



Join the **Complete.** Movement

Let our competition drive your sales
and win **R100 000** in Valemount credit.



Why Stock **Complete.**

- Over 20 years in SA pet nutrition
- High-quality food for every breed, age & budget
- Promotes healthy skin, coat & vitality
- Locally made and PFI certified
- Full support from a team that cares
- Loved by pets, trusted by pet parents



The Competition

When they win, you win

What's in it for your store?:

- **R100 000** in Valemount credit for the store that sells the winning bag
- **R10 000** in Valemount credit for the best in-store competition display
- Every bag sold = more entries = more foot traffic

What's in it for customers?:

- One lucky customer wins an all-inclusive holiday for 4 to Mauritius

How it works:

- Buy any bag of Complete dry dog or cat food
- Enter via WhatsApp, website or our app
- Competition runs 1 Oct 2025 – 31 Mar 2026

Complete.



How We're Promoting It



In-store point of sale displays:

- Tent cards
- Wobblers
- Posters
- Aisle disrupters
- Freestanding units

Online:

- Paid campaigns on YouTube, Meta and Google
- Organic social media content
- App and website promotion



We're backing this campaign - all you need to do is stock **Complete.** and be part of it.