

Case Study:

PURINA FortiFlora with Nestlé



The Objective

The objective of our Purina FortiFlora sampling roadshow was to drive nationwide awareness and trial of the FortiFlora probiotic range across both dog and cat owners. The campaign aimed to educate pet owners on the benefits of probiotic supplementation, while putting sachets directly into the hands of consumers in key high footfall environments!

The Solution

Building on the knowledge of our previous successful Purina roadshow earlier in 2025, we delivered a multi location sampling event across the UK, targeting a mix of commuter hubs, shopping centres and dog-focused outdoor spaces to reach pet owners in different mindsets and moments.

The activation featured trained brand ambassadors who engaged consumers in meaningful conversations about pet health, explaining how the Purina FortiFlora range works and tailoring recommendations for both dogs and cats!

Locations included train stations in Leeds, Edinburgh and London, Shopping centres in Bristol, Kent and Newcastle. We also hit London Dog parks! Across all locations, the team created an approachable, educational experience, helping to reassure hesitant owners while also capturing powerful advocacy from existing FortiFlora users. Conversations ranged from digestive sensitivities and fussy eating to anxiety caused by lifestyle changes such as moving house.

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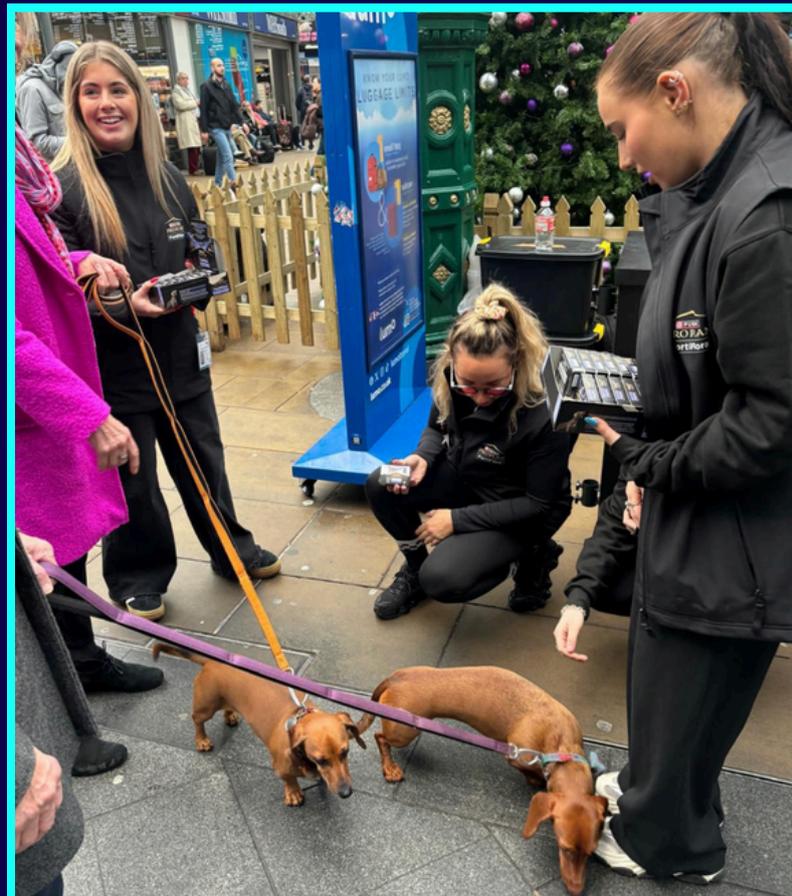
Challenges

The main challenge was the short lead time, which meant pulling the roadshow together very quickly. To make sure delivery stayed strong, we brought in our sister agency, We Love This, to support with staffing and on site management. This allowed us to quickly scale up our teams and ensure consistent, high quality delivery across all locations, effectively doubling our staffing power at short notice.

As with any national roadshow, performance varied by environment. Train stations delivered strong footfall but were often fast-paced, meaning some consumers were less willing to stop and engage in conversation. In these locations, ambassadors had to quickly identify receptive audiences and adapt their approach.

There was also a degree of natural apprehension from some pet owners who were cautious about introducing new products to their animals' diets. This reinforced the importance of knowledgeable staff who could confidently explain FortiFlora and address concerns around safety and suitability.

Operationally, managing consecutive activation days across multiple cities required careful team planning to maintain energy and consistency throughout the tour.



The Results

The roadshow successfully distributed 50,907 FortiFlora samples nationwide, generating thousands of high-quality brand interactions with pet owners. Engagement was particularly strong in shopping centres, where visitors were more relaxed and in a leisure mindset, thus more open to conversation than train station commuters who were more inclined to rush by. The activation generated overwhelmingly positive sentiment, with multiple unsolicited testimonials from existing users reinforcing trust and credibility. Highlights included...

- 🐶 Owners describing FortiFlora as “exactly what we’ve been looking for” for fussy eaters and sensitive stomachs
- 🐱 Repeat users stating it was “the only thing I trust” and something they always keep at home
- 🐶 A vet confirming he both sells and recommends the product
- 🐱 Positive feedback from cat owners a day later reporting quick acceptance of the product from their pet!

The roadshow also created a strong community feel, with a “great vibe from all the animal lovers” and organic consumer to consumer recommendations happening live at the stand.

Alongside live sampling, the roadshow was delivered with a strong emphasis on sustainability. We offset approximately 900kg of CO₂ generated by 1,500 miles of travel by planting 10 Croton megalocarpus trees through the Mlola Biodiversity Restoration Project in Tanzania, offsetting 1,500kg of carbon and ensuring the campaign left a net positive environmental impact.

Overall, the 2025 Purina FortiFlora sampling roadshow successfully combined scale, education, trust-building and sustainability, reinforcing FortiFlora’s position as a trusted probiotic solution for both dogs and cats while delivering measurable reach and meaningful engagement.

