

**adam&eve**DDB®

**Marketing Society Awards 2015  
Brand Extension**

**#TimeToPlayBall**



## Executive Summary

### From market leader to cool cats

As market leader of edible cat treats in the USA, it is imperative that Mars' Temptations relentlessly grow the category (no mean feat we'll think you'll agree).

In the U.S market half of cat owning households buy treats for their furry friends. The other half cannot see the benefit in treating and don't intuitively seek to treat their cat the way dog owners do.

To overcome this barrier, Temptations launched a brand extension for an untapped 'playtime' segment in the market called Tumblers: A ball shaped treat that ignites fun and playfulness when treating your cat.

We had one chance, in the six-month window of it being retailed, to launch this extension, attract new users and grow the category.

To really disrupt the market, fully resonate with cat owners and land the product's intrinsic, we set about:

- Creating an online content-led, integrated strategy to really leverage the playful nature of the product (not just relying on heavy-weight broadcast comms to raise awareness).
- Developing an idea that banished any cat clichés or indeed cat owner clichés.
- Rolling out a social by design call to action that rallied cat owners and spoke to them in a way that no other brand in the cat care and treats, nor cat food category, ever has.

As a traditional FMCG company Mars took a leap of faith by breaking the formula of 100% investment in ATL comms, which fully paid off.

Tumblers performance was not only successful but record breaking: It added 1.8ppts of exclusive household penetration YOY (the highest level ever achieved by a Mars line extension), with 3.1% of total sales coming from users new to the category. It also produced the highest ROI of any online film, PR or TV campaign ever ran by the brand.



## The Lions Share

In the U.S market 50.5c of every dollar spent on edible cat treats (or as you, the reader might know it, kibble or cat nip) is spent on Mars' Temptations<sup>1</sup>.

As the market leader, their relentless focus is to stay in rude health by driving category growth.

Mars identified a growth lever: an untapped 'playtime segment'. This audience consists of cat owners already treating their cats with toys, but not intuitively treating with cat treats the way a dog owner would. Mars' R&D unit developed a brand extension called 'Temptation Tumblers'.



This new product would not only satisfy this new audience's need for simultaneous treating and play, but would act as a gateway treat for trialing Temptations core pocket products:



## Paws For Thought

We cannot overstate this preceding point enough. Everything Mars does in their marketing is to strengthen and grow volume of their core products. These core products are the spine that holds the business together, and through high volume drives further growth.

Our agency task therefore was to launch the brand extension, 'Temptations Tumblers', in order to meet the following:

Business objectives:

- I. Generate trial of Tumblers
- II. Stimulating incremental growth [of core]
- III. Thereby growing the category (i.e. household penetration)
- IV. And increasing our dollar share

<sup>1</sup> - Mars p13 business review  
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## A hairy challenge

Tumblers are a spherical treat: You can toss them. You can roll them. You can flick them. You can spin them. It's a new experience in treating and Mars had high hopes for growing the brand.

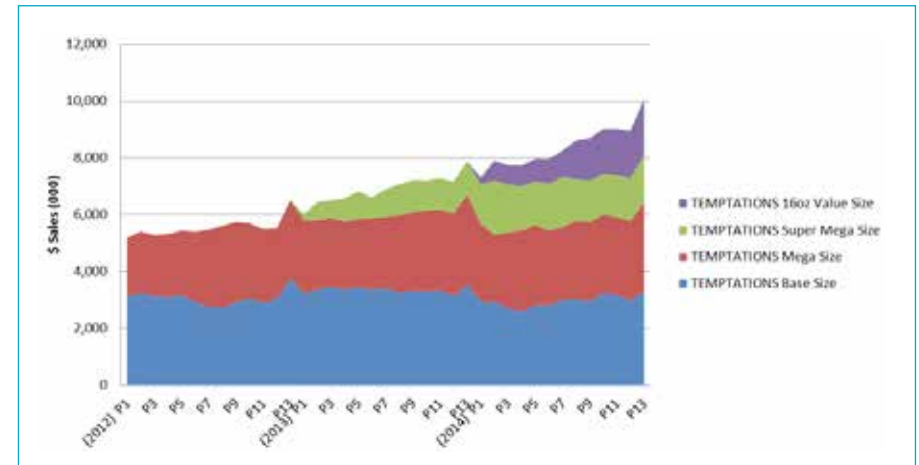
But launching this new product successfully came with its challenges (and we didn't have nine lives, we had one):

