It’s a Brand (NewDay) at Pet Paradise!

Today marks the beginning of a new day in veterinary care. We’re excited to announce that starting on April 11, 2022, Pet Paradise Veterinary Care will transition to become its own brand — **NewDay Veterinary Care**.

THE NEED FOR A REBRAND

When it comes to pet boarding and resorts, Pet Paradise is a strong, successful, and well-recognized brand in the pet care industry. In order for us to position ourselves the same in veterinary care, we needed a new name. This new brand will help us:

- Accelerate clients for our veterinary locations
- Become a trusted leader in the veterinary community
- Recruit top veterinary talent
- Provide clarity as we establish **NewDay Veterinary Care** as an innovative leader in the industry

HOW WE GOT HERE

The creation of this brand required cooperation from teams throughout the company and expert support from outside partners. The process took months of research, exploration, development, and preparation to ensure we had a name that would help our veterinary teams, and in turn our company, succeed.

We conducted a third-party brand awareness and naming study consisting of 400 pet owners in key markets, who weighed in on what they looked for and wanted in veterinary care. Most felt **care and compassion**, **friendly veterinarians**, and **convenience** were important factors when choosing a veterinary care provider. **Innovation** was also a strong attribute.

Many names were considered before the choices were narrowed to three. When presented to the participants, one name stood out as the clear choice: **NewDay Veterinary Care**. They commented that it was friendly, warm, positive and conveyed a feeling of hope — qualities we wanted for the new brand.

WHAT’S NEXT

Over the coming weeks and months as we transition from Pet Paradise Veterinary Care to **NewDay Veterinary Care**, we will focus on increasing brand awareness, accelerating customer acquisition, and helping our customers and team members make the switch to the new brand. We’ll also work on education around understanding the NewDay experience.

In addition to a new logo and some minor color changes, we will be transitioning the signs at our clinic locations, refreshing the content on the lobby and clinic televisions, updating and replacing some marketing materials and apparel, launching a new website, and more.

We’re excited to share **NewDay Veterinary Care** with you, as well as our customers and communities, as we embark on the exciting journey ahead.