



YOUNG ONES CAMPAIGN FINAL PRESENTATION



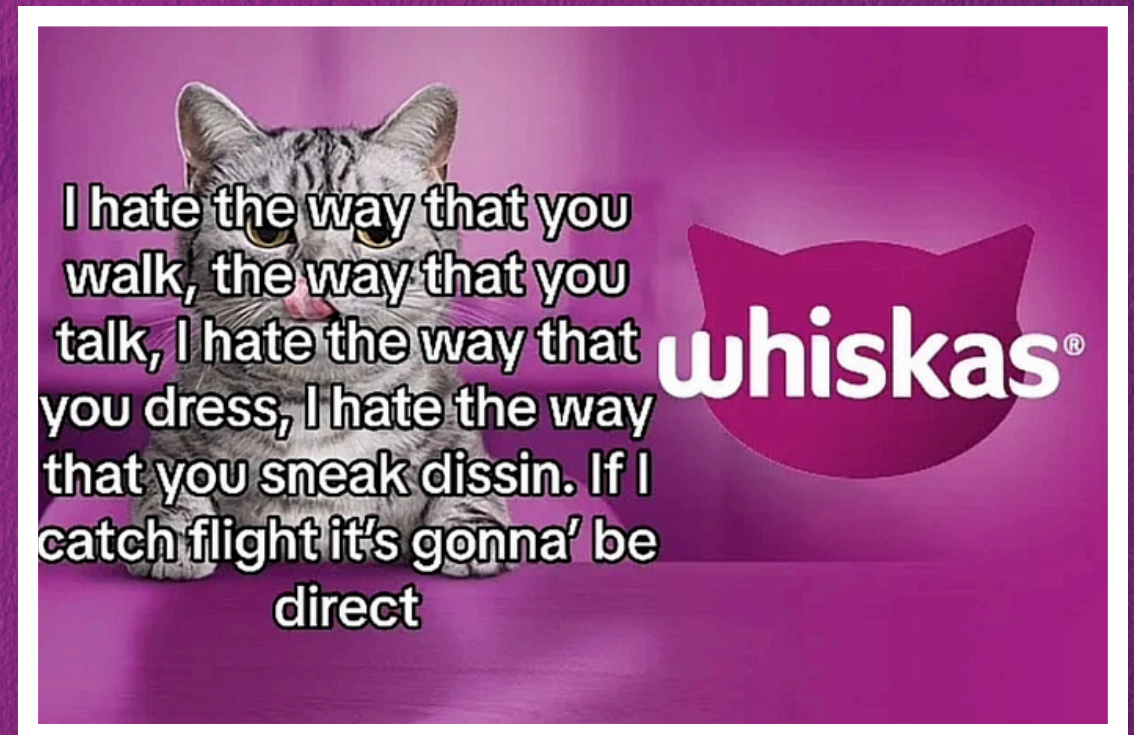
