



- Client:** Whiskas
- Agency:** Zenith
- Campaign Objectives:**
- To raise awareness and participation in Whiskas own on-pack competition, encouraging active involvement with the brand
  - To drive consumers to the Whiskas website to find out more information
  - To clearly communicate the campaign message **'My cat loves Whiskas, I love my cat'**
  - To communicate that Whiskas understands cats and cat ownership and that the brand helps owners to celebrate their love for and the individual personalities of their cats
  - To increase purchase intention and drive sales
- Target Audience:** All Cat Owners
- Campaign Dates:** May-July 2009
- The Competition:** Whiskas' on-pack competition urged entrants to upload a picture of their cat to Whiskas' website, accompanied by a story demonstrating how much their cat loves Whiskas. Winners received a year's supply of Whiskas.

- Execution:**
- A **launch DPS** advertorial in Weekend promoted the competition, showcased existing Whiskas cats and fully explained the importance of "Cat Preference". The copy also featured key product points for Whiskas, including why Whiskas understands cats best.
  - **Teaser ads** designed to look like Polaroid pictures of a cat ran throughout the Daily Mail on launch day. These remained unbranded to deliver intrigue and direct readers to the advertorial.
  - **3<sup>rd</sup> party HTML emails** were sent to our full database of 100,000 to drive competition entry.
  - A series of **advertorials across the Mail portfolio** promoted the competition and helped generate an array of UGC – images, testimonials, stories and verbatim which were utilised to showcase the promotion whilst simultaneously generating additional entries. These covered three themes...
    - **"I Love My Cat"** comprised an advertorial page in You followed by a couple of half page columns, providing tips and inspiration for forming the best relationship with your cat.
    - **"8 out of 10 Cats"** comprised quirky, bite sized fun facts as a sequence of 36x3s within The Mail on Sunday's main news section.
    - **"My Cat Loves Whiskas"** showcased entrants' pictures and stories via a series of 25x4s in Femal.
  - Winners were **showcased online** at the Whiskas website.



## Campaign Results...

The campaign was extremely successful in raising awareness, driving call to action and enhancing all key brand metrics for Whiskas...

### Awareness:

- Spontaneous brand and advertising awareness for Whiskas rose by **18%** whilst prompted awareness rose by **20%**. Both of these are significant increases.

### Call to action:

- 43%** of those exposed to the campaign have **responded in some way** – either visiting website, entering the competition or talking about Whiskas. A further 25% said they definitely would respond.
- 45%** have visited/ will visit the website
- 44%** have entered/ will enter the competition
- 42%** have recommended/ will recommend Whiskas to other people
- 41%** have talked/ will talk about Whiskas
- 62%** of those who don't already prefer to feed their cat Whiskas have now tried it for their cats.

### Brand attributes:

- The campaign message “My cat loves Whiskas, I love my cat” really cut through:
- “My cat loves Whiskas” **up 10%**
- “Whiskas allows me to show my love to my cat every day” **up 11%**

### Impact:

- 55%** are more likely to **consider** Whiskas
- 49%** are more likely to **buy** Whiskas cat food
- 51%** have more **positive feelings** about the Whiskas brand
- 57%** believe Whiskas is a **better fit** with them as a cat owner
- Preference for Whiskas has increased by **11 percentage points** amongst those exposed to the campaign – a significant increase.