- With only 48.6% house hold penetration the cat treat category is underdeveloped, owing to treating not being as intuitive for cat owners as it is for dog owners.
- NPD traditionally increases frequency of existing users, rather than attracts new users.
- Walmart (our biggest retailer) were hesitant to give too much shelf space to anything than Temptation's core 'pocket' product.
- Friskies 'Party Mix' (our closest competitor with 21% HH penetration) were more active than ever before, threatening Temptations' mental availability:



Friskies invested heavily in online content and ATL comms - celebrating cats generally.

- Existing TV copy for their core product was performing well, so we couldn't strip this out of the media plan completely to focus on Tumblers.
- All their growth had previousl come from buyers upgrading to larger pack sizes of their core 'pocket' products<sup>3</sup> as seen below:



<sup>3</sup> - Mars Pet-care client brief (USA)

<sup>4</sup> - Actually porn is two thirds of the web, or more, but Figure 3 makes the point.

## Following our animal instincts

There were four building blocks that would inform the brief for launching Tumblers

### BRAND INSIGHT: The right to play

'Fun times with your cat' is at the heart of Temptations' brand positioning. Their core product 'pocket' is famous in the US for it's hypnotic shake and superior taste which cats love; and without fail is a catalyst for spontaneous good times for cat and owner. A reverence of play above all else had to shine through in this campaign.

### MEDIA INSIGHT: The internet of cats

This playful product (and market-leading brand) gave us more right to be doing fun things, online, with cats, than anyone else. It would be perfectly credible to make this digital campaign from 'bits of the internet' to land our message because cats are, well, two thirds of the web<sup>4</sup>.

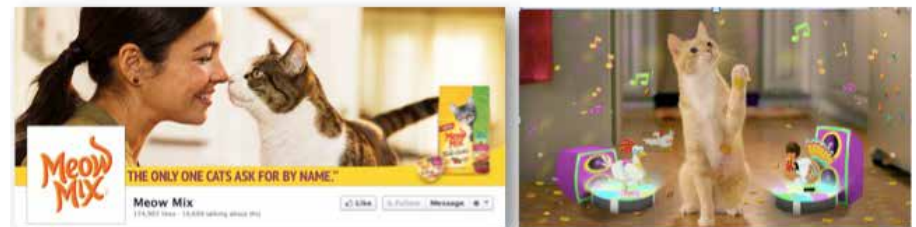


Cat stats from the web

## CATEGORY INSIGHT: Bad Catvertising

Following on from the above, we realised no brand had ever really harnessed the power of cats and play.

Furthermore cat advertising (whether in care and treats or food) has always been somewhat underwhelming in this respect. Showing clichéd scenarios of cat and owner, often leaving the cat devoid of any personality and the owner nowhere to be seen. The category was desperately calling out for comms that made people proud to be cat owners.



Competitor comms

It was clear that to take advantage of this opportunity we needed a big, simple, connected idea – with a socially fuelled approach - that made an explicit reference to our unique product.



## The brief was set

We were to communicate the key benefit of this new variant to consumers through an integrated digital campaign that enabled cat owners to feel involved. Primarily online we needed to deliver a disruptive, but cohesive campaign that brings Tumblers (and treating) front of mind by leveraging the fun, round shape of the product and the playtime between cat and owner it prompts.

### what's the business challenge?

The launch of Tumblers represents a genuine opportunity for growth. At only 48.6% house hold penetration the cat treat category is underdeveloped, owing to treating not being as intuitive for cat owner as it is for dog owners. We must drive trial of Tumblers by leveraging the fun, round shape of the product and dramatising the playtime between cat and owner it prompts.



### what's the creative opportunity?

This product gives us more right to be doing fun things, in digital spaces with cats, than anyone else. We need to communicate the key benefit of this new variant to consumers through an integrated digital campaign.

