



BSMPartners[™]

Concept To Consumer,
The Only Partner You Need

Innovation, Insights, Execution. We Don't Just Do It All, We Do It Better.

In the fast-moving pet industry, success demands more than great ideas—it requires flawless execution, deep expertise, and relentless innovation.

That's where we excel. As the global industry's most comprehensive growth partner, we guide brands and manufacturers through every stage of development.

From groundbreaking product innovation and science-backed nutrition to streamlined manufacturing, strategic marketing, and retail execution, we deliver integrated solutions that turn big ideas into market-leading products.



BSMPartners™

Your Competitive Edge at Every Stage of Growth

No one else delivers the depth, agility, and industry expertise we bring. Whether launching a breakthrough product or scaling globally, we provide the strategies, tools, and partnerships to help you win and keep winning.

- **Product Innovation:** Turning bold ideas into category-defining products.
- **Nutrition & Veterinary Validation:** Science-backed solutions trusted by veterinarians and consumers.
- **Engineering & Manufacturing:** Scalable, efficient production designed for quality and speed.
- **Food Safety & Compliance:** Industry-leading safety programs that protect your brand and reputation.
- **Branding, Marketing & Retail Sales:** Targeted strategies that turn products into shelf leaders.
- **Media & Thought Leadership:** Storytelling and media strategies that build lasting influence.



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One Partner.
Every Solution.

Let's Start Now.

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Product Innovation

Invent Boldly. Lead Relentlessly. Shape the Future of Pet Products.

In the rapidly evolving pet industry, standing still is riskier than moving forward. With the market expected to double in size over the next few years, this explosive growth will favor brands that invest boldly and innovate relentlessly. Success won't come to the cautious—it will reward those ready to lead. The question is: will you seize this opportunity or watch competitors take your share? Now is the time to push boundaries, disrupt the market, and create products that pet owners can't ignore.

Our Product Innovation practice blends expert formulation with strategic foresight to keep your brand ahead. We deliver bold, market-defining solutions, from developing functional products to leveraging emerging ingredient trends and overcoming manufacturing challenges. With decades of industry experience, we know what it takes to create products that aren't just competitive—they shape the future. Let us help you turn big ideas into breakthrough products that lead the market.

Solutions That Drive Your Business Forward

Nothing is
impossible.

BSMPartners[™]

Trend-Led Product Development

Build the products of tomorrow by capitalizing on emerging trends, breakthrough claims, and innovative technologies.

Unmatched Formulation Expertise

Develop high-performing, functional formulations designed to meet specific nutritional, sustainability, or functional goals.

Cost-Effective Ingredient Sourcing

Optimize ingredient sourcing with our deep market knowledge, ensuring safety, sustainability, and competitive pricing.

Top-Tier Co-Manufacturer Partnerships

Leverage our industry relationships to connect with co-manufacturers that deliver exceptional quality and efficiency.

R&D Excellence

From concept testing to commercialization, we fast-track development with robust pipelines and a focus on quality.

Manufacturing Problem-Solving

Solve challenges like nutrient stability, ingredient substitution, and scaling new formulations with our hands-on expertise.

Regulatory and Claims Support

Ensure your products meet regulatory standards while positioning your claims to stand out in competitive markets.

Sustainability-Driven Solutions

Create products that not only perform but align with modern consumer demands for environmental and ethical responsibility.





We Solve Business Challenges Like These Every Single Day

Formulate groundbreaking products with targeted benefits to ensure your offerings lead—not lag—market demand.

Guarantee ingredient safety and compliance before unseen risks damage your reputation.

Secure cost-effective, reliable ingredient sourcing before supply chain challenges derail your growth.

Leverage our industry network to connect with the best co-manufacturers and avoid costly production missteps.

Optimize formulations for cost and performance to stay competitive in an increasingly demanding marketplace.

Streamline your R&D pipeline to bring products to market faster—before competitors claim your space.

Validate product claims with regulatory precision, safeguarding credibility in a crowded and confusing marketplace.

Overcome complex formulation challenges, from ingredient substitutions to process-driven obstacles, before they cause delays or other issues.

Lead the pack by developing innovative products that disrupt categories and set new standards.

Achieve sustainability goals by integrating smarter sourcing and packaging—be the leader before consumers demand it.

Strengthen product stability and shelf life to ensure consistent performance and avoid market challenges.

Create scalable, manufacturing-ready solutions that minimize risk and maximize efficiency.

Enhance product appeal with tailored functional attributes and palatability solutions that make a difference.

Identify and capitalize on market gaps before competitors recognize the opportunities.

Protect your innovations with proprietary formulations and IP strategies to stay ahead of imitators.



