



## Results of MYBEAU Vet Trial May 2004

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- **Background and Objectives**
- **Methodology**
- **Findings**
- **Key Issues and Recommendations**
  
- **Background and Objectives**
- To meet VitaPower's need for up-to-date expert and credible product trial information a study was developed by Massey University to:
  - test MyBeau across a variety of product attributes within an expert environment
  - identify product strengths and weaknesses
  - locate the product's perceived position relative to competitive offerings
  - To assess the perceived value of the product in NZ \$'s
  - To evaluate vets' propensity to recommend, stock and use MyBeau
  
- **Methodology**
- A random sample of 96 New Zealand vets' selected.
  - Each telephoned and asked to participate in a 20-30 trial of MyBeau on their **OWN** cat or dog - 100% positive response
  - MyBeau was then mailed to them
  - Followed by a self-completion questionnaire
  - Resulting in an 83% response rate
- Total number of Vet' trials on cats and dogs 80
- Final trial composed of 47 dogs and 33 cats
- Final sample comprised dogs 59% & cats 41%

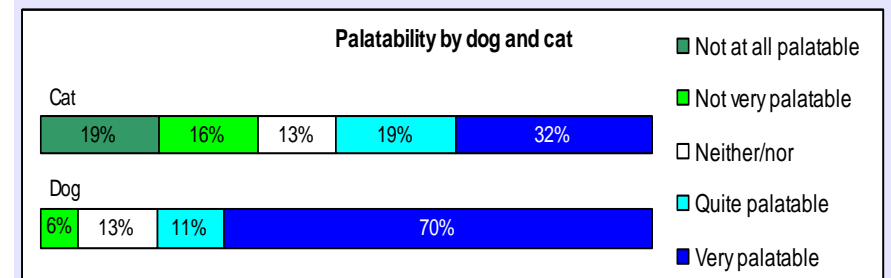
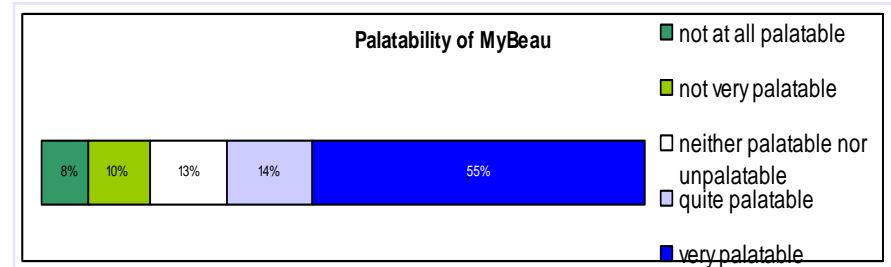
59% Dog