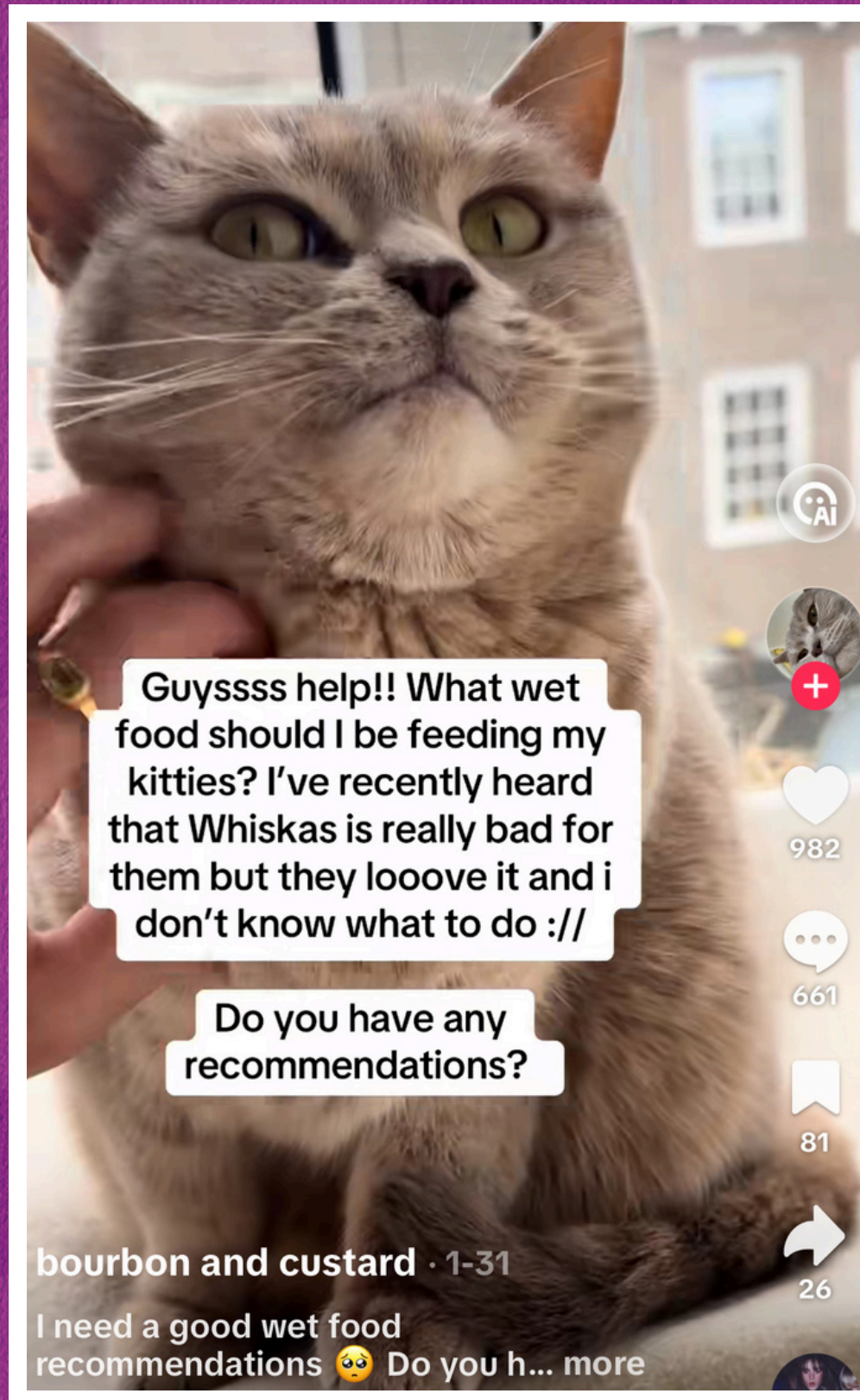
“Whiskas kills cats!”