Let's Build the Next Big Thing in Pet Products.

The pet industry's explosive growth isn't just an opportunity; it's a test of leadership. To thrive, you need bold formulations, innovative thinking, and strategic execution.

Whether you're tackling ingredient costs, navigating manufacturing constraints, or shaping entirely new product categories, our Product Innovation practice is here to help you lead.

Don't just meet the future—shape it. Let's talk today to get started.



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Nutrition Services

Fueling Pet Health with Science-Backed Nutrition That Delivers Results.

The pet industry is evolving rapidly, and consumers are demanding scientifically validated, nutritionally advanced products tailored to their pets' unique needs. Brands must rise to the challenge of delivering credible health benefits while navigating complex regulatory landscapes and fierce market competition.

Our Nutrition Services practice is your strategic partner in meeting these demands. We combine PhD nutritional expertise, scientific rigor, and deep industry knowledge to help you create safe, effective, and innovative pet nutrition solutions. From substantiating marketing claims to designing functional diets, we provide the tools and insights needed to deliver products that pet owners trust and veterinarians recommend.

We don't just solve problems—we help you lead the future of pet nutrition with confidence and credibility.

Solutions That Drive Your Business Forward

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PhD-Formulated Claims for Marketing

Differentiate your products with science-backed claims designed to resonate with consumers and align with regulatory standards.

Claims Substantiation, Reviews, and Research

Validate your product claims through rigorous literature reviews, clinical trials, and regulatory documentation.

Ingredient Reviews for Safety & Approval

Ensure ingredient safety, quality, and efficacy with comprehensive evaluations and supplier validation.

Formulation Review, Assessment & Creation

Strengthen your product line with optimized formulations that meet AAFCO standards and address market demands.

Functional Diets for Health Concerns

Meet consumer demand for specialized nutrition with targeted diets addressing mobility, digestion, skin health, and more.

Technical Writing and Training

Equip your teams with expert educational materials, white papers, and sales training tools to support product success.

Clinical Nutrition Consulting

Deliver custom nutrition solutions with therapeutic diets, personalized plans, and home-cooked diet guidance.

Specialized Services and Research Support

Advance product performance with digestibility studies, sustainability assessments, and regulatory consulting.





We Solve Business Challenges Like These Every Single Day

Substantiate product claims with scientific research and clinical trials to build consumer trust.

Navigate complex regulatory requirements to bring products to market faster and with confidence.

Minimize ingredient safety risks through comprehensive reviews and supplier validation.

Stand out in a crowded market with compelling, science-backed marketing claims.

Gain regulatory approval for novel ingredients with expert guidance and submission support.

Scale product formulations effectively with stable, efficient, and manufacturing-ready solutions.

Lead in functional product development with innovative formulations targeting specific health benefits.

Meet growing consumer demand for sustainability with responsible ingredient sourcing and product design.

Strengthen product credibility through independent third-party claim validation.

Launch products successfully with technical documents and persuasive sales support materials.

Optimize ingredient sourcing with access to safe, high-quality, and cost-effective suppliers.

Align product innovation with emerging market trends in pet health and wellness.

Improve existing products through targeted reformulation for enhanced performance and consumer appeal.

Expand into specialty nutrition markets with breed-specific, life stage-specific, and performance-driven diets.

Communicate complex science effectively with expert technical writing for claims, marketing, and regulatory needs.



Fuel Pet Health with Smarter Nutrition—Now.

The demand for science-backed, effective pet nutrition is greater than ever. Brands that prioritize credibility, innovation, and consumer trust will lead the next era of the pet industry.

With our deep veterinary expertise and industry insights, we help you meet these challenges head-on and deliver products that make a lasting impact.

Let's create the next generation of trusted pet nutrition together. Contact us today to start building products that pet owners believe in and veterinarians stand behind.



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Engineering

Building Smarter, Safer, and Stronger Operations for Pet Industry Leaders.

In the rapidly growing pet industry, scaling production, ensuring product quality, and maintaining operational efficiency are greater challenges than ever. Consumer expectations are rising, supply chains are evolving, and regulatory requirements are tightening. Brands must overcome these obstacles to deliver high-performing, safe, and innovative products while controlling costs and meeting sustainability goals.

Our Engineering practice is built to help you navigate these challenges with precision and expertise. We provide comprehensive solutions across product design, manufacturing, automation, and process optimization—ensuring your operations are efficient, scalable, and future-ready. Whether you're launching a new product, optimizing production lines, or expanding facilities, we deliver the technical insight and hands-on support to turn your vision into reality.

Solutions That Drive Your Business Forward

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Product Design and Quality

Ensure product excellence with quality assessments, prototype testing, sensory evaluation, and regulatory compliance support.

