

Singleton Ogilvy & Mather

TVC cooks up culinary creations for cultured cats

Sydney, July 3, 2009: Cats with a taste for cultured cuisine take centre stage in a new campaign for 'Fancy Feast Sensations'; a new super-premium wet cat food from Nestle Purina.

Developed by Singleton Ogilvy & Mather (SOM) and launching this Sunday, 5 July, the "Le Chef" TVC features a busy Paris restaurant kitchen preparing gourmet meals for a woman and her dining partner – her pet cat. The woman is then shown at home, serving her cat equally tempting meals from the Fancy Feast Sensations range, with the tagline "there's an easier way to give your cat chef-inspired cuisine".

Targeting highly-involved cat owners, and particularly women aged 25-49, the campaign also comprises print advertisements, sampling and consumer promotions (executed by OgilvyAction), EDM and information on the brand website.

SOM's Head of Strategy and Managing Partner, Mike Daniels, said the creative theme was developed to appeal to cat owners who believe their beloved pets "deserve to be cultured too".

"We know that these highly-involved and dedicated cat owners want to give their pets the very best. They are likely to look for high-quality cuisine themselves, and believe their cats deserve the same attention," he said.

"We want to communicate that they don't need to travel to Europe or a fine-dining restaurant to give their cats chef-inspired cuisine, with the new super-premium Sensations range providing the opportunity to do the same every day at home."

Daniels said it was hoped the campaign would build awareness of the new range, and drive trial of the product.

The TVC will run on both free-to-air and pay TV, with print ads due to run in a range of lifestyle, home and women's titles from August.

Credits:

Creative Director	Jo Sellars
Copywriter	Jo Sellars
Senior Art Director	Peta McDowell
Agency Producer	Lisa Ristuccia
Account Management (SOM)	Liam Parker, Erin Halliday, Trent Ellis, Brett Chester, Angela Blunt
Account Management (OgilvyAction)	Jo Gilbert, Danielle Lenton, Natalie Wan
Planner	Barry Mowszowski
Production Company	Luscious International
Director	James Holt

Ends:

For more information contact:

Rebecca Tilly, STW

ph: 0410 501 043