



# THINKING OUTSIDE OF THE LITTER BOX

Giving cat owners what they really want: a happy cat.

When your top retailer tells you that your cat litter packaging needs an update, you know something stinks. Such was the case for Premium Choice. Damen Jackson created lively new packaging and merchandising designs for the brand, protecting its position with their #1 customer.

## IDENTIFYING THE BRAND

Consumer research with cat owners yielded interesting insights. Most importantly, we discovered cats have a powerful influence over what type of litter is purchased by their owners. The owner may purchase the litter, but the cat determines if it gets bought again.

This insight helped us define the product's core attributes and identify the relevance and strengths that Premium Choice Carefree Kitty cat litter could use in its market positioning.

## PACKAGE DESIGN & COMMUNICATION

Speaking directly to the needs of both the cat owner and the cat(s), we created a unique communication matrix that split the product hierarchy in two parts—one set of features and benefits for the owner, and a different set for the cat(s). This simplified the buying decision and showed that Premium Choice Carefree Kitty knew how to relate to their customers. The iconic, playful kitty character supported the carefree positioning of the brand. Each type of litter featured its own cat with varying colors and markings, for clear differentiation between products. The lively, informative and relatable packaging was ideal for retail display. The whimsical brand voice in the packaging copy aided in promoting the fact that even litter can be part of the fun of being a cat owner.

## MERCHANDISING & SALES COLLATERAL

To support the new brand packaging rollout, Damen Jackson created printed sales materials and in-store merchandising concepts. These helped greatly with the overall success of refreshing the relationship between Premium Choice Carefree Kitty and its top retailer. Additionally, we created a comprehensive brand standards guide to assist the client with future brand and product promotion and communication.