Factory Design & Project Management

Optimize production capacity with strategic factory layout planning, feasibility studies, and end-to-end project management.

Packaging Solutions

Enhance packaging performance with sustainable material design, testing, and integration of smart technologies.

Manufacturing Automation & Controls

Maximize efficiency with advanced automation, robotics integration, and predictive maintenance systems.

Vendor and Contract Negotiation

Strengthen your supply chain with expert vendor selection, contract negotiation, and lifecycle cost analysis.

Process Optimization

Improve productivity and reduce waste with lean manufacturing principles, process simulations, and real-time monitoring.

Specialized and Value- Added Services

Achieve sustainability goals with carbon footprint assessments and factory simulation modeling for growth planning.





We Solve Business Challenges Like These Every Single Day

Inconsistent product quality damages brand trust; we deliver quality assessments and root cause analysis to maintain product integrity.

High development costs slow innovation; we streamline prototype development and testing for faster market entry.

Inefficient factory layouts reduce output; we design optimized workflows to increase production capacity.

Rising material costs strain budgets; we source cost-effective, high-performance packaging and production materials.

Slow production line startups waste resources; we manage commissioning and start-up for seamless operations.

Manual processes limit scalability; we implement automation and robotics to boost efficiency and reduce labor costs.

Regulatory hurdles delay launches; we ensure full compliance with industry standards for labeling and manufacturing.

Packaging inefficiencies increase costs; we optimize packaging design for durability, sustainability, and shelf appeal.

Vendor risks threaten supply stability; we vet and negotiate with trusted partners to safeguard your operations.

Production bottlenecks lower output; we conduct process simulations and time studies to eliminate inefficiencies.

High maintenance costs disrupt production; we design predictive and preventive maintenance programs for reliability.

Sustainability goals are hard to meet; we assess carbon footprints and integrate greener manufacturing practices.

Energy waste inflates operational costs; we provide heat mapping and energy efficiency solutions.

Scaling production risks quality issues; we validate processes to ensure consistent performance across product lines.

Poor data visibility impairs decision-making; we implement real-time monitoring systems for actionable insights.



Optimize, Scale, and Succeed—Let's Engineer Your Growth.

Operational challenges shouldn't slow your brand's growth. Whether you need to scale production, improve quality, or drive innovation, our Engineering expertise ensures your operations are optimized for success.

Let us help you design smarter systems, streamline manufacturing, and build sustainable, scalable solutions.

Contact us today to engineer the future of pet products with confidence and precision.



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Food Safety, Quality Assurance, and Regulatory

Protecting Pets and Brands with Uncompromising Safety and Quality.

In today's pet industry, consumer trust hinges on product safety and quality. One recall, contamination issue, or regulatory misstep can damage a brand's reputation and bottom line. As regulations tighten and consumer scrutiny grows, brands must be proactive in ensuring food safety, regulatory compliance, and product integrity at every stage of production.

Our Food Safety, Quality Assurance, and Regulatory (FSQAR) practice is built to safeguard your brand and protect the pets you serve. We offer comprehensive solutions to manage food safety risks, maintain regulatory compliance, and uphold the highest quality standards. From designing robust HACCP and HARPC programs to navigating global regulations and executing recall readiness, we help you stay ahead of risks and deliver safe, high-quality products with confidence.

Solutions That Drive Your Business Forward

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HACCP & HARPC Food Safety Programs

Strengthen your food safety defenses with customized HACCP and HARPC plans that meet FSMA and global compliance standards.

Sanitation Programs and Validation Testing

Protect your production environment with optimized sanitation programs and validation testing for allergen and pathogen control.

Customized Training Programs

Empower your teams with tailored food safety, GMP, and recall readiness training designed to meet compliance and operational needs.

Food Safety Audits and Recall Support

Prepare for audits and emergencies with comprehensive audit support, recall planning, and crisis management strategies.

Food Labeling Compliance & Registrations

Ensure product labels meet FDA, USDA, AAFCO, and international standards with expert compliance reviews and regulatory filings.

Import/Export Regulations Advisory

Navigate global markets with guidance on import/export regulations, FSVP development, and international compliance.

Customer Product Compliance & Resolution Strategies

Manage product quality concerns with proactive compliance processes, root cause analysis, and customer dispute resolution.

Advanced Quality and Safety Assurance

Implement cutting-edge safety measures, including traceability programs, foreign material detection, and food defense plans.

Testing and Validation

Validate product safety and quality with shelf-life testing, rapid pathogen detection, and packaging integrity assessments.

Regulatory and Global Compliance

Achieve global compliance with export certifications, allergen risk assessments, and alignment with international standards.

