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Oscar Pet Foods to invest again in regional campaign

Oscar Pet Foods, the UK's leading pet food delivery franchise, have re-appointed Savagewood, the local marketing agency, to re-create their regional marketing programme of 2011.

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Oscar Pet Foods Franchise

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Oscar Pet Foods to invest again in regional campaign

25th January 2012

Oscar Pet Foods, the UK's leading pet food delivery franchise, have re-appointed Savagewood, the local marketing agency, to re-create their regional marketing programme of 2011.



With the objective of driving franchisee canvassing, every participating Oscar franchisee was given their own marketing programme devised specifically to suit their business area. The programme involved Savagewood creating individual campaign plans along with a suite of new communication across all media types as well supporting material such as literature, advertorial even canvassing scripts and business cards – all funded by Oscar Pet Foods head office to test the effectiveness of this single-minded and tailored approach.

The outstanding success for those who participated have led to Oscar widening the programme to the entire franchise in 2012, with the franchisor investing heavily once more. For Simon Bartholomew, Marketing & Franchise Support Manager of Oscar Pet Foods, it is money well spent.

"It is unusual for a franchise to support businesses locally with central funds, but the proposal by Savagewood, the effective way they devised and implemented the campaign locally and, most importantly, the results it generated, are far too encouraging. We're excited at the potential for this activity and prepared to support our franchisees once more."

The campaign us due to break in the Summer.

To find out more information about Oscar Pet Foods franchise simply complete the form or click the button below

[Request Further Information](#)

Oscar Pet Foods Franchise News



THE SUCCESS OF A RE-SALE BUSINESS

17th October 2011

When Shaun & Dawn Brigden heard that their Oscar Pet Foods franchisee was due to retire, they didn't hesitate in making contact!



REMEMBER, REMEMBER...your pets on the 5th of November

10th October 2011

The firework season starts with a vengeance in November and eases off at the celebration of a new year.



BUILDING CONFIDENCE THROUGH EXPERIENCE

25th September 2011

Pets are a growth industry and OSCAR is a proven business opportunity that gives you the credibility of a very well-established franchise



MAKING THE MOST OF THE ECONOMIC CLIMATE

18th September 2011

Committing to running your own business is one thing but to make that business work to suit your lifestyle and bring success starts with...



WIN, WIN SITUATION

12th September 2011

Further Information

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Franchise Informatio

BFA Membership Statu

Full

UK Years Established

14 years

Current UK Coverage

50%

Franchisee Support St

16

Personal Investment Req.

£8,000

Total Startup Cost

£20,000 approx



Home-based bu
location



Business to con
services



Franchisee oper
individually

Why Choose Us?

Van (contract hire) reac
away including full col
with reflective branding
display racking and de

What Our Franchisee

“ With over sixteen y
experience in the fr
industry, at management
that it offers the benefits
tested system. To find a
with a high quality produ
service was an added bo
Hugh Allam - Oscar Pet
Woking

Latest Case Study



2nd Octob
THE REW
OSCAR

Join or click here to register
password reminder?

Address:

Pet Foods Franchise

Investment level

£500,000

Business types

To Business (B2B)

To Consumer (B2C)

Restaurant

3

to select multiple types

Sort franchises by name

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