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**CAT'S PRIDE LAUNCHES INNOVATIVE**  
**PRODUCT WITH INTEGRATED CAMPAIGN**

*Doner takes 360° Approach for Integrated Project*

**(Detroit)** – Doner's integrated approach to marketing has led to a fully crafted brand campaign to launch Fresh & Light™, a revolutionary new product for Cat's Pride®. As a challenger brand, ranking fifth in market share, Cat's Pride® is aggressively introducing this product that's up to 25 percent lighter than traditional scoopable clay litter. The campaign includes television, digital, print, trade show promotions, an iPad app for product sellers, and social media, making Cat's Pride® a social cat litter brand. While cat litter sales are often driven on name recognition and dollars spent, Cat's Pride® chose to emphasize the bond between cats and owners and how this innovative product would strengthen that—by making the chore of changing the litter box simpler, giving owners more time to enjoy their pets.

The structuring of Doner's creative department, which is made up of "Eco's" or "Ecosystems" each populated by creative staff capable of generating and producing ideas on all levels of modern communication and social activity, allowed Cat's Pride® to establish a strong point of view, represented in every element of the product launch. By enabling integrated thinking, the agency responded to the client's needs by playing a role in the entire launch of the product from name development and packaging design to creating an advertising campaign that reaches the consumer at every touch point.

Quantitative research was used to connect with consumers for the development of the product's name and packaging. The respondents, over 500 cat lovers, were the primary shoppers of cat litter and the primary cleaner of the litter box for households with 1–4 cats. Based on the results, the name Fresh & Light™ was selected along with the green container design and image of a cat reaching toward a balloon on the label. Fresh & Light™ was chosen because it conveyed the odor control and lightweight benefits of the product, and the packaging design selected conveyed many of the key benefits in the positioning with the balloon image implying lightness.

"Doner's integrated marketing approach allowed us to use one agency to develop every aspect of the product positioning and marketing strategy, creating a seamless product launch," said Dan Jaffee,

president and CEO of Oil-Dri Corporation of America, which manufactures and markets Cat's Pride® brand cat litter. "We're excited to see Fresh & Light™ change the industry."

The marketing strategy utilized a teaser campaign, with the theme "Rock the Box," at the American Pets Products Association Trade Show to increase interest in the new product. Through the development of an iPad application, retailers had the opportunity to learn more about Fresh & Light™ more easily. The technology based approach to selling represents the innovation of the product by transforming the process and deepening engagement. Sellers can now move away from the traditional flip charts during a pitch and into the digital age by having all the information at their fingertips, provided by the iPad app.

Doner designed and implemented social media strategies for Cat's Pride® starting with moving away from a traditional website and onto Facebook as the primary site for the brand. The page, which can be viewed at [www.facebook.com/catspride](http://www.facebook.com/catspride), along with Twitter and YouTube, serves as a portal for cat lovers, allowing consumers to share their passion for their pets, receive advice and learn about new products.

"It was great to be involved in the launch of this revolutionary product from start to finish," said David DeMuth, co-CEO, president, Doner. "Our strong partnership with Cat's Pride as well as their entrepreneurial spirit enabled us to craft a distinct image for the brand that sets them apart from the competition."

The campaign includes a new tagline, "Changing Litter for Good™," which represents the intent behind Fresh & Light™, making the lives of consumers easier while also being a little kinder to the environment. Throughout messaging development, Doner focused on representing the innovation of Fresh & Light™ in every element of branding. The lighter weight litter allows more packages to fit on a full truckload therefore requiring fewer trucks and less fuel to transport the same amount of cat litter to stores, hopefully reducing the carbon footprint. It also improves the lives of the cat owner by alleviating the struggling associated with lifting heavy packages of litter.

"This campaign is groundbreaking in that it celebrates the bond between cats and their owners in a unique and humorous way," said Randy Belcher, executive VP, executive creative director, Doner. "The concept boldly demonstrates the relationship that the target has with their cat and gives them a reason to choose Cat's Pride over other brands."

The creativity shines in the execution of television spots that utilize computer-generated imagery (CGI) to tell stories of cats doing human-like activities, such as giving back rubs. The television portion of the campaign was produced through a partnership with The Moving Picture Company (MPC), a London-based company known for work on such films as “Pirates of the Caribbean” and the “Harry Potter” series. These spots, which will air on networks including Bravo, Discovery, Fox News, History, Lifetime, TBS, Oxygen and USA, depict vignettes of how both cats’ and owners’ lives will improve by using Fresh & Light™. The creative executions all contain the tagline “Changing Litter for Good™” and the [www.facebook.com/catspride](http://www.facebook.com/catspride) address to drive traffic to the online community.

### **About Oil-Dri**

Oil-Dri Corporation of America is a leading supplier of specialty sorbent products for agricultural, horticultural, fluids purification, specialty markets, industrial and automotive, and is the world’s largest manufacturer of cat litter. “Cat’s Pride” is a registered trademark of Oil-Dri Corporation of America. “Fresh & Light” and “Changing Litter for Good” are registered trademarks of Oil-Dri Corporation of America.

### **About Doner**

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at [www.doner.com](http://www.doner.com).