Problem

Young cat parents are being exposed to **rumors** like this on social media, which creates **fear and judgment** about choosing Whiskas and **distrust** of its quality.

Insight

Gen Z wants **reassurance** that choosing Whiskas is a confident choice, and they trust what they see validated on **social media more** than what brands claim.



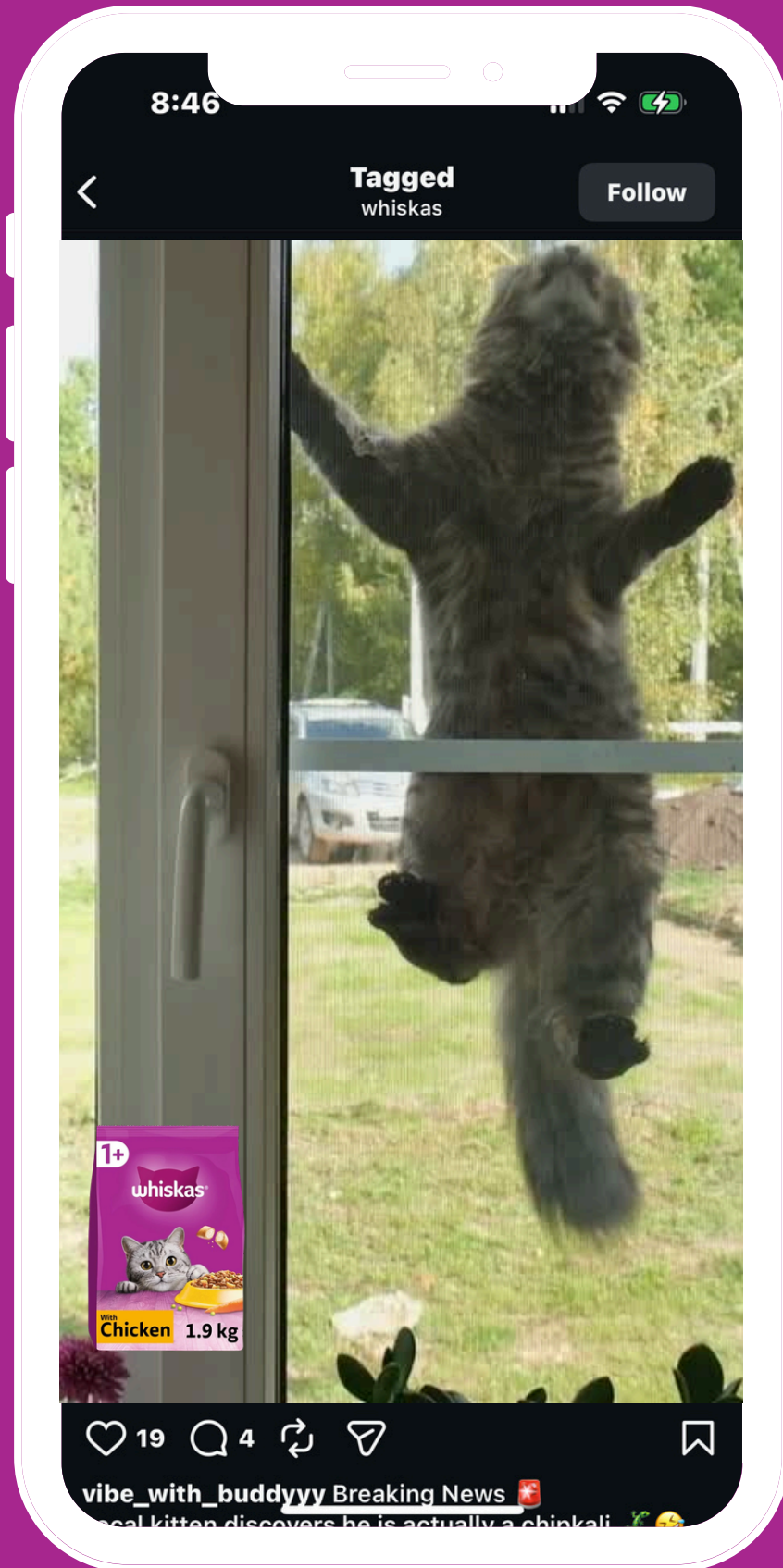


powerred



INSTAGRAM CAMPAIGN

1. Show us your cat's power.



2. We PAWER your cat.



3. You share the PAWER!

powered ✨
whiskas purrrrr card

THE WALLCLIMBER!
SUPERPAWER: Parkour

- Age: 3
- Agility: 90%
- Curiosity: 60%
- Chaos Energy: 80%

WHISKAS MATCH:

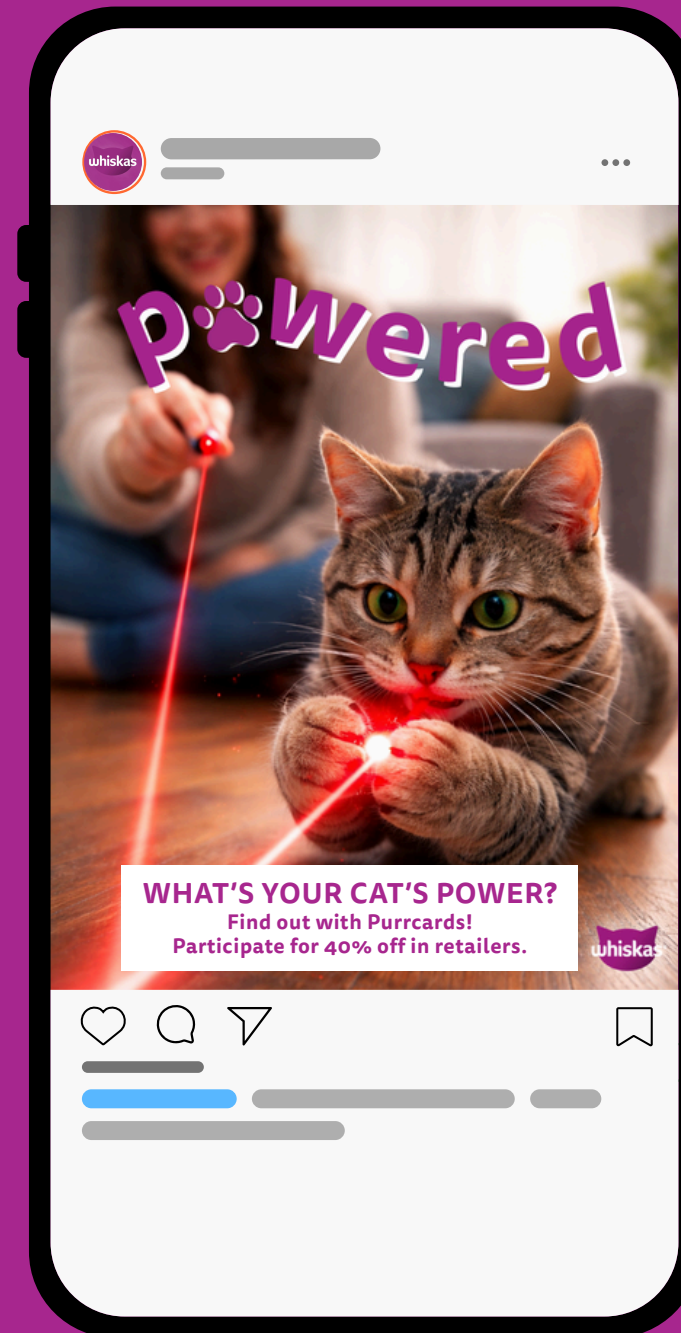
- Chicken!
- For curious cats!

Hashtag goes here!