Emergency Preparedness

Safeguard your operations with crisis communication plans, regulatory liaison support, and business continuity strategies.

Sustainability and Innovation

Reduce waste and enhance sustainability with innovative solutions that maintain safety and regulatory compliance.



We Solve Business Challenges Like These Every Single Day

Food safety risks threaten brand trust; we design and implement HACCP and HARPC programs to prevent contamination.

Regulatory changes create compliance challenges; we keep your safety programs updated with evolving standards.

Inadequate sanitation can lead to product recalls; we optimize sanitation procedures and validate their effectiveness.

Employee knowledge gaps increase safety risks; we provide comprehensive, customized training programs for all staff levels.

Audit failures damage credibility; we prepare your team for third-party certifications and regulatory inspections.

Recall readiness is often overlooked; we develop recall plans and conduct mock drills for crisis preparedness.

Non-compliant labels risk product removal; we ensure labels meet FDA, USDA, AAFCO, and international requirements.

Global expansion introduces regulatory complexity; we guide import/export compliance and foreign supplier verification.

Ingredient sourcing poses contamination risks; we conduct ingredient and supplier risk assessments to safeguard quality.

Quality issues lead to customer complaints; we provide root cause analysis and corrective action plans to resolve issues.

Supply chain disruptions impact safety; we create business continuity plans to maintain product quality during crises for reliability.

Poor traceability hampers recalls; we implement traceability systems for swift and effective product tracking.

Evolving allergen regulations raise liability; we develop allergen management programs to mitigate risks.

Sustainability goals are hard to balance with safety; we integrate waste reduction and sustainable practices without compromising compliance.

Emerging processing technologies require validation; we validate novel methods to ensure product safety and regulatory approval.



Protect Your Brand. Prioritize Safety. Let's Get Started.

In a world where one safety misstep can damage a brand forever, proactive food safety and quality assurance are non-negotiable.

Protect your brand, your consumers, and your business with our comprehensive FSQAR solutions. Let us help you navigate complex regulations, prevent safety risks, and build lasting consumer trust.

Contact us today to safeguard your products and secure your brand's future.



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Business Transformation & Leader Development

Empowering Leaders. Transforming Businesses. Driving Lasting Impact.

In today's fast-moving pet industry, brands face constant disruption, fierce competition, and rapidly evolving consumer demands. Success depends on leaders who can inspire teams, navigate uncertainty, and drive transformational change. Yet, many organizations struggle with leadership gaps, misaligned cultures, and a lack of strategic direction to stay ahead.

Our Leadership Development & Business Transformation practice is designed to help organizations develop resilient, forward-thinking leaders and build agile organizations ready for sustained growth. From personalized coaching to culture transformation and strategic advisory, we equip your teams with the mindset, skills, and tools to lead with impact and drive meaningful change.

Empower your organization with bold leadership and a culture strategy built for the future.

Solutions That Drive Your Business Forward

Nothing is impossible. **BSM Partners**TM

Leadership Development

Build a strong leadership pipeline with customized development programs, succession planning, and cross-functional training.

Executive and Leadership Coaching

Strengthen executive impact with one-on-one coaching, team development, and strategic leadership guidance.

Thought Leadership and Strategy

Position your leaders as industry innovators with custom content, speaking engagements, and trend-based strategic advisory.

Culture and Business Strategy

Transform organizational culture with alignment workshops and actionable change management strategies.

Team and Leadership Assessments

Gain critical insights with psychometric testing, 360-degree reviews, and performance diagnostics to drive growth.

People Solutions

Strengthen talent retention with mentorship programs, talent pipeline development, and conflict resolution strategies.

Specialized Leadership Services

Equip leaders to navigate crises, mergers, and rapid change with resilience training, onboarding programs, and strategic coaching.

Keynote Presentations, Workshops, & Podcasts

Inspire and educate teams with keynote speeches, leadership retreats, and thought-provoking discussions.





We Solve Business Challenges Like These Every Single Day

Leadership gaps stall growth; we develop customized programs to build strong leadership pipelines.

Poor succession planning threatens continuity; we create strategies to secure key leadership roles.

First-time managers can struggle to lead; we provide targeted coaching for transitioning leaders.

Misaligned culture limits performance; we design culture transformation plans aligned with business goals.

Strategic blind spots hinder innovation; we deliver actionable insights on industry trends and leadership strategy.

Employee disengagement impacts retention; we implement mentorship and upskilling programs to nurture talent.

Teams often lack true collaboration; we offer team coaching to improve communication and decision-making.

Crisis situations can expose leadership weaknesses; we provide crisis management training and strategic coaching.

