

WHY IS THE CAT READING YOUR MAIL?

When cats smelled a good deal on kitty litter so did their owners, and the campaign went viral.

With a tight budget and what could be described as a low-involvement product, Bulk Cat Litter Warehouse wanted to be the pick of the litter by creating a stand-out, small-scale direct marketing campaign to target homes within driving distance of their store.

Instead of appealing to cat owners, the company's agency, Rethink, suggested going straight to the cats themselves. After all, any cat owner knows who the real decision makers are in the house.

So how do you get a cat to pay attention to a piece of mail featuring a great deal on kitty litter? You spray the paper with catnip. Once the cats picked up the scent, so did their owners.

The original mailing went to 500 people, and then the story went viral. Rethink made a video to show how the mailers were created and how the cats reacted. To date, the YouTube video has been viewed over 460,000 times, putting the Bulk Cat Litter Warehouse name in front of a much wider audience and extending brand exposure. By using the physical nature of direct mail to engage the senses, now everyone is purring.



CLIENT: Bulk Cat Litter Warehouse PRODUCT: Cat Litter COUNTRY: Canada AGENCY: Rethink AGENCY TEAM: Creative Directors – Chris Staples, Ian Grais, Art Director – Leia Rogers, Designer – Lisa Nakamura, Copywriter – Bob Simpson, Content Strategist – Leah Gregg, Editor – Chris Neilson, Account Manager – Maie Lunny.