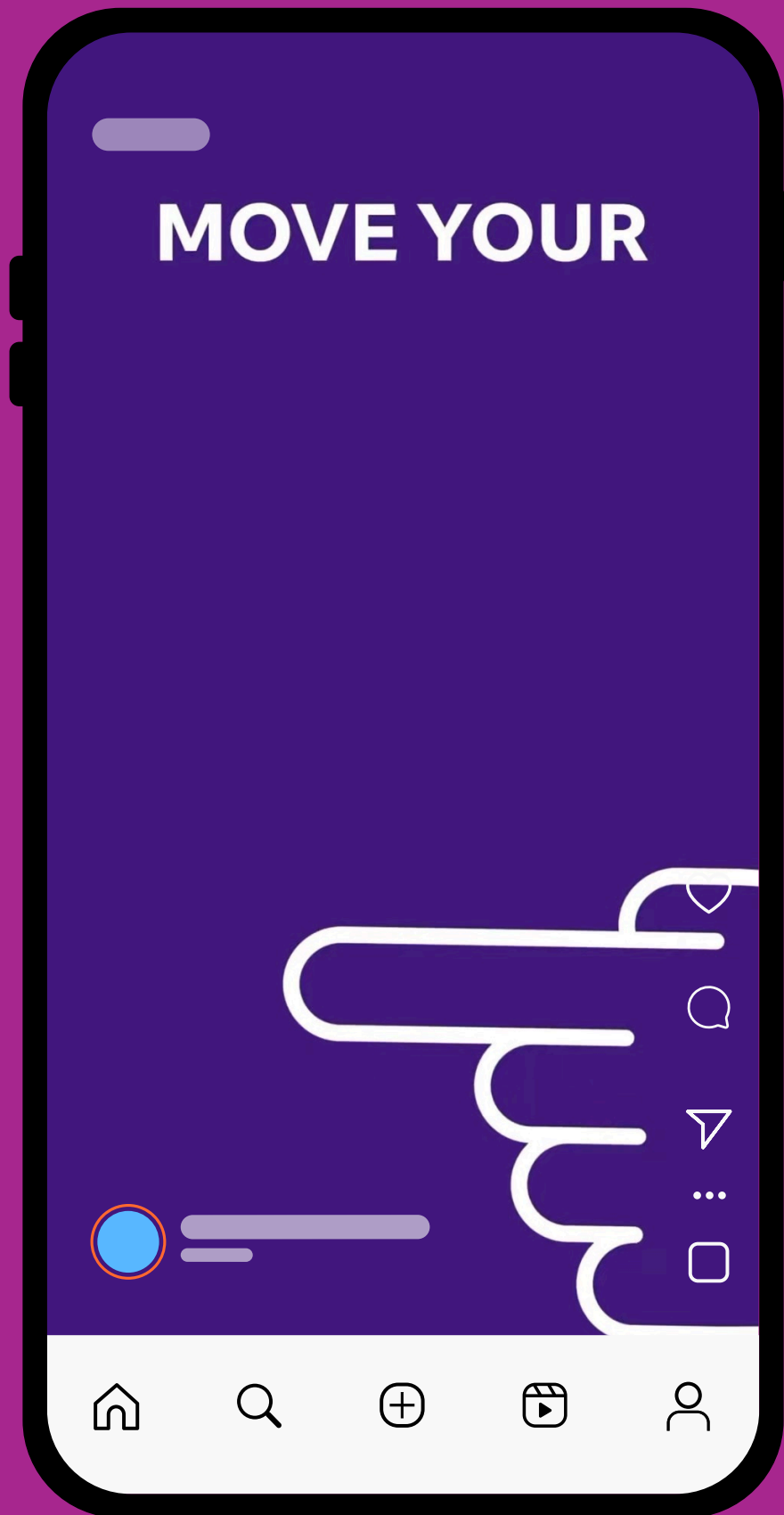
(A grey cat is shown climbing a shelf on the right side of the graphic.)

HOW TO ADVERTISE PAID MEDIA

INSTAGRAM POSTS



TREND REELS



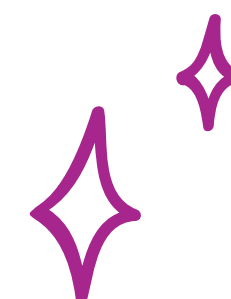
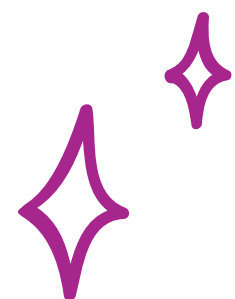
INFLUENCER & PR

- Influencers will receive PR boxes that include Whiskas cat food, toys to empower their cat's abilities, and a physical personalized Power Purrcard of their furry friend
- Influencers will post an unboxing video to their platform tagging @whiskas and encouraging followers to participate I'm this experience.