41% Cat



## Results of MyBeau Vet Trial Palatability

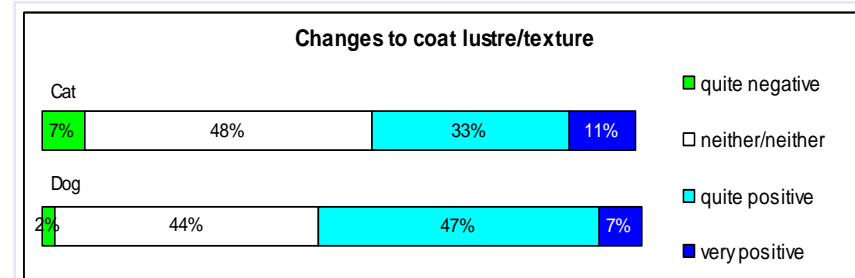
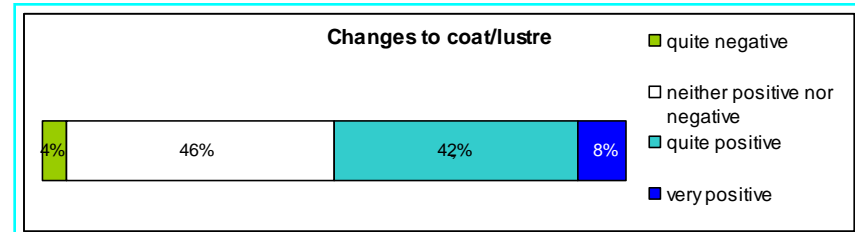
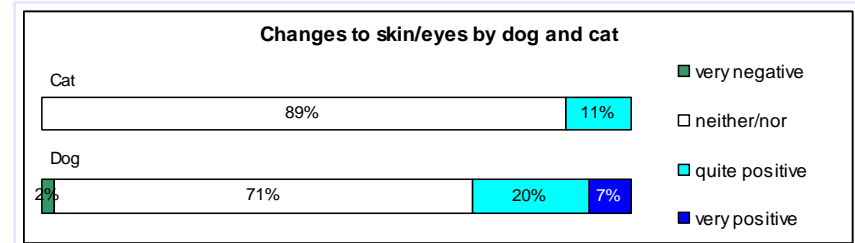
- Findings
- Considered *en bloc* and then in detail
- Overall very positive and encouraging, particularly:
  - Vets' finding noticeable improvements in their animal's condition across a variety of attributes
  - Their identification of applications for MyBeau and situations where they would recommend it
  - Vets' Perception of MyBeau as amongst the best, if not, 'the best' dietary supplement on the market
  - Commitment to stock the product
  - Perception of its high value in \$'s
  - Commitment to USE the product
- Overall, remarkably positive result to the trial
- Results at their most positive amongst vets' trialing on dogs
- A very high level of palatability was achieved especially amongst those vets trialing the product on dogs. Please refer to the graph opposite.





## Results of MyBeau Vet Trial Changes to skin and eyes and coat lustre

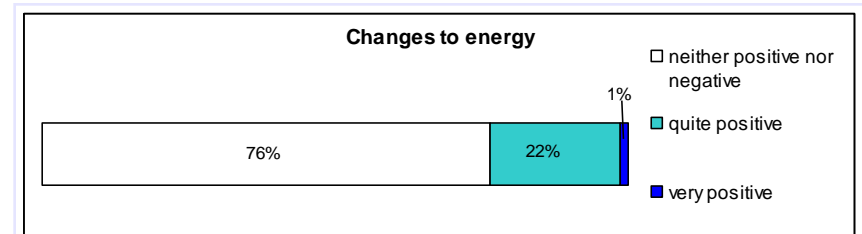
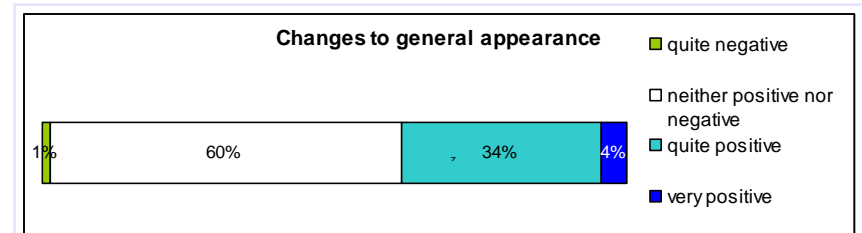
- Vets were then asked to measure the product's effect using a 5 point scale of very positive to very negative
- The product's perceived efficacy was measured on the following attributes:
  - Skin and eyes
  - Coat lustre/ texture
  - Muscle tone
  - General Appearance
  - Digestion & size/ consistency of stools
  - Temperament
  - Energy
  - Overall well-being
- 21% of vets noticed a positive effect to their pet's skin and eyes with 4% reporting a very positive improvement Vets defined changes to coat/ lustre as the most marked improvement identified in the study.
- 50% of vets saw an improvement in their animal's coat
- 54% of vets noticed a favourable improvement in their dog's coat/ lustre





## Results of MyBeau Vet Trial

- After coat condition and lustre the next most marked improvement in animal condition was identified as its general appearance
- Almost 40% of the sample saw a direct improvement, with 4% seeing a very positive difference
- This positive result was just as pronounced amongst vets' testing the product on dogs as cats
- This underscores that it is not the efficacy of MyBeau cat which is the issue but its acceptance and palatability
- A marked improvement was identified in terms of changes to the animal's energy levels
  - more pronounced amongst dogs on the trial than it was amongst cats (33% of dog owners noticing an improvement in energy compared to just 7% of cat owners)
  - An increase in energy level is a substantial product benefit to the owners of geriatric or sick dogs

