

# PURINA'S BRAND DESTINATION

PawsWay is such an experience that it's now the home of the Purina Animal Hall of Fame



designs. And not only are the displays durable and treated with non-toxic finishes and coatings, everything has been positioned “above the pee line.”

There's an educational aspect as well. Included in the PawsWay experience are a variety of exhibits relating to pet care, nutrition and health. Purina messaging is subtle: Although Purina's R&D expertise backs up sound advice and useful information—such as how to determine the ideal weight for your dog—there is no blatant advertising.

In fact, throughout the space, Purina branding remains minimal, letting the company's experiential actions speak louder than its logo.

Although there will be a gift shop offering unique pet items, no Purina pet foods will be for sale.

Siemiesz says **there will be seminars focusing on issues surrounding owning a pet**—such as choosing the right breed, selecting the right time to bring a pet into the family and resolving training issues.

“Our goal is that pets not be surrendered to shelters as easily,” says Siemiesz. The space will also be made available to local pet-related associations for their meetings and events.

“It's like a physical manifestation of Facebook where like-minded individuals can come together,” says Dean Marks, president at The Taylor Group, responsible for the fabrication of the space.

PawsWay is also the permanent home of the Purina Animal Hall of Fame, showcasing 40-years of inductees; it currently includes 138 heroic animals (114 dogs, 23 cats and one horse)—all of which helped save a life. And a partnership with Williams Coffee Pubs has resulted in a space where visitors can sit and enjoy a sandwich and coffee—with their pets.

## Project Team

Strategy/Design: JGA

Execution: The Taylor Group



Purina is connecting with pet lovers through a new PawsWay Pet Discovery and Event Center, a pet-friendly combo education center, museum, event space and café focusing on companion animals.

Opened in June, the PawsWay center is Purina's way of translating its tagline—Your Pet, Our Passion—into a one-to-one dialogue with pet owners.

“We designed PawsWay around the idea of community, a place where people can come together around their shared passion for their pets,” says Mary Siemiesz, director-consumer communications at Nestlé Purina PetCare.

Throughout the space, designed by JGA, canine visitors are given a pet-centric experience. The flooring is cushioned to be easy on the paws and upholstery fabric in the café features canine