



## THE MARKET

Whiskas, with an established history around the world and a name that consumers have grown to trust, is now China's leading cat food brand. Whiskas is known for producing tasty cat food products that provide a complete and well-balanced diet. Whiskas is dedicated to offering high-quality cat food and cat care products.

Whiskas customers are people of all ages who love their pets as family members or companions. Most Whiskas customers, seeing their cats as unique individuals, respect their physical needs and freedom of choice.

With a well-tuned understanding of customer needs, Whiskas works to develop products and packaging that meet their demands (for example, Crunchy Meaty Nuggets and the tasty, convenient single serving pouches), which has led to a rapid rise in sales over the past few years.

Furthermore, Whiskas' diverse range products give customers a wide choice. After trying

Whiskas cat food, consumers understand the benefits of this brand.

## ACHIEVEMENTS

Whiskas has been well-received in China, as it has in Asia generally and in other regions, making it one of the world's pre-eminent cat food brands. A pioneer and leader in cat nutrition and care, Whiskas is a dominant force in the market and a household name for cat food. The company has continuously strived to provide innovative products and packaging and its efforts to gain a deeper understanding of cats' needs have contributed significantly to all aspects of cat care. No other brand can claim the same achievements.

Whiskas' strong understanding of the various need of cats of different ages and the benefits it provides to cat owners is the result of many years of research by the Waltham Centre for Pet Nutrition.

## HISTORY

Whiskas was established in the UK in the 1950s and entered the Chinese market in 1993. In 1995, it set up a plant in Huairou that specialised in dry food production. Ten years later, Whiskas holds more than 90% market share in the PRC, and more than 60% of the highly competitive Hong Kong market.

Over the past ten years, Whiskas has expanded and developed the Chinese cat food market. It plans to move into the snack food segment, while continuing to reach customers through its website, [www.whiskas.com.cn](http://www.whiskas.com.cn), now a convenient communications platform.

Whiskas mainly distributes through retail channels such as supermarkets. However, in line with market developments and other adjustments, Whiskas has developed an efficient and outstanding sales and distribution channel in mass market, guaranteeing that customers will be able to purchase Whiskas products at any time.

Over the last decade, Whiskas has made many small and large adjustments to its product packaging while keeping its famous logo of a cat's head relatively unchanged.

In 2001, the launch of its Pouch products made Whiskas the first brand to introduce the "single serving" concept



in the pet food segment, thus allowing China's cats to enjoy tastier, better researched, fresher, and more hygienic meals.

Following the introduction of global standardization requirements, Whiskas made a slight alteration to its cat's head logo in 2003, substituting the original red logo with a purple one. Its silver striped cat has also become a standard packaging feature for its entire product line.

## THE PRODUCT

Whiskas has three core, high-quality cat food product lines: nutritious and tasty Whiskas canned food; fresh and delicious Whiskas Pouch products in aluminum packaging; and crunchy-on-the-outside, soft-on-the-inside Whiskas Meaty Nuggets, a delicious two-in-one dry cat food.

Every product is engineered to meet cats' needs at different stages of their lives. The specially designed Whiskas kitten line, for example, is made for kittens up to 12 months old, ensuring that they receive the best care available.

All Whiskas products provide cats with a complete and well-balanced diet according to the Whiskas Nutritional Pyramid, ensuring that each meal meets the requirements for a comprehensive, healthy diet.

Whiskas' strength lies in its continuous efforts to produce comprehensive, nutritious and well-balanced food for cats.

## RECENT DEVELOPMENTS

One of Whiskas' most outstanding recent developments was the introduction of the Whiskas Pouch product line, which significantly benefited pets and pet owners alike. Whiskas Pouch products contain food that is slow-cooked



for flavour and packaged in aluminum foil for convenience and freshness. Its simple tear-and-pour design also provides customers with mess-free meal times.

The introduction of Whiskas Meaty Nuggets has thrust the company into a leading position in the development of dry cat food. Nuggets with crunchy outer shells and soft, tasty centres are a delicious treat.

Whiskas was also one of the first to understand that cats have different nutritional needs at different stages of development. The introduction of the Whiskas' kitten line was a major step for Whiskas, making it the only producer of dry and wet food with specially designated product lines for kittens and older cats in China.

In order to reduce urinary problems in cats, Whiskas has actively cooperated with the Waltham Centre for Pet Nutrition to include in all its dry food products medication to prevent urinary complications.

Today, Whiskas cat food perseveres and continues to strengthen its product image through retail distribution channels and standardised packaging designs. This new look will help increase customer awareness of Whiskas' logo and the comprehensive benefits brought by its foods.

### PROMOTION

When a brand becomes a market leader, it is more complicated to run effective promotional events. Market leaders expect that their rivals to take every opportunity to steal customer loyalty, and as a result, Whiskas is continuously striving to improve brand image.



A clear example of this is the challenge of developing creative television commercials. All commercials easily and quickly become outdated: owner changes cat food, cat rushes to his feeding

reasonably priced products, Whiskas has established a trustworthy image among consumers.

Whiskas also takes its social responsibilities seriously, actively helping stray cats find suitable homes and promoting the concept of "Be a Responsible Pet Owner".

In addition, Whiskas actively supports the cat lovers' market through sponsoring various cat exhibitions, including the Whiskas Cup Cat Competition, and the Whiskas Cup Cat Beauty Pageant, all of which have been well-received by cat lovers.



bowl, eats delicious new cat food.

Whiskas has opted for a different approach, forgoing the simple "tasty and nutritious" message to focus on the "Cat's Own Choice" concept. This approach has met with considerable success.

Whiskas' major international sales and marketing event known as "Cat & Mouse" has not only served to promote its Whiskas Meaty Nuggets line, but driven the development of its entire dry food line.

Whiskas has even redefined how cats are fed with its Whiskas Pouch products. This marketing event has made a deep impression on the public with its "wet and dry mix" concept, which has led to a substantial increase in the sales of Whiskas Pouch products.

### BRAND VALUES

The "cats instinctly prefer Whiskas" advertising campaign was a firm statement of Whiskas' understanding of cats' needs and fondness for its products. Whiskas targets these perceptions about cats, providing a tasty and popular solution for the physical requirements and ever-changing tastes of its users.

By providing tasty, nutritious, balanced and

### THINGS YOU DIDN'T KNOW ABOUT WHISKAS

- Whiskas helps stray and homeless cats through sponsoring events conducted by animal welfare organisations such as Lucky Cats, which promote the concept of "Be a Responsible Pet Owner"
- Whiskas was jointly developed with the world leader in pet care and nutrition research – Waltham
- Whiskas' "Cat and Mouse" advertising series was accorded the Most Popular Commercial award in China, and also won an international Silver Clio award