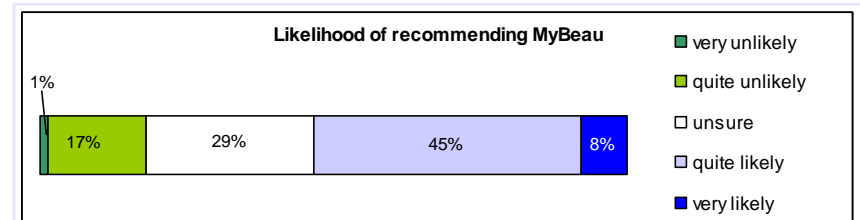
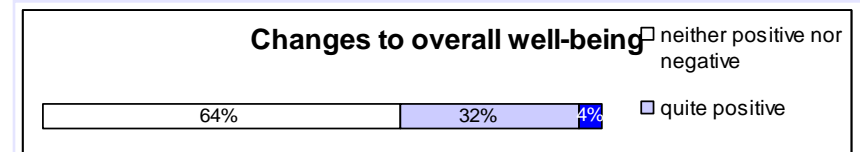




## Results of MyBeau Vet Trial

### Changes to overall well-being and likelihood of recommending

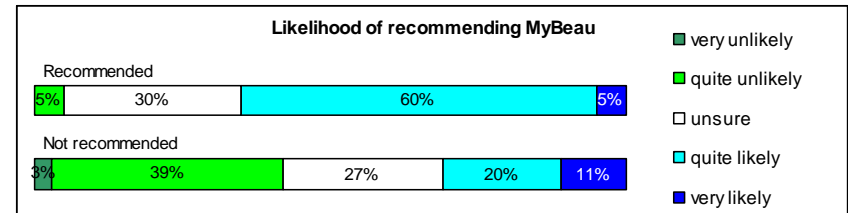
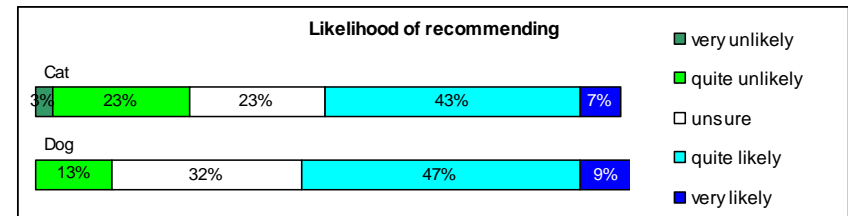
- Almost 4 out of 10 vets noticed an improvement in their pets' overall well being
- This result holds equally well for vet trials on cats as for dogs
- Again reinforcing that MyBeau (cat) main problem is, not perceived efficacy, but its use and palatability
- **Marks improvements in overall well being as one of MyBeau's key product strengths and benefits**
- Vets were then asked if they would recommend MyBeau
- 53% of vet trialists responded positively
- Only 18% claimed to be 'unlikely' to recommend the product
- **Indeed the product gained converts amongst those who claimed not to have recommended vitamins prior to the trial**
- Results again more positive amongst vets' trialing **ON their pet dogs**





## Results of MyBeau Vet Trial Likelihood of recommending

- High proportion of vets have a propensity to recommend the product (65% in dog trial)
- A result which underlines the product's perceived credibility by vet trialists
- Even 31% of vets who claimed not to have recommended a vitamin said they would recommend MyBeau (65% amongst those who had recommended)
- Most pronounced in the vet' dog trial Vets were then asked to select a price that would best reflect MyBeau's quality and composition
- The model response in the study was \$12
- 55% of vets priced MyBeau in the \$12 to \$18 dollar range
- 85% of vets advocating a \$10+ retail price price for the product
- Strong perception of high value, price and quality amongst vet trialists and opp' to value price