High-potential leaders may leave for competitors; we design retention strategies to keep top talent engaged.

Not all leaders are prepared for change; we deliver resilience training and change management support.

Poor performance feedback limits growth; we implement 360-degree reviews and feedback systems.

Talent pipelines are frequently underdeveloped; we build succession and leadership development plans for future growth.

Lack of thought leadership weakens brand authority; we create content and platforms to amplify your leadership voice.

Rapid growth creates organizational strain; we guide culture alignment and strategic transformation.

Leadership teams may not be innovation-centric; we cultivate strategic mindsets to drive innovation and agility.



Empower Your Leaders. Transform Your Teams. Let's Begin.

Great leadership and highly functional teams drive great companies. In an industry evolving as fast as the pet space, bold, adaptable leaders and agile cultures are the key to long-term success.

Let us help you develop visionary leaders and transform your organization for sustained growth and innovation.

Contact us today to build a winning team that inspires change and drives your business forward.



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Veterinary Services

Where Veterinary Expertise Meets Product Innovation.

As the pet industry grows more competitive, brands face increasing pressure to deliver scientifically backed, safe, and effective products that meet evolving consumer expectations. Consumers demand products that improve pet health, but developing functional products that are both safe and effective requires expert veterinary insight and scientific validation. Failing to meet these demands can result in reputational damage, product recalls, and lost market share.

Our Veterinary Services practice bridges the gap between science and product success. We offer expert veterinary consulting, rigorous safety and efficacy testing, and regulatory guidance to help you create products that pet owners trust and veterinarians recommend. From functional product development to clinical studies and crisis mitigation, we provide the veterinary expertise needed to drive innovation and ensure product integrity.

Solutions That Drive Your Business Forward

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Vet Formulated & Developed Pet food and Supplements

Strengthen product development with veterinary researched, formulated and substantiated products for functional nutrition and safety.

Veterinary Technical Sales and Support

Equip sales teams and stakeholders with veterinary-backed education, training, and product support.

New Pet Food Ingredient Approvals

Identify and manage the right regulatory pathway for each client's unique new ingredient to achieve regulatory approval.

Dental Product Expertise

Develop and validate safe, effective dental products with expert guidance and VOHC claim support.

VOHC and CRO Functional Product Feeding Studies

Manage third-party studies and clinical research to validate health claims and secure industry certifications.

Customer and Consumer Service Support by Expert Veterinarians

Veterinarians as resources for your Consumer/Customer service team inquiries and information requests.

Regulatory Compliance for Product Claims Substantiation

Navigate complex regulations with veterinary consulting on FDA, AAFCO, and international compliance.

Specialized Veterinary Services

Advance product innovation with expert guidance on safety and efficacy for functional product development.

Product Liability, Expert Witness & Crisis Mitigation

Protect your brand with expert support for product safety incidents, consumer complaints and product recall challenges.

In-Home AAFCO Feeding Studies

Conduct in-home feeding trials to meet AAFCO standards and substantiate product safety and performance.



We Solve Business Challenges Like These Every Single Day

Functional claims lack credibility without validation; we provide veterinary-backed testing to substantiate product benefits.

Species-specific nutrition is complex; we offer expert guidance to develop safe and effective formulations.

Product safety concerns risk recalls; we perform clinical safety reviews and product efficacy studies.

Regulatory compliance can stall product launches; we guide you through FDA, AAFCO, and international regulations.

Inadequate claim validation weakens marketing; we deliver veterinary-validated claims to strengthen consumer trust.

Legal challenges can damage brands; we offer expert witness services for product liability cases.

Product recalls are costly; we provide crisis communication and regulatory support to mitigate damage.

Sales teams often lack technical expertise; we deliver veterinary-led training to enhance product knowledge.

VOHC certification is difficult to achieve; we guide dental products through testing and VOHC approval.

Product launches frequently miss market alignment; we advise on emerging veterinary health trends to meet consumer demand.

Ineffective ingredient testing leads to product failures; we conduct comprehensive functional ingredient assessments.

Limited research resources slow innovation; we coordinate clinical studies and CRO partnerships to accelerate R&D.

Poor regulatory understanding risks non-compliance; we review marketing materials for veterinary accuracy and compliance.

Customer complaints damage trust; we investigate issues and develop solutions to protect your brand.

Lack of veterinary authority in product development weakens differentiation; we position your products with credible veterinary expertise.



Science-Backed. Vet-Approved. Launch with Confidence.

Pet owners expect safe, effective products backed by science. With veterinary expertise driving product development, safety validation, and regulatory compliance, your brand can deliver on those expectations and lead the market with confidence.

Let us help you build products that pet owners trust and veterinarians stand behind.

