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Baneful Chopped Wet Dog Food

Despite having dogs at our homes for various reasons like security, these tamed animals need good health too. Dogs are friendly to people who take good care of them, mainly those who give them food. Thus, dogs are helpful to man because they both offer security and company. Currently, it has been discovered that baneful chopped wet dog food kills the animals. The melamine in the food was responsible for the increased mortality rate of the tamed animals (Cohen). The advertisement aims to ensure that the target group gets the healthiest wet food for dogs, thus manipulating the perception. The altered notion is that when dogs take the baneful chopped damp dog food, there is a probability that they will die. A Z-pattern layout is used in the advertisement where there is a simple explanation of the message to the consumers. Clarity and simplicity were also used in passing information in the advert.

Contrary, the current baneful chopped wet dog food assures them of limited death. Also, the newly introduced food is used to earn votes for both the organization and the brand. The advert is used to sell a positive image of the brand to the community, changing their behavior, realized on customers' response, accordingly (Merrit). From the picture, one can recognize the spicy nature of the advertised food. The wet chopped dog food is well-cooked and packed in new containers, which improves their features. The meat is viewed with species boosting the urge to attract more recent customers. Such a presentation gives more contemporary hope to customers,

who will be keen on the product's ingredients. The main focus is on change of perception about the chopped wet dog food from poor health to an improved one, accordingly. The company has also expressed its love for the target group by stating, "your pet, our passion."

Baneful chopped wet dog food is one of the brands from the biggest dog food producers in the world. At least twenty organizations against the brand were closed in the past three years, making it realize the highest accreditation (Cohen). Also, the overall ratings of the brand are a four out of five, from the customers' view. Getting the features of nutrition, ingredients, and costs and comparing the products with other surrounding ones is the best way of stating the product's position in the market. Consumers will get more attracted to the product for various reasons. The first reason is, ingredients are provided on the add, to prove the health level of the brand. Also, in 2016, it was ruled out that there was no evidence of the death of a dog due to baneful chopped wet food. These two bold reasons make the candidate more qualified compared to its existing competitors (Merrit). The price of the new product is affordable despite the increased demand. The brand is currently selling more than its competitors because it has proven healthy with zero conspiracies. Also, it has gone global, and its customers have built trust in it accordingly. The product will get instant improvement from customers' feedback, hence making it the best. Consumers' health is not at risk with the use of the new product. The health of the dogs was the primary consideration in making the new brand. Checking on the health was facilitated by the previous issue where a case was taken to court claiming that baneful chopped wet dog food was the leading cause of a more significant number of the tamed animals.

The target audience of the ad is people with dogs. Dogs need health care to sustain them through taming, thus providing them with food, suits (Cohen). The target group gender cuts through because anyone can own a dog for domestic purposes like security and accompaniment.

Therefore, the price is affordable to cater to the age limit too. There is no limit in the age of the target group, as discussed before because most people own dogs. For example, a teenager can own a dog and feel the product suits its dog. The underage will request their parents to buy their dog the product, which will be okay. The price is affordable; thus, the middle-level income person can afford the dog food. The fair price adds weight to its full emergence amongst its competitors. Also, it does not matter the number of dogs one can have because anyone can buy as many as they wish (Merrit). The wet dog food is not perishable, and purchasing a lot of it is not a waste either. Thus, income levels are not affected by managing to buy dog food. Finally, there is no limit of career on the target group. The wet dog food cannot be limited to vet places. There are people with dogs at their homes who would purchase the food too. All people are interested in the food because of its price and improvement based on health stunts. The quote, "sometimes words just get in the way," is a clear indication of the achievement from the advert. The section tries to convince the customers that whatever happened was based on arbitrary allegations, which do not count, and this is a new version.

The element from part three is recognition of the achievement. The quote gives the summary of the previous and the current product. In short, the section shows the connection between the two ears, old and new, and the transition made. The quote passed a piece of smoot information that lures more unique customers, ensuring them of a better environment when dealing with the current product, eradicating any barriers (Cohen). Achievement is the ultimate element that most organizations would want. From evaluation, the achievement is realized when the revenue is more than the cost of operation, thus realizing the set objectives. Customers' feedback is the main idea used in the evaluation to ensure the feedback is learned and corrections made where needed. Achievements do not realize limitations, thus portraying the difference

between the old product, which was poisonous, and the new product, which is healthy (Merrit). The quote makes it easier for the ad to attract more customers and experience and improves the new brand's purchase due to the new product's positive health record and the new face of its advertisement. The motivation quote is related to other sections that I would talk about in further discussions. Motivational quotes break barriers and increase the belief that one can achieve what seems complicated. The condition brings a win-win situation to both the organization and its customers. Also, the z-layout used necessitates the purpose of the quote. Advertisement must consider all their target and ensure that customers realize their tastes and preferences.

Work Cited

Cohen, Dorothy. "The Elements of Effective Layout." *A Sequence for Academic Writing.* 4th Ed. Eds. Laurence Behrens and Leonard J Rosen. Longman. 2009.

Merrit, Cam. "What is Z-pattern Advertising?" *Hearts Newspaper, 2012.* Web. 15 Mar. 2017.