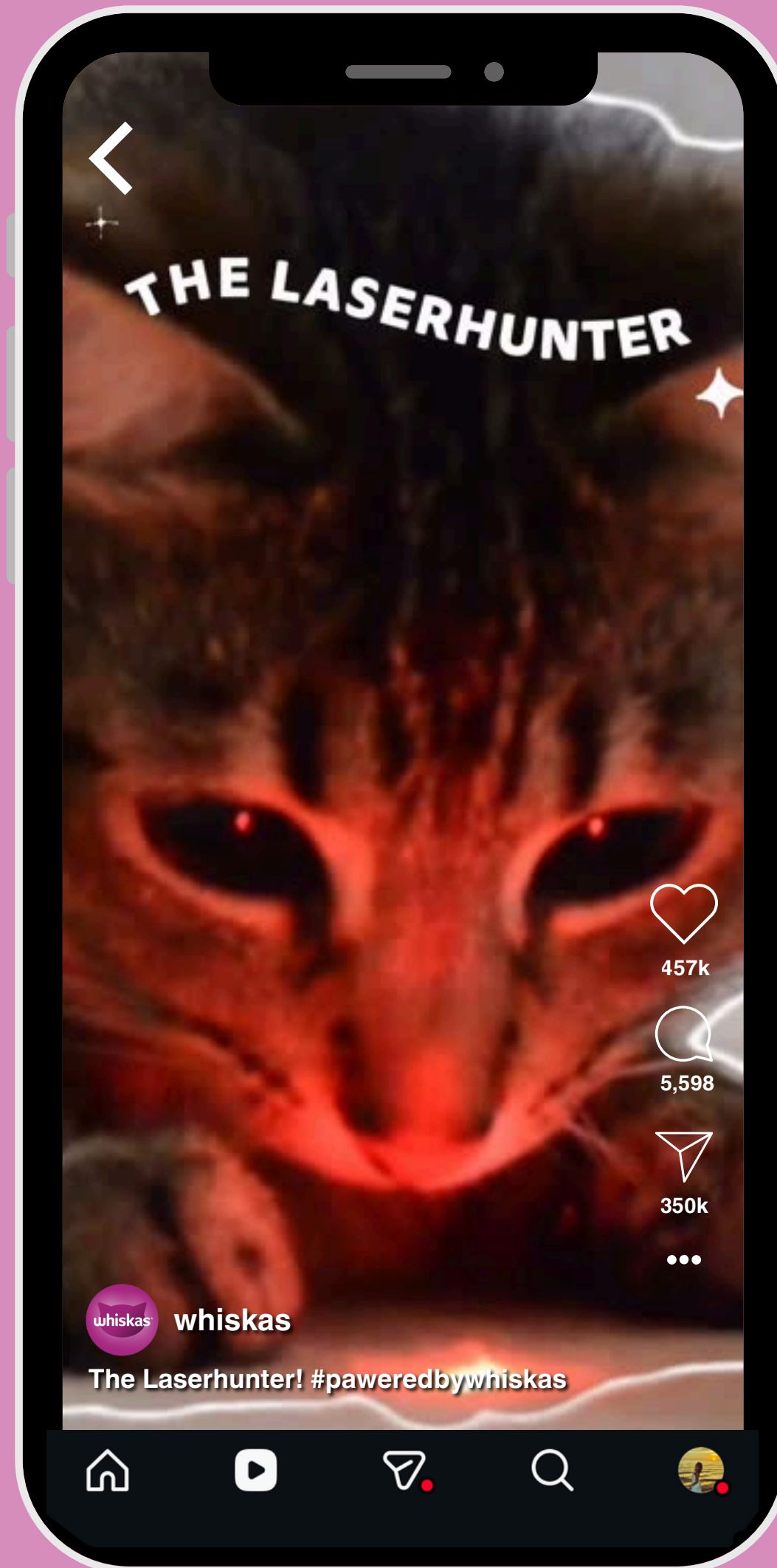
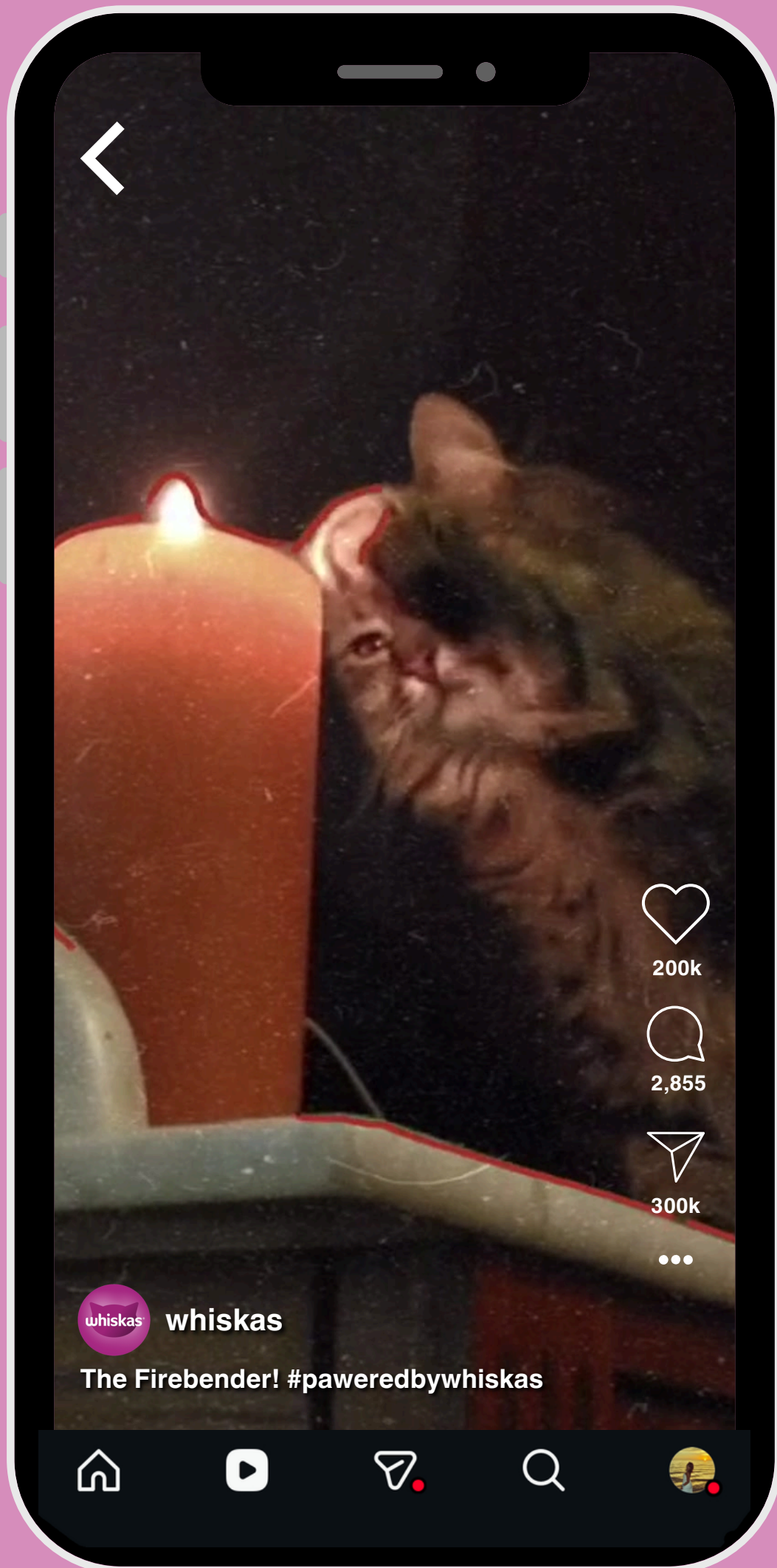
