

HOW NATOO MADE SUSTAINABILITY WILDLY AUTHENTIC

CASE STUDY

A bold, brand-aligned, and ongoing effort to save jaguars and inspire customers

OVERVIEW

Natoo's 20+ year commitment to jaguar conservation drives both brand value and impact. Since 2019, their partnership with Onçafari has supported jaguar reintroduction efforts and built consumer trust through authentic sustainability.



Limited-edition packaging to promote the jaguar partnership

TAKEAWAYS

\$500K USD DONATED

Since 2021, funding jaguar reintroduction, research, and sanctuary efforts.

100 STORES ACTIVATED

Jaguar-themed displays turned retail into an immersive sustainability campaign.

SOLAR-POWERED OPERATIONS

Natoo backs conservation with operational change, including renewable energy.

"The jaguar is the biggest feline in the Americas, and a beautiful creature to spot. By preserving the jaguar and helping ecotourism thrive, you help protect many other species as well."

Fernando Torres Maluf, Diretor de Exportação / VP International Business

SUMMARY

Natoo's jaguar campaign blends purpose with profit, funding research and sanctuary work while engaging customers via packaging and retail activations that bring conservation to life.

THE CHALLENGE

How can a pet food brand move beyond generic claims and build a sustainability story that is unique, tangible, and authentic to its mission?

THE SOLUTION

Natoo invested \$500K in jaguar conservation with Onçafari, creating sanctuaries, funding research, and immersive retail campaigns that deepen engagement and drive brand loyalty.

WHAT'S NEXT

Expanding jaguar advocacy via global events and new sustainability initiatives, Natoo proves that real impact and business growth go hand in hand.

CALL TO ACTION

Don't just donate. Pick a cause your brand can truly impact. Start with a focused project that emotionally engages stakeholders to build loyalty and brand value.

A TWO-DECADE COMMITMENT TO JAGUAR CONSERVATION

Natoo's journey began over 20 years ago with a focus on jaguar conservation, evolving into a deep partnership with Onçafari since 2019. This long-term collaboration funds the reintroduction of jaguars into Argentina's Chaco region, supports the creation of protected sanctuaries, and backs vital research into jaguar behavior and migration. By protecting this apex predator, Natoo helps preserve entire ecosystems critical to biodiversity.



*Sculpture from the Jaguar Parade NYC, which
Natoo supported*

CREATING TANGIBLE CONNECTIONS THROUGH RETAIL ENGAGEMENT

Natoo transforms conservation from a distant cause into an immersive experience. Limited-edition packaging featuring jaguar designs and specially curated in-store displays activated

across 100 retail locations invite customers and partners to engage emotionally. This visibility strengthens brand loyalty and awareness by making sustainability an authentic part of the buying experience, not just an add-on.

EMBEDDING SUSTAINABILITY INTO BUSINESS OPERATIONS

Beyond fundraising, Natoo reduces its environmental footprint through meaningful operational changes. Their LEED Gold-certified pet food processing facilities run on 100% solar energy, complemented by carbon offset programs and sustainable ingredient sourcing. These efforts not only reduce emissions but also contribute to preserving jaguar habitats, showing that responsible business practices can directly support conservation.

LOOKING FORWARD: EXPANDING IMPACT AND ADVOCACY

Natoo's vision extends beyond donations to building an ongoing movement. Upcoming projects include global advocacy events like the Jaguar Parade and programs promoting animal adoption and scientific research. By continuously evolving their sustainability roadmap, Natoo demonstrates that integrating purpose with business creates lasting value—for wildlife, consumers, and the pet industry as a whole.

INSPIRED BY NATOO'S JAGUAR PROGRAM:

Answer these questions to uncover social or environmental initiatives that align with your values, excite your community, and elevate your brand's long-term impact.

- **How can we bake impact into our brand DNA—aligning a social or environmental cause in a way that feels authentic and long-term?**
 - Align with product, supply chain, or a founding story and look for overlap between what your brand stands for and the communities or ecosystems your business touches.
- **What level of investment and timeline can we commit to that allows us to show real progress—while giving our customers a front-row seat to the journey?**
 - Impact is a long game—choose milestones that can inspire updates, content, and celebration along the way.
- **Are we partnering with credible, mission-aligned organizations who can ensure the impact is measurable, verified, and trustworthy?**
 - Collaboration with NGOs, scientists, or local experts (as Natoo did) boosts authenticity and trust.
- **How might this initiative inspire innovation across our product design, sourcing, or storytelling—beyond just impact marketing?**
 - Sometimes your sustainability efforts can unlock unexpected R&D, new ingredients, or packaging breakthroughs.
- **What values or customer beliefs are we hoping to reinforce through this initiative—and how will we measure whether it's resonating?**
 - Use this to stress-test the alignment between your impact work and your target audience's priorities.
- **What emotions do we want this initiative to evoke—and how can we lead with that feeling in our communications?**
 - Whether it's joy, curiosity, or care, emotional resonance builds stronger customer relationships than facts alone.
- **What elements of this initiative can we make visible to our consumers—through packaging, in-store displays, digital content, or storytelling?**
 - Ask: If someone discovered us for the first time today, would they immediately know what we care about?

Do you have a brand story or sustainability innovation you'd like to share? Reach out to learn more about membership & elevation opportunities.