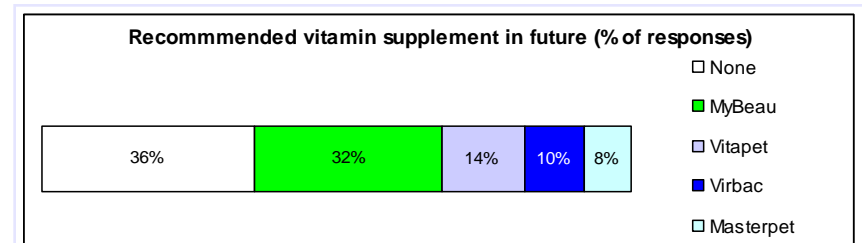
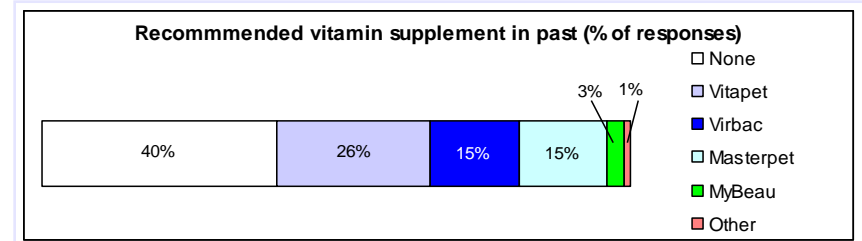




## Results of MyBeau Vet Trial – likelihood of recommending

- Vets were then requested to identify the vitamins that they have recommended in the past & those they would in the future – **3% had recommended MyBeau in the past**
- From a list of established brand leaders My Beau emerged as the most popular brand for future recommendation (**MyBeau 32%; Virbac 14%**)
- MyBeau apparently capturing intended and future recommendations away from its competitors (strong opp' to gain conquest sales)

Virbac recommendation in the past 26%...

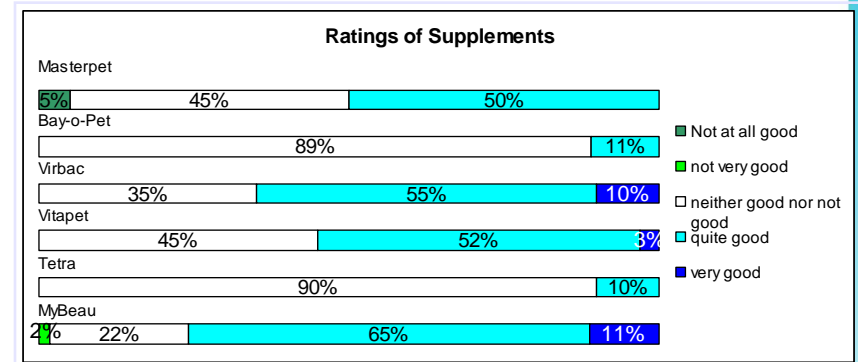




## Results of MyBeau Vet Trial

### Rating of MyBeau and preference for liquid supplements

- MyBeau emerged as the most highly rated dietary supplement on the market (on a scale of very good to not at all good)
- 77% of vets rated MyBeau as good when considered beside leading competitive brands Vets
- Followed by Virbac (66%); Vitapet (55); Masterpet (50%); Bay-o-Pet (11%)
- 87% of vets replied that a liquid dietary supplement is easier to feed than a tablet
- A strong product attribute

