

A pocket guide to every breed of pet owner



Every pet deserves



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For every type of pet there's a different type of pet owner

This means they all see pet insurance differently too – from an essential part of caring for their best friend to a costly necessity or even an unnecessary expense.

By getting to know our pet owners, we can understand what they need from pet insurance, and encourage them to consider Petplan for their pets – whether they own a prize-winning pedigree or a much loved moggy.

So here's a quick guide to who they are, and what they want from us.



Spoilt Rotten

“Nothing’s too good for my baby. So naturally I want her to have the best insurance.”

“From home cooked meals to fashionable accessories and tasty treats, I’ll always make sure I can afford the best for my princess – especially is she were to feel poorly.

I’ll check out the best deals to give her the best brands and, yes, I’ll consider Petplan – but only if you

can promise an excellent service and value for my money.

I’m single now but, even when I find my perfect man , Lucky will still be number one in my life.

After all, who could ever come close?”



Cherished Companion

“I’ll take whatever insurance the pet experts recommend for my old pal.”

“I used to love coming home to Barney when I was working. And now I’ve retired, we spend quality time together taking long walks in the countryside.

I’m lucky that I don’t have to worry about money too much, but that doesn’t mean I like unexpected expenses. So I did the sensible thing and chose insurance from the pet specialists, Peptlan.

After all, it is vet recommended. And I know Petplan are reliable and can be depended on.

A bit like good old Barney here.”



Anxious Owners

“I do worry about Bramble, so I need an insurer I can trust.”

“She’s a bit of a wanderer. And I do worry what might happen while she’s out roaming around. Also, there’s all these illnesses they can get, isn’t there? I just don’t know what I’d do without her.

She’s my responsibility, but I know how expensive veterinary treatment can be, and I’ve not got an awful lot of money.

So I wanted to make sure she’s covered properly, by the pet experts. Petplan understood how much Bramble means to me when I spoke to them. To be honest, they were more like pet people than insurance people.

Even though it’s a bit clear, it’s worth it, jsut to know i’ll always be able to afford the very best care for Bramble.”

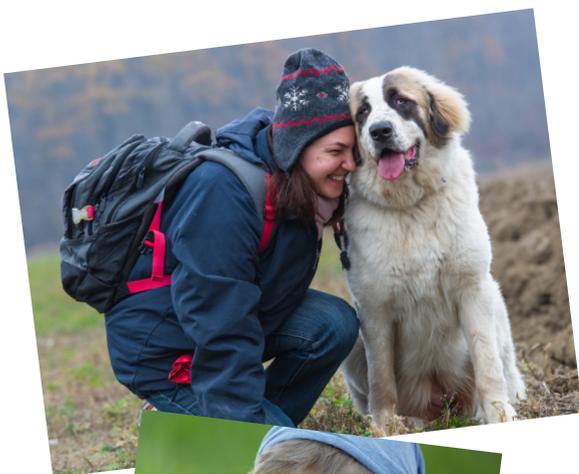


Nothing But The Best

“We want the very best for Luna. She deserves it.”

“I grew up around dogs, so I wanted the same for the kids. We made sure we got a breed that would be right for us, and now she's part of the family. She's a great dog, happy, full of life, and we like to keep her in good condition. Good food, regular grooming and lots of long walks with the family.

Obviously insurance is essential and, as it was the first time I'd bought pet insurance, I went for the best I could find. I might look around next time, but it'll have to be right for Luna. We'll see...”



Family Lodger

“The kids were pestering us to get a kitten... but I suppose insuring it is up to me.”

“Of course, I’d be sad if our cat was to become ill or have an accident. He’s been with the family for years and the kids love him to death. But to be honest, he’s just not my top priority right now.

I don’t mean to sound heartless. I suppose pet insurance is a good idea. And it would no doubt be me who’d have to pay for any veterinary treatment in the end anyway. So, I suppose it kind i makes sense if the price is right and I can trust the company who are offering it.”



Animal House

“Pet insurance? Surely all they need is a loving home. And that’s what I give them. ”

“I just wanted to help one little kitten who needed a home. And of course I came back with two! Then there’s Sam, he’s been with me for years, and luckily they all get on wonderfully together. Of course, with this many it means lots of trips to the vet.

Harriet, my vet, mentioned Petplan to me in the past. She recommended them highly, which is interesting. But with all this lot I’m tempted to save up and sort out any treatment myself. Insurance does seem to get quite expensive the older this lot get.”



Alright On My Own

“Life’s for living, not for worrying about. I’m ok. He’s ok. Who needs insurance?”

“Rufus and me, we’re the same. Both like the big outdoors. Both like racing around getting the most out of life. Frankly, I don’t believe in worrying about what may never happen. Of course, I’ve made sure he’s properly trained. Know what you’re doing and you’re always less likely to get into trouble. Isn’t that right, Rufus?”

To be honest I’ve never thought about pet insurance – they never pay out, do they? But if I could trust them, I’d go straight online and find the best deal from one of the big insurance names. Job done... and time to get back to some fun!”



All Too Much

“I know it’s the right thing to do for him. But really, does pet insurance have to be so expensive?”

“It seemed like a good idea to get Reggie now I’m retired and have got more time on my hands. And don’t get me wrong, I do like having him around.. But would I do it again? Maybe not.

You see, first there’s the vaccinations and the training. And what do you do if you go away? Have you seen the cost of kennels! And then there’s all the other expenses – even the pet food costs a fortune.

It does seem sensible to get pet insurance rather than face an unexpected vet bill. But now I’ve got to find one I can actually afford...”





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