

Purina Dog Chow Launches First New Creative Campaign in More Than Three Years

The "I Make Dog Chow" Campaign Features Real Purina Employees, Marks a Substantial Departure from Current Communications

ST. LOUIS, Nov. 24, 2015 /PRNewswire/ -- Purina Dog Chow is announcing today a new creative campaign titled "I Make Dog Chow," which highlights the real people who take great pride and passion in going to work every day to make Dog Chow for their own dogs, and for dogs across America.

The first 60-second TV spot, set in Denver, CO and created by Leo Burnett, features Nick, a member of the Dog Chow production team, as he discusses his family's close relationship with their dog Khloe. Nick talks about the pride he takes in his job, and the hard work, quality ingredients and attention to detail that goes into making each bag of Dog Chow, which is why he chooses to feed it to Khloe.

The new spot will debut during CBS' presentation of *The Story of Santa Claus* on Saturday, November 28, as well as air during various high-profile network TV specials throughout December, including NBC's *The Wiz Live!* and *The Voice* finale, and during CBS's holiday programming.

The campaign, which spans communications, digital and packaging, uses employee stories to remind pet owners how Dog Chow is made with high-quality ingredients and crafted by hard-working people like Nick right here in the USA. The food has been crafted in Purina owned and operated facilities across the country since 1926.

"I love that the new campaign allows our employees to share their enthusiasm, pride and trust in Dog Chow," says Shaun Belongie, Dog Chow Brand Director. "In my mind, there's no greater endorsement than when the people who are closest to seeing how Dog Chow is made choose to feed it to their own dogs."

"Each employee featured in this campaign shares their unique story and why they're proud to make Dog Chow," says Mikal Pittman, SVP Creative Director at Leo Burnett. "During each spot we get a personal look into who they are, the relationship they share with their dog and the part of America they call home."

Purina Dog Chow employees will be featured in the brand's new TV creative, as well as on packaging rolling out across the product line in 2016. In addition, the brand has plans to launch additional creative, including a unique Spanish language TV spot, as well as digital and PR campaign support.

For more information about Purina Dog Chow, visit www.DogChow.com.

ABOUT PURINA DOG CHOW

Purina Dog Chow is always crafted in the USA and has provided healthy and great-tasting dog foods since 1926. The brand is manufactured by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

Photo - <http://photos.prnewswire.com/prnh/20151124/290575>

Photo - <http://photos.prnewswire.com/prnh/20151124/290576>

Photo - <http://photos.prnewswire.com/prnh/20151124/290577>

Photo - <http://photos.prnewswire.com/prnh/20151124/290577>

SOURCE Purina Dog Chow

For further information: Kim Beardslee - Purina Dog Chow, Kimberly.Beardslee@Purina.Nestle.com, (314) 982-5451

Additional assets available online:  [Photos \(3\)](#)