Contact us today to bring veterinary-backed innovation to your product portfolio and safeguard your brand's success.

**BARKING
MAD
PODCAST**



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BSM Media

Amplify Your Voice. Engage Your Audience. Dominate the Conversation.

In today's digital world, brands must engage audiences through compelling content, strategic storytelling, and dynamic media platforms. Yet, many businesses struggle to break through the noise, grow their audience, and establish industry authority. Without a well-crafted media strategy, brands risk falling behind, missing opportunities to connect with consumers, industry leaders, and influencers.

BSM Media empowers brands to amplify their voice, engage target audiences, and build lasting influence. From full-service podcast production to social media marketing and SEO-driven strategies, we deliver end-to-end solutions that elevate brand presence and drive meaningful engagement. Whether you're launching a podcast, growing your digital audience, or strengthening thought leadership, we help you turn media into measurable growth.

Solutions That Drive Your Business Forward

Nothing is
impossible.

BSMPartners[™]

Podcast / Webinar Production & Distribution

Launch and grow impactful podcasts and webinars with expert production, distribution, and audience analytics.

Audience Engagement and Growth

Expand your reach with data-driven strategies, social media campaigns, and community engagement initiatives.

Content Creation and Brand Awareness

Build brand authority with educational content, brand storytelling, and repurposed media across platforms.

SEO and Digital Advertising

Boost discoverability with SEO-optimized content, keyword strategies, and data-driven digital marketing.

Media Content and Marketing

Drive engagement with creative social media campaigns, influencer partnerships, and platform-specific strategies.

Educational Media Services

Educate and inform through webinars, interactive workshops, and multimedia content tailored for your audience.

Brand Recognition and Thought Leadership

Position your brand as an industry leader through expert collaborations, branded media kits, and award recognition.

New Social Media and SEO-Specific Services

Strengthen your online presence with optimized social media calendars, keyword strategies, and backlink building.



We Solve Business Challenges Like These Every Single Day

Low audience engagement limits growth; we create captivating podcasts and social media campaigns that drive interaction.

Brands struggle to stand out in crowded markets; we craft compelling stories that resonate across digital platforms.

Poor content strategy hinders brand visibility; we develop SEO-optimized content that boosts discoverability.

Inconsistent messaging weakens brand impact; we deliver cohesive content strategies across all media channels.

Limited podcast reach reduces ROI; we distribute and promote podcasts across major platforms for maximum exposure.

Social media efforts lack direction; we design platform-specific campaigns that drive growth and engagement.

Content fails to connect with the audience; we create audience personas to tailor messaging for impact.

Missed thought leadership opportunities stall industry influence; we position brands as experts through podcasts, articles, and speaking engagements.

Ineffective social media management wastes resources; we manage calendars, content creation, and campaign execution for consistency.

SEO underperformance reduces website traffic; we implement keyword strategies and backlink building to enhance online presence.

Poor data insights hinder decision-making; we provide detailed analytics to guide content and media strategies.

Lack of educational content reduces consumer trust; we develop webinars and multimedia content that inform and engage.

Crisis mismanagement damages reputations; we offer crisis communication strategies to protect your brand online.

Limited access to influencers restricts brand reach; we connect you with industry leaders and influencers to expand visibility.

Unoptimized media content underperforms; we repurpose content into engaging formats for greater audience impact.



Your Brand Deserves More Than Noise. Start Building Influence Today.

In a media-saturated world, brands that captivate and engage audiences will lead the industry. With expert storytelling, strategic content, and data-driven marketing, we help you amplify your brand's voice and turn media into measurable growth.

Let's build a media strategy that connects, engages, and drives your brand forward.

Contact us today to elevate your media presence and grow your influence.



BSMPartners[™]

Branding, Strategy, and Marketing

Bold Strategies. Iconic Brands. Unstoppable Growth.

Solutions That Drive Your Business Forward

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Consumer Insights and Data-Driven Research

Understand consumer behavior and preferences through comprehensive quantitative and qualitative research methods and actionable insights.

Strategic Market Analysis

Identify growth opportunities with in-depth market research, competitive benchmarking, and trend analysis.

B2B and B2C Sales Strategy

Strengthen your sales approach with targeted strategies for engaging buyers, distributors, and consumers.

Brand and Messaging Strategy

Build a differentiated brand identity and messaging that resonates with target audiences and drives loyalty.

Channel and Private Label Strategy

Optimize sales performance across retail, e-commerce, and private label channels with tailored strategies.

Retail and Trade Marketing Support

Maximize retail impact with category reviews, merchandising strategies, and promotional planning.

Landscape Analysis

Gain strategic clarity with competitive insights and SWOT, Five Forces, PESTEL, and DROC analyses tailored to your market.

