



Independent & Neighborhood Pet Retail Association

A 3-Minute Introduction to Your Business or Brand

Revised 2026.02.17

Based on our recent member survey, retailers are interested in learning about new (or new to them) businesses and brands that support independent brick & mortar pet retailers. But... they are busy running their stores, their hours are irregular, and they don't have time for lengthy presentations. Thus, the idea of the 3-Minute Video Introduction was born.

What it is:

- An introduction to your overall business/brand
- A short, personal recording that IndiePet puts into a standardized template
- Three (3) minutes in length or less in total covering the following:
 1. **Who you are.** Introduce yourself (as the person on the recording) and your brand. Say anything about your business/brand that you would like retailers to know.
 2. **How you support independent pet retailers.** For example:
 - a. Your line (or some part of it) is exclusively sold in independent brick & mortar
 - b. You have a strong MAP and / or IMAP policies
 - c. You have strong ISO or GAP programs
 3. **Describe how independent pet retailers contribute to the success of your brand/business.** For example:
 - a. Your products rely on well-educated store staff to help customers understand their benefits
 4. **Explain why** an independent pet retailer should consider bringing your product/brand into their stores? For example:
 - a. Strong margins
 - b. Excellent support such as an employee feeding program or sample program, credit for returned product, an area sales rep
 5. **And finally, how or who should a retailer contact** for more information.

We'll also need **an image you would like us to include on the cover.** It can be product, product lifestyle or anything that helps "tell your story". It should not contain text. And, **your brand logo**

What the 3-Minute Video Introduction is *not*:

1. A marketing presentation
2. A presentation showcasing your product line or specific products
3. A presentation about the pet food or supply market in general (stats, graphs or numbers)

Independent & Neighborhood Pet Retail Association

4. A narrated slide presentation
5. A highly or professionally produced presentation or video

How to accomplish the creation of your 3-Minute Introduction

You can record your introduction any number of ways. What we ultimately need is a recording with a minimal background in MP4 or MOV format.

One way to do it:

With a computer (that has a camera and mic) and a blank PowerPoint presentation.

- a. Open the blank presentation, Click *Record*. Select *From Beginning*.
- b. **Make sure picture shows in the lower right corner of the slide.** It may show as round or square depending on your version of PowerPoint. Either is fine.

Showing yourself speaking is important toward contributing to a more personalized experience for the retailer/viewer.

Record your message.

When finished, play your recording to make sure you are happy with it.
It's easy to clear the recording and start over.

Save your PowerPoint with the following naming convention:

YourBrand(or Business)Name.YourFirstName.Date (e.g., IndiePet.Todd.2026.01.01)

Another way to do it:

With a phone or digital camera.

- Make sure you are shooting in high resolution
- Make sure your background is relatively calm and uncluttered
- Make sure your recording saved as an MP4 or MOV

Upload your PowerPoint or MP4 or MOV recording, your cover image and your logo (if you are sending us a new one) using the [IndiePet 3-Minute Video Upload](#) form.

We will format the final video into our template so that we keep a consistent look to all the videos. You may view the finished videos on [MyIndiePet.org/Resources/Get to Know our Brand Members](https://MyIndiePet.org/Resources/Get%20to%20Know%20our%20Brand%20Members) .

Thank you for supporting the independent channel. We hope you'll find that creating your video is easy and fun. We're sure retailers will find it helpful.