

## A Pet speciality retailer launches World's first loyalty program for dogs

Dogs are now getting served over their human owners as Musti Group, Nordic's leading pet speciality retailer, launches **Biscuit** – the very first customer loyalty program for dogs. Biscuit is a small smart device that utilizes RFID technology to provide dogs a five star in-store experience.

*"Our job is to make the lives of our customers and their dogs easier, safer and more fun. Biscuit is the newest addition to our existing [human] customer loyalty program. We want to be a pioneer in creating a multichannel customer experience and since more and more shoppers bring their dogs along, it made sense to put even more focus on our real customers",* explains the Marketing Director of Musti Group, **Henri Mäkinen**.

Biscuit utilizes RFID technology in creating and recognizing personal dog data from their name and birthday, down to their favourite treat and shopping history. The gadget is attached on the dog's collar. When a dog wearing Biscuit walks into a store, RFID readers recognize the dog, allowing the staff to give their four-legged customer exactly their kind of, personalized service. Biscuit is developed together with advertising agency TBWA\Helsinki.

*"These days a lot of pet supply brands claim to do things for the dogs but behave otherwise. There are 650 000 dogs only in Finland, so it's about time they get their own customer 'loyalty cards'!"* says **Juha-Matti Raunio**, Head of Innovation at TBWA\Helsinki.

The IOT-gadget was launched on October 4<sup>th</sup> at the World Animal Day gala in Helsinki, Finland. The gala was an exclusive event for dogs and their avocs (owners). It contained tailor-made activity for the furry customers of Musti Group and celebrity dogs from social media, such as a bar, tasting menu, casino and nail trimming salon.

**Watch the introduction of Biscuit and download media photos here:** [www.smartbiscuit.fi](http://www.smartbiscuit.fi)

**To learn more, please contact:**

### **Musti ja Mirri**

Henri Mäkinen, Marketing Director, Musti Group  
henri.makinen@mustijamirri.fi  
tel. +358 40 538 7479

**Musti Group** is the leading pet specialty retailer in the Nordics. The company operates 115 stores in Finland, 115 in Sweden and 4 in Norway and its product assortment comprises of a wide range of pet supplies and accessories as well as pet foods.

### **TBWA\HELSINKI**

Juha-Matti Raunio, Vice President, Head of Innovation  
juha-matti.raunio@tbwa.fi  
tel. +358 40 506 4000

TBWA\Helsinki is the only truly international and most award-winning agency in Finland. Our mission is to create growth platforms for brands through disruptive use of storytelling and-doing, analytics and creative tech. TBWA\Helsinki employs 120 marketing professionals from over 10 nationalities and is part of the leading international TBWA advertising agency network, which covers nearly 300 offices in more than 100 countries and employs more than 12,000 professionals. TBWA - The Disruption Company.