



© 19 April 2023, 10:00 (CEST)

“They Are What They Eat” Edgard & Cooper launches provocative campaign championing junk free pet food.



April 19th, 2023 -Edgard & Cooper, a leading provider of healthy pet food, has launched a thought-provoking campaign made by We Are Pi, aimed at challenging the dominance of low-quality ingredients in the pet food industry by promoting their real, healthy, and junk free alternatives.

Challenging the issue of junk ingredients in pet food

We Are Pi worked with Edgard & Cooper to shed light on the troubling reality of pet food being heavily reliant on "meat meal", which often consists of low-quality meat and animal remains that are overly processed and mixed with artificial additives.

Real food for real pets

To demonstrate the difference between real, healthy pet food and the processed junk that currently saturates the market, Edgard & Cooper is launching the campaign titled "They Are What They Eat", featuring visuals of fake pets being fed junk food, demonstrating the effect of overly processed pet food on pets and how a switch to Edgard and Cooper's products could make a real difference.

"Real pets deserve real food. Junk ingredients are an issue for our furry friends and Edgard and Cooper are banging the drum and rattling the bowl to cause change both in the industry and in your best friend's belly."

— Rick Chant WE ARE Pi, ECD and Co-founder

"Our pets are what they eat, and it's important to feed them real, healthy food," said Louis for Edgard and Cooper. "Most pet parents aren't aware of what goes into their pets' food. With this campaign, we want to stop people buying food for pets on autopilot and show what impact real ingredients could make."

— Louis Chalabi, Edgard & Cooper, Co-Founder & CMO

International brand growth

The campaign was directed by Pedro Giomi with prop design by Eva Arends and Florian Legters and will run across Europe (UK, France, Germany, Belgium and the Netherlands) on TV, online video and social media.

- ENDS -

Campaign Credits

Brand : Edgard & Cooper

Agency : WE ARE Pi

Director: Pedro Giomi

Prod Co: CzarMusic:

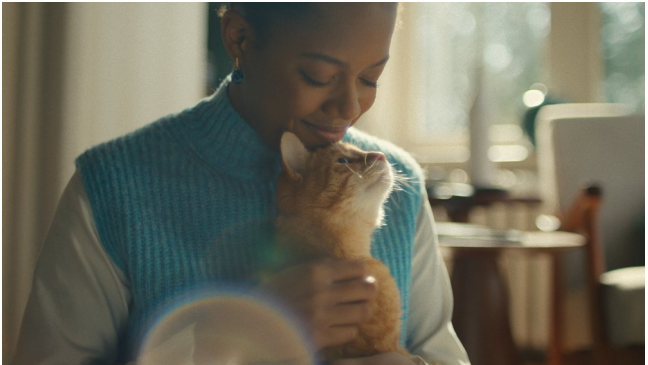
Prop design: Eva Arends & Florian Legters

Satellite Audio: Stainless Sound

Media: Craft Media

About Edgard&Cooper

Edgard and Cooper's mission is to provide pets with the best possible nutrition, with a limited ecological 'paw print'. Their real, healthy and junk free pet food is leading the way in revolutionising the pet food industry. The brand was founded by Louis Chalabi, Koen Bostoen and Jürgen Degrande in 2016 in Belgium. Edgard & Cooper is now active in 13 European countries.





Prop designs for the fake pets made by Eva Arends and Florian Legters.





ORIGINAL URL

<https://wearepi.pr.co/225094-they-are-what-they-eat-edgard-cooper-launches-provocative-campaign-championing-junk-free-pet-food>

ABOUT WE ARE PI

We Are Pi is an award winning Creative Innovation Consultancy that partners with clients to build brands worthy of thriving in changing times by initiating transformation programs. We Are Pi Client partners include Amazon, Nike, IDFA, Heineken, Intersport, Pepsico and Patagonia. We Are Pi was named Small Agency of the Year 2018, 2019 and 2020 by Creative Pool and Ad Age.

We Are Pi cultural research platform, New Society Rules, helps brands navigate cultural change. We Are Pi content arm, Pi Studios, produces ground breaking stories about cultural change. We Are Pi is proud sponsor of Black Strat, Plus Plus One and Creative Jam Session.

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