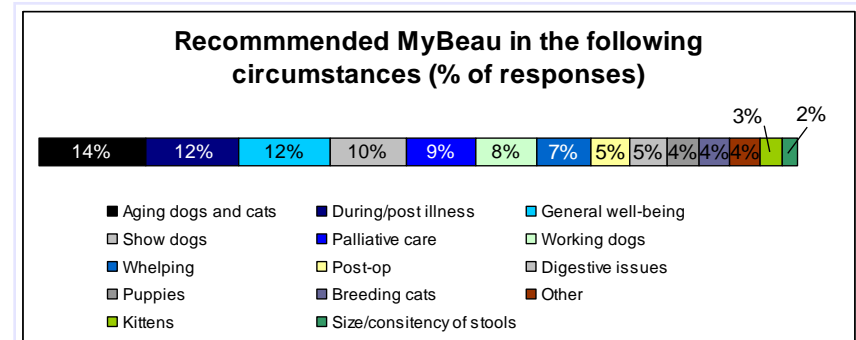
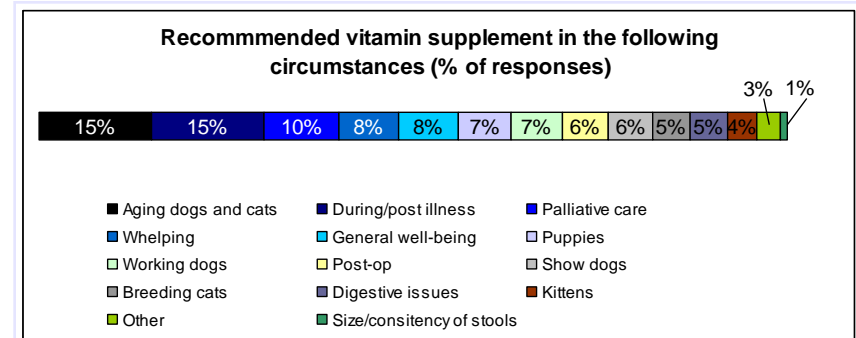




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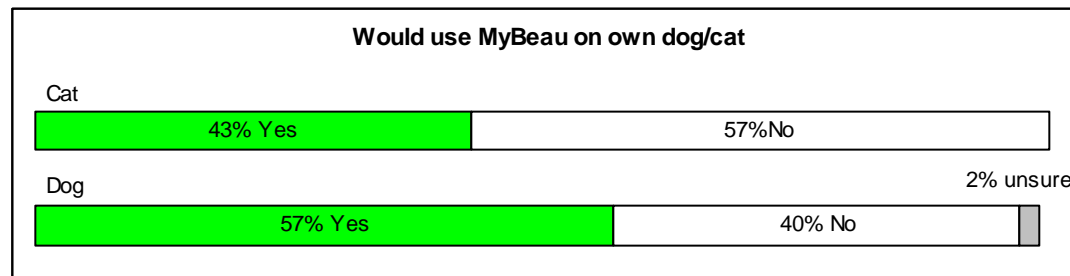
- Aging dogs, sick, palliative care, breeding, post op', main applications (54%)
- However a range of potential applications revealed
- ... suggested they would also recommend for skin complaints
- Vets recommended MyBeau in all situations additional supplements would be used
- Of special interest...general well being 8% 'usually recommend' 12% 'would recommend' MyBeau, show dogs (7% generally 10% MyBeau specifically)
- Underling the product's strength in enhancing coat condition
- Fulfilling a primary need amongst key target mkt KC owners



## Results of MyBeau Vet Trial

### Would vets use it again on their own pet?

- 52% of vets would use MyBeau on their own pet.
- Very strong endorsement especially amongst vets involved in the dog version of MyBeau(57% for dogs... 43% for cats)





## Conclusions

- **MyBeau dog product – flagship product**
- **Product rated positively and delivered improvements to all aspects of animal condition listed**
  - **Star performance... coat lustre, skin and eyes, general appearance, overall well-being – vets said they would recommend MyBeau for skin conditions**
- **High propensity to recommend MyBeau – even amongst those who claimed not to have prescribed vitamins**
- **High value attributed to the product 85% upwards of \$10**
- **Commitment to stock MyBeau**
- **52% of vets would use the product on their own pet (average between cat and dog trialists)**
- **MyBeau rated ‘best quality’ vitamin on the mkt**
  - **MyBeau considered esp’ strong for skin coat conditions**
  - **Vets’ will recommend for older dogs... sick dogs, breeding and other applications**
- **Trial gained vet ‘converts’...**
  - **Prior to trial 3% of vets had recommended MyBeau ... now over 50% of vets will recommend.**