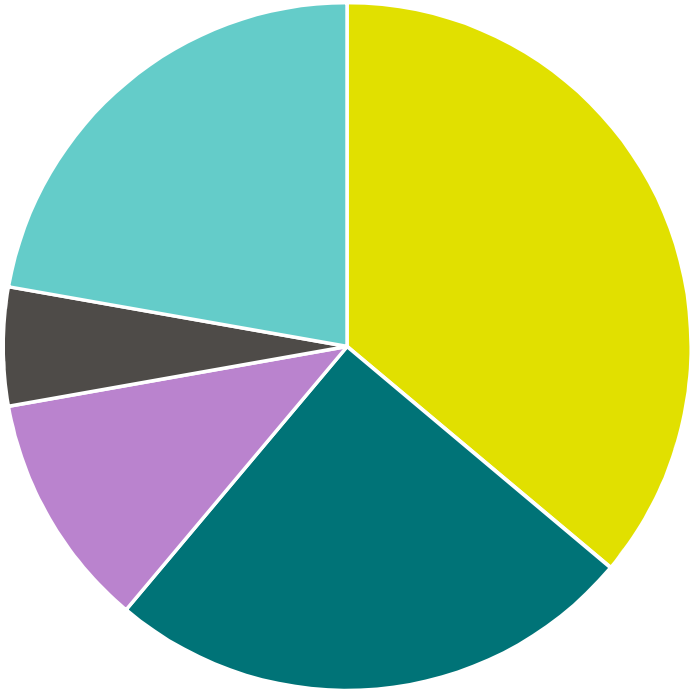


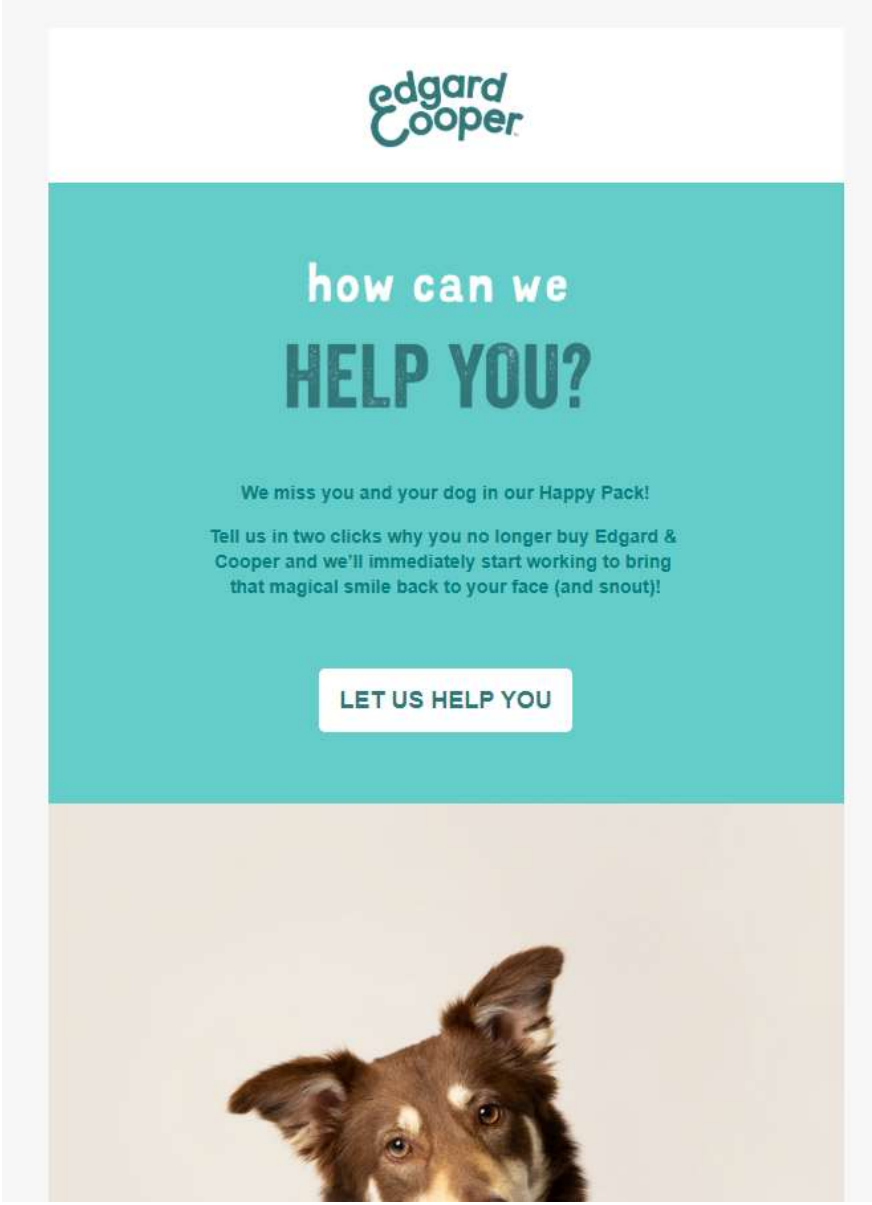


Journey Data

LAPSED USERS

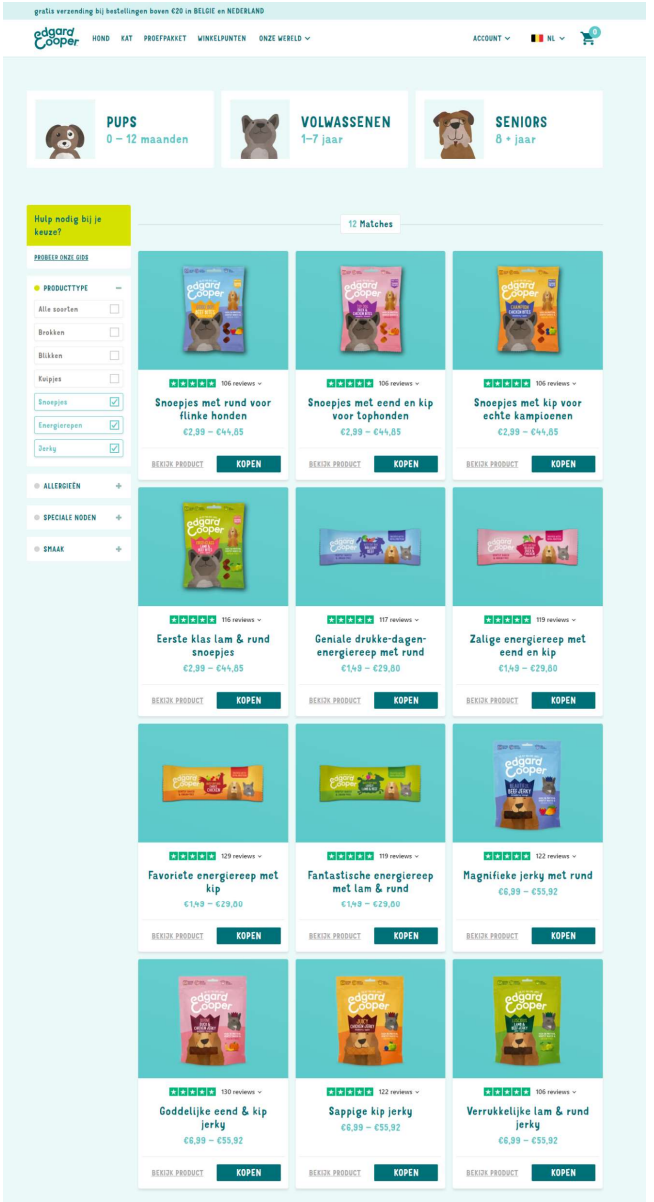
Why did you leave us?





Journey Data

FREE RESEARCH

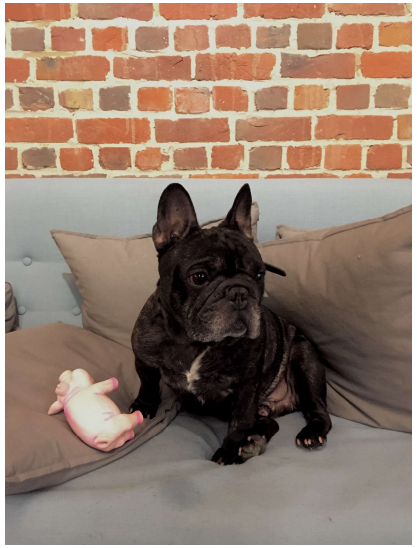


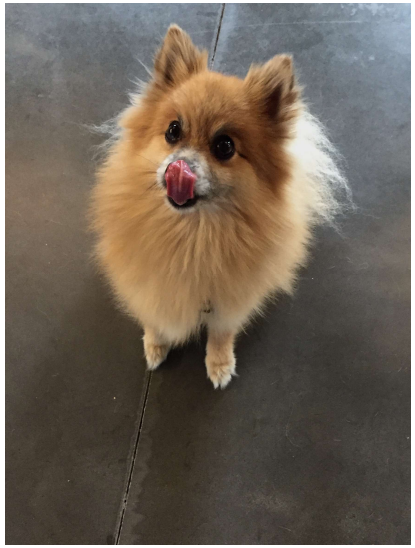
Omnichannel

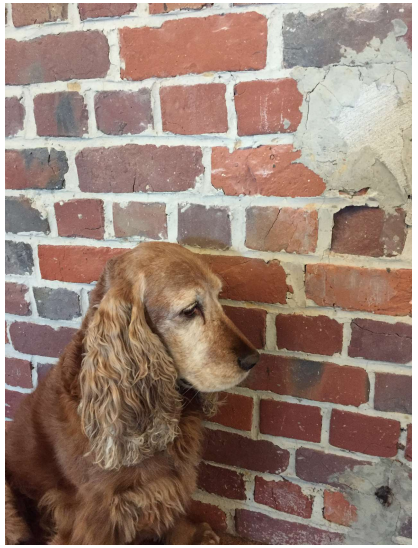
IN THE END

Data needs people
People need time
Time needs money

Direct to consumer is not only a valuable and fast growing sales channel but most of all a treasure pool of data to guide the whole company.







maarten@edgardcooper.com

THE PET YOU LOVE, LOVES

edgard Cooper™