

Hill's Science Diet Cat Food WINS Canstar Blue 2024 Award for Most Satisfied Customers



- **Canstar Blue is Australia's most-trusted comparison website*** helping Australian consumers make better-informed purchase decisions on products and services
- In a perceived homogenous market, the Canstar Blue logo carries a **clear and trusted point of differentiation**
- The Canstar Blue logo is recognised by **more than four in five Aussies!***

*Canstar quarterly brand tracking survey, conducted through Qualtrics Nov 2023. n=1027



**MOST SATISFIED CUSTOMERS
CAT FOOD 2024**

- Awarded #1 over 10 other major brands
- 5-stars awarded for 'Overall Satisfaction' and the supporting criteria of 'Ingredients' and 'Packaging'
- Over 850 Australian participants surveyed



**irresistibly delicious.
incredibly nutritious.**

SCIENCE DID THAT.

