



## Petco Names Anomaly as its Creative Agency of Record

December 19, 2018

**Leading pet retailer selects creative agency partner to further advance iconic brand**

SAN DIEGO, Dec. 19, 2018 /PRNewswire/ -- Petco today announced it has selected Anomaly as its creative agency partner to help lead the pet retailer's marketing and brand transformation strategy. New York-based Anomaly was selected through a review process initiated in Fall 2018 and managed by MediaLink.



The news comes directly on the heels of Petco's industry-first announcement that it will remove all dog and cat food products containing artificial ingredients from its shelves by May 2019. Along with Petco's marketing team — led by recently appointed Chief Marketing Officer, Tariq Hassan — the agency will help drive the brand's continued marketing evolution as it seeks to differentiate its business and meet the evolving demands of consumers.

"The Anomaly team has demonstrated tremendous passion for our brand, a deep understanding of our consumer, and the strategic prowess to unlock future growth opportunities for Petco," said Tariq Hassan, Petco Chief Marketing Officer. "Their perspective on the unique relationship between technology and creativity in today's marketing landscape will be critical to establishing Petco as a cultural leader among the pet parent community."

Anomaly has been charged with delivering bold creative ideas and counsel on Petco's omnichannel and consumer engagement strategies, with a targeted focus on digital.

"This is a rare and special opportunity that we simply had to do — an ambitious vision, a smart and collaborative client plus the responsibility of playing a pivotal role — it doesn't get much better," said Anomaly CEO Carl Johnson.

Anomaly will begin working with Petco immediately, adding to the retailer's agency partner roster, which also includes Edelman Public Relations, who recently led them through their recent industry-first nutrition announcement.

### **About Petco and the Petco Foundation**

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; complete pet care services and veterinary advice through [PetCoach](#); and [petco.com](#). The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$230 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

### **About Anomaly**

Founded in 2004, Anomaly is a difficult to define, but exciting to work at 'new model' agency. Driven by a passionate and entrepreneurial culture encompassing a diverse, elastic set of skills - Anomaly has offices in Los Angeles, New York, Toronto, London, Amsterdam, Berlin and Shanghai. Clients include: Allbirds, Ally Financial, Anheuser-Busch InBev, [Booking.com](#), Carnival Cruises, The Coca-Cola Company, Diageo, Dick's Sporting Goods, Facebook, Google, Hershey's, LA Rams, New York Life, Panera Bread, Sonos, Unilever, Weight Watchers and YouTube.

Anomaly has been recognized for a very wide range of work and IP, covering both effectiveness and craft excellence including: Ad Age's 2017 Agency of the Year, Cannes Lions, Effies, Fast Company's Most Innovative, Jay Chiat, Digiday Awards and the Mashies - among the usual suspects. Anomaly has also been honored with a few less conventional accolades as well, such as being named one of Time Magazine's Best Inventions of 2016 for dosist (a medicinal cannabis brand the agency created), Toy of the Year for Mighty Jaxx, plus multiple Emmys for a television series called Avec Eric, all of which the agency created and co-owns. [www.anomaly.com/](#)

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