Thought Leadership and Industry Presence

Establish authority with white papers, keynote presentations, and industry event participation.

Newsletter and Pet Industry Publications

Amplify your thought leadership through strategic publishing and industry-specific media opportunities.

Marketing Advisory Services

Enhance marketing execution with expert guidance on trends, design, media strategy, and digital engagement.

Training, Seminars, and Workshops

Empower teams with workshops and training on marketing, consumer engagement, and strategic planning.

Sales and Data Visualization Tools

Drive data-informed decisions with customized graphics and sales performance visualization tools.

In today's consumer-driven pet industry, brands must constantly evolve to stay relevant and competitive. Shifting shopper behaviors, saturated markets, and rapidly changing sales channels make it challenging to stand out and sustain growth. Without a data-driven strategy and a compelling brand presence, businesses risk missing opportunities and falling behind competitors.

BSM Branding, Strategy, and Marketing practice helps you navigate these challenges by combining deep industry insights, strategic planning, and creative marketing execution. We craft strategies that connect with consumers, position brands for long-term success, and unlock growth across all channels. Whether you're launching a new product, redefining your brand, or expanding into new markets, we provide the insights and tools to drive results.



We Solve Business Challenges Like These Every Single Day

Brands struggle to stand out in crowded markets; we create differentiated brand strategies to capture attention.

Shifting consumer behaviors disrupt marketing strategies; we provide real-time insights into consumer trends.

Poor market visibility limits growth; we deliver in-depth market and competitor analyses to uncover opportunities.

Weak brand messaging fails to connect; we develop impactful messaging that resonates with target audiences.

Sales channels underperform without strategy; we build tailored channel strategies for e-commerce and retail growth.

Ineffective marketing wastes resources; we guide integrated marketing plans for maximum ROI.

Inconsistent branding weakens trust; we align brand identity and messaging across all touchpoints.

Low engagement in B2B and B2C sales; we craft sales strategies that appeal to buyers, distributors, and consumers.

Consumer research is key to sales and brand resonance; we conduct data-driven studies to inform marketing decisions.

Retail promotions often fall flat; we design merchandising and promotional strategies that drive sales and build brands.

Private label strategies can lack direction; we help brands capitalize on private label and exclusive product opportunities.

Not all teams possess marketing expertise; we provide hands-on workshops and training to build internal capabilities.

Industry presence is paramount to brand reach and awareness; we position brands as thought leaders through content and event participation.

Poor use of sales data hinders growth; we deliver tools to visualize and act on performance insights.

Inconsistent digital strategies fail to deliver; we integrate SEO, social media, and paid media for comprehensive growth.



Elevate Your Brand. Dominate Your Market. Time For You To Lead.

The pet industry is evolving fast, and brands that adapt, innovate, and connect with consumers will lead the way.

With our actionable insights, creative execution, and marketing expertise, we help you build brand and retail strategies that thrive in any market.

Let's position your organization for lasting success and sustainable growth.

Contact us today to unlock the full potential of your brand and marketing strategy.



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Distribution & Retail Sales

Owning The Shelf for Retail Domination

Breaking into retail and securing shelf space is more competitive than ever. Brands face complex challenges when navigating retail partnerships, managing distributor relationships, and executing sales strategies that drive consistent growth. Without a clear go-to-market strategy, strong retail connections, and data-driven execution, even the best products can struggle to gain traction.

Our Distribution and Retail Sales Representation practice is designed to help brands overcome these challenges and achieve retail success. We provide end-to-end sales support—from strategic market planning and retailer introductions to ongoing account management and performance tracking. Whether you're entering new markets or scaling existing partnerships, we deliver the strategies and connections needed to maximize your retail impact.

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Gaining Distribution

Secure distribution through strategic partnerships, contract negotiation, and retail onboarding support.

Retail and Distributor Sales Facilitation

Secure shelf space and optimize retail performance with sales strategies, shelf space negotiation, and promotional planning.

Strategic Sales Planning

Drive growth with tailored go-to-market strategies, sales forecasting, and competitive market analysis.

Sales Materials and Tools

Strengthen sales pitches with customized presentations, sell sheets, and in-store marketing materials.

Sales Appointment Setting and Business Introductions

Open doors with key buyers and industry partners through strategic introductions and meeting facilitation.

Retail and Distributor Support

Maintain strong partnerships through proactive support, inventory management, and incentive programs.

Sales Data and Performance Tracking

Drive performance with data-driven insights, real-time tracking, and distributor accountability.

Training and Coaching

Equip sales teams with expert training in product knowledge, retail engagement, and negotiation skills.

