

# ANIMAL NUTRITION



## Secret Weapon joins the 1st International Expo for Gamefowl Breeders, Suppliers and Enthusiasts

The first International Expo for Gamefowl Breeders, Suppliers and Enthusiasts was held last January 14 -16, 2011 at the World Trade Center.

Being a pioneer in building the brand SECRET WEAPON (the first liquid, natural, mineral supplement for gamefowls) it is the company's vision to someday join prestigious event like Agrilink and Poultry Show.



This dream was fulfilled when Worldexco, World Expos and Concept Inc. invited us to join their event. Without hesitation, we set up our booth and made it as one of the attractions of the 3-day event. We got the attention of breeders, cockers, dealers and possible distributors. We were able to motivate them to use SECRET WEAPON in their daily regimen of achieving good pit performance for their gamefowls or make a profitable business out of it.

The concept of the booth focused on the beneficial effects of important minerals to human and game fowls making the public aware that products like SECRET WEAPON and NIGARI are now available to supplement these.

Top brands from related industries gathered together. Each has their own concept regarding the gamefowl industry and came up with marketing strategies to get their own market share and achieve their goal and objectives.

We may not be as big as some of the pioneering companies present in terms of booth size, endorsers, advertisements, promotional freebies, nevertheless SECRET WEAPON was able to achieve its main objectives which are:

1. To create brand awareness
2. Attract booth visitors
3. Reach target sales amounting to P74,860.00 worth of Secret Weapon and Nigari products

To achieve this, we made use of creative marketing strategies like 1.) provision of promotional give-aways such as calendars and key chains, 2.) product sampling (Nigari/Secret Weapon 2ml), and; 3.) Raffle promo: Buy a product and get a chance to win: a. Stags and Pullet from top Secret Weapon Endorsers Biboy Enriquez and Baby Canillas, who were also present in the booth; b. Secret Weapon 2 liter bottles and t-shirt

We attributed this success to the support of the Salinas Foods, Inc. management and the Secret Weapon team: Jemma B. Galang, Ruth Dela Torre, Paul M. Longcop, Rowena P. Dioquino; and Human Resources Department OJTs: Vanessa H. Matibag, Janette Domingo, Ruth Abigail Casapao. An estimated 1,000 end users and dealers alike, visited our booth due to curiosity, interest, experience, and for the love of the gamefowl industry. It is also interesting to note that some customers said they already heard of Secret Weapon but availability is one of their main concerns which should be part of our objectives for 2011.

Being part of the 1st World Gamefowl Forum was indeed a right decision and a lucrative investment for SECRET WEAPON and NIGARI. Even the organizer, Worldexco Inc., was surprised with their success. They were so happy that they decided to make it an annual event for every game fowl aficionados.

