

# MediaCom helps Mars launch first ever Facebook ChatBot for pets

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## The PERFECT FIT™ Plus Programme and ChatBot are set to transform the way people care for their pets

MediaCom is helping Mars Petcare brand PERFECT FIT™ help pet owners keep their pets healthy with the launch of the PERFECT FIT™ Plus programme. The online programme, which provides weekly tips for pet owners, can be accessed through a ChatBot on Facebook Messenger – the first of its kind in the UK for a pet care brand.

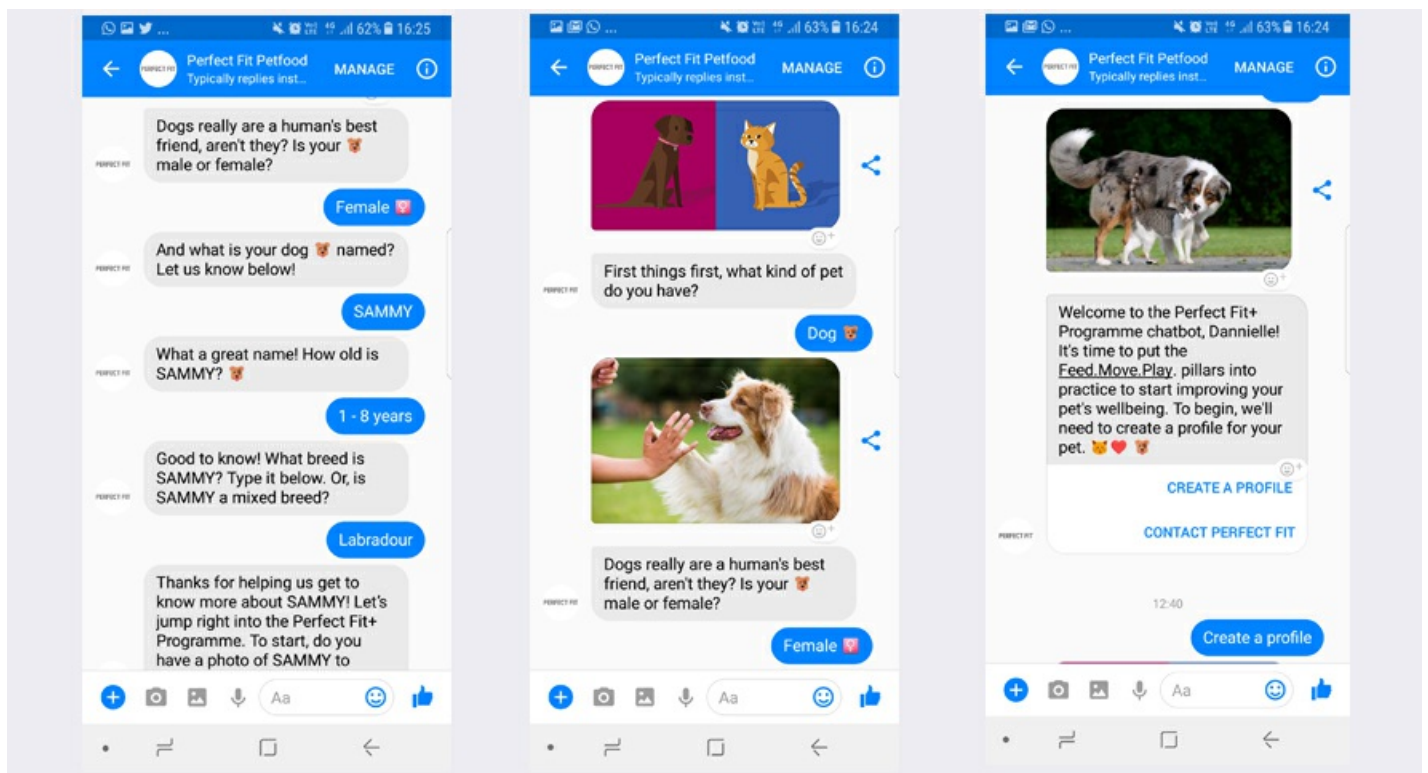
Users simply have to open the ChatBot and it will begin gathering information from the user and their pet to create personalised tips and insights, completely tailored to each user's cat or dog. Developed with the help of pet behaviourists, nutritionists and scientists from the WALTHAM Centre for Pet Nutrition, the four-week programme is just one way PERFECT FIT™ is looking beyond food to help to nurture pets' youthful spirit.

The PERFECT FIT™ ChatBot is the latest output from Launchpad, the global programme MediaCom created and runs for Mars to deliver marketing and sales innovation through partnerships with start-ups and other technology companies. The programme is designed to help Mars trial innovative ideas and partners, and bring agility to the organisation during these increasingly digital, ever-changing times.

Liam Brennan, Global Director of Innovation Programmes, MediaCom, said: “MediaCom’s unique position on Launchpad allows Mars to leverage our expertise and extensive network of connections to the global start-up and technology community. For this project, we introduced Mars to Snaps – a conversational tech builder – to find an industry-first solution to a specific brand challenge. By providing tips and advice related to pet health, education and nutrition, The PERFECT FIT™ Plus programme lets Mars seamlessly guide pet owners on their purchasing decisions online and offline.”

Elen Gyulnazaryan, PERFECT FIT™ Brand Manager, said: “At PERFECT FIT™, we understand just how important it is to keep our pets happy, healthy and active throughout their life. The PERFECT FIT™ Plus Programme is designed to help owners care for their pets with everything from nutrition to exercise and the PERFECT FIT™ ChatBot makes it even easier for owners to access it. Using Artificial Intelligence technology, the programme creates personalised advice specific to the needs of each cat or dog – a UK first.”

For more information, visit the website for more information here: <https://www.perfect-fit.co.uk/>



*Above: The PERFECT FIT™ ChatBot gathers information from the user and their pet to create personalised tips and insights, completely tailored to each user's cat or dog.*

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