Client and Account Management

Foster long-term success with dedicated account management and regular performance reviews.

Trade Show and Event Representation

Expand brand exposure through strategic representation at trade shows and industry events.

Business Development and Expansion

Unlock growth with market expansion strategies, international advisory, and strategic partnerships.

Post-Sale Services

Ensure ongoing success with post-sale performance monitoring and retailer relationship management.

We Solve Business Challenges Like These Every Single Day

Entering retail markets is challenging; we develop strategic sales plans to secure retail and distributor partnerships.

Brands struggle to identify the right retail channels; we prioritize high-impact retailers and markets for growth.

Gaining shelf space is competitive; we negotiate shelf placement and promotional support to maximize visibility.

Building retail relationships is difficult; we connect brands with key decision-makers in retail and distribution.

Sales teams lack often effective materials; we create compelling presentations and sales tools to drive conversions.

Retail performance data is underutilized; we provide real-time dashboards to track sales and identify trends.

Distributor performance can be inconsistent; we monitor distributor activity and enforce accountability.

Inventory issues disrupt sales; we support inventory management and stock replenishment for retail partners.

Retail promotions often miss the mark; we design trade promotions and marketing initiatives that drive sales.

Sales teams need better training in the pet retail environment; we provide expert coaching on product knowledge and retail engagement.

Trade show participation lacks impact; we plan and execute strategic event representation to generate leads.

Post-sale support is lacking; we offer ongoing performance tracking and retailer relationship management.

Expanding into new markets is risky; we deliver market entry strategies and global expansion advisory.

Retail feedback goes unaddressed; we collect and analyze feedback to refine sales strategies.

Limited access to industry networks restricts growth; we leverage relationships to unlock new opportunities.





Get on Shelves. Drive Sales. Let's Open Doors Together.

Retail success requires more than a great product—it demands strategic planning, strong partnerships, and relentless execution.

We help brands navigate the complex retail landscape, secure shelf space, and build lasting retail relationships.

Let us open doors, drive sales, and position your brand for sustainable growth.

Contact us today to accelerate your retail success and expand your market presence.

One Partner.
Every Solution.

Let's Start Now.

BSMPartnersTM



BSM PartnersTM

Aperture

THE SPACE BETWEEN HINDSIGHT AND THE FUTURE

Traditional Industry Data is Stale and Stagnant

- Today's data tools take historical, theoretical, static, or otherwise incomplete views of the pet industry.
- Even the most complete reporting often misses the human element, expert opinions, industry consensus, market backdrop, longitude, etc.
- Trying to navigate the future of your pet business by only looking through a small window is like attempting to drive to your destination backwards using just the rearview mirror.



In an industry moving faster than ever, staying ahead of change is no longer optional—it's a competitive requirement. Aperture is our predictive intelligence system built to scan the horizon before others even realize there's a curve. By harnessing the collective intelligence of industry leaders, trade publications, peer-reviewed science, innovation pipelines, and internal strategic discussions, Aperture identifies signals that others miss—emerging ingredients, regulatory shifts, scientific breakthroughs, and consumer behavior shifts before they become trends.

Rather than reacting to the market, Aperture equips our clients to anticipate it. It connects dots across fragmented data and insider expertise to surface patterns, opportunities, and blind spots—weeks or even months before they hit mainstream awareness. With Aperture, you're not just better informed—you're strategically positioned to lead.

See What's Next

Where is the whitespace in the market?

What's hot – but not yet on the collective radar?

Where should my business focus to win?





BSMPartners[™]

BSM Global

Expanding Your Presence Worldwide

Traditional Industry Data is Stale and Stagnant

- The pet industry is no longer regional—it's borderless, fast-moving, and globally connected.
- Pet product innovation and consumer demand now cross continents in real time.
- Are you thinking globally—because consumers already are.



The pet industry has gone global. Growth is exploding across international markets, with rising middle classes driving demand for higher-quality pet nutrition, health products, and care. **U.S. brands are in high demand abroad**—trusted for their safety, science, and premium storytelling. At the same time, **global innovation is influencing U.S. shelves** more than ever. Functional formats, sustainable ingredients, and novel product concepts from Europe, Asia, and beyond are shaping what consumers expect at home. Borders are becoming irrelevant; influence flows both ways.

Today's pet consumer is globally curious. International buyers want American products, and U.S. pet parents are increasingly open to new ideas, ingredients, and formats from around the world. **Success in this industry now requires a global lens**—not just to sell internationally, but to compete with ideas that may not have started here, but are coming fast.

Innovation Knows No Borders

**We empower brand
excellence everywhere
people love pets.**



One Partner.
Every Solution.

Let's Start Now.

BSMPartnersTM