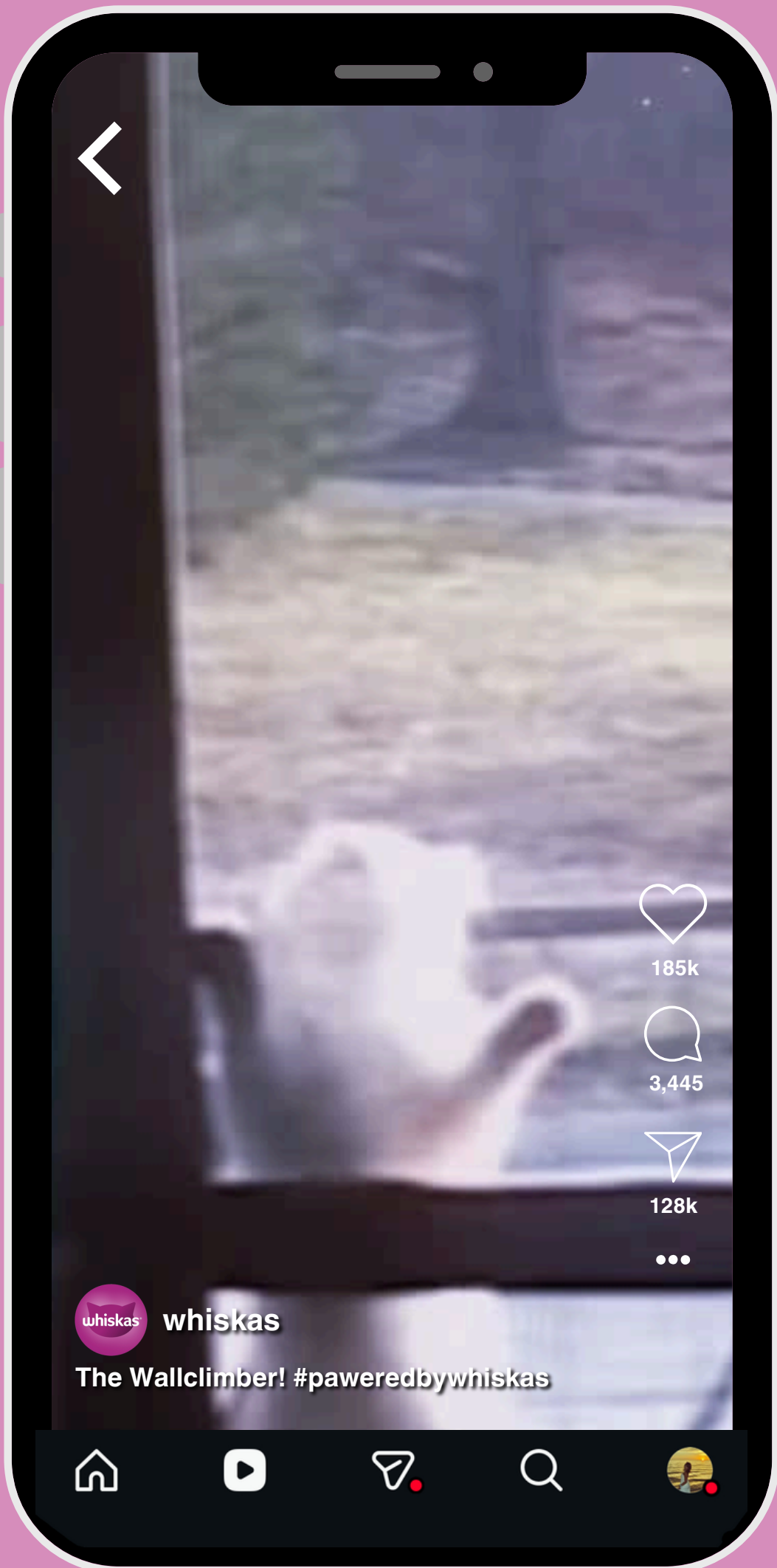
THANK YOU!





pawvered





powered purrrrr card

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