### who are we talking to & what matters to them?

Cat owners. They love their cats curious nature that leads them to do unexpected and hilarious things. This can be seen in social media where there are millions of 'cat bragging' posts. Tumblers gives you a new way to guarantee some play time with your cat, so let's inspire people to have more fun and brag about it.

### mood/tone/behaviour?

We are a brand that's all about fun. Just like the best bits of internet whatever we do should appeal and be fun for everyone. Populist in tone, something that both grannies and grandchildren will get and love.

### executional entre of the idea?

Whatever we do has got to be about interrupting and landing our message with the most cat owners possible. We're not looking to drive a 'deep relationship', we just want to get their attention and land the message so that they try out the product. We're looking for a brilliant creative ideas that can will live across all digital media.

**sparks playtime for you & your cat**

## #TimeToPlayBall

The creative team came up with a simple and fresh solution to the brief: a 60s online film to launch #TimeToPlayBall – a sporting take on Tumbler play, featuring intense close-ups of owners faces and epic slow-motion cat acrobatics. This piece of online content celebrated and inspired the play between cat and owner, with no cat-vertising clichés in sight.

The hashtag #TimeToPlayBall was introduced as the way for all cat owners to share their experiences of the product online. After all ‘cat bragging’ is a popular social media behavior for owners, but no brand had tapped into this yet.



Online Film

## Getting our content claws out

In order for this film to live and compete against the plethora of shared cat content out there, and be received positively, it had to be unbranded. No pack, no brand name, no product name. For a large FMCG organisation like Mars the idea required a leap of faith of jungle cat proportions.

As the market leader, they took a risk and trusted ourselves and their media agency to deliver a successful brand extension launch under the following content principles:

- Contextual targeting was deployed rather than blanketing:

As an organic reach vehicle our content was shared with relevant audiences first (those who we knew enjoyed and interacted with other cat content online).

- Fans of the content were re-targeted

Namely people on Twitter who mentioned the campaign with promoted posts.

- PR syndication was used to amplify positive sentiment

We re-seeded any successful PR coverage to those who liked being in the know (or as we affectionately called them ‘the early experts’). These people re-seeded it with their own headlines, name checking the brand of their own accord.

- We utilised our owned media channels

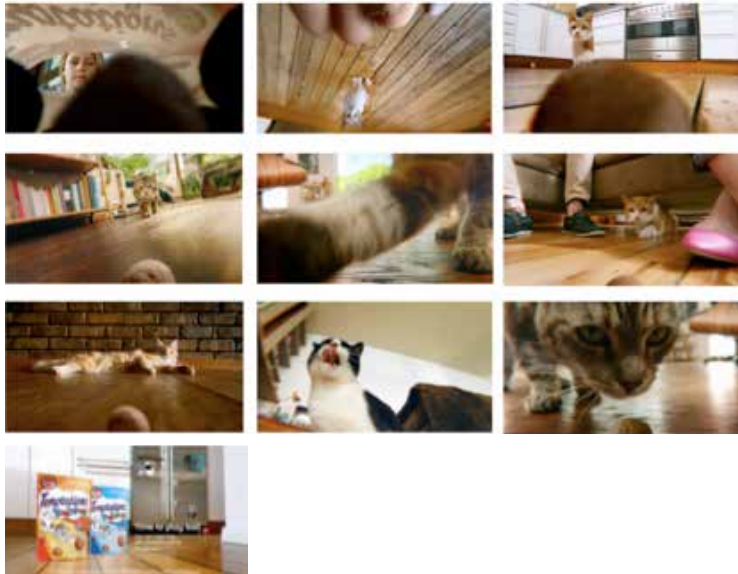
The video came from our branded YouTube channel and we named the video itself as ‘Temptation Tumblers’; we also shared on our own social channels.

- Other media channels were used to increase brand attribution

As our online film was completely unbranded we ran companion banners in proximity to our video placements. We also ran traditional broadcast media (a straight 15” TVC that had a different brand handwriting altogether but did feature the hash-tag, as well as running press activity). The hash-tag was also used to accompany any campaign always-on content, including promoted Facebook posts and promoted tweets.



## TV



## Banners



## Press



## A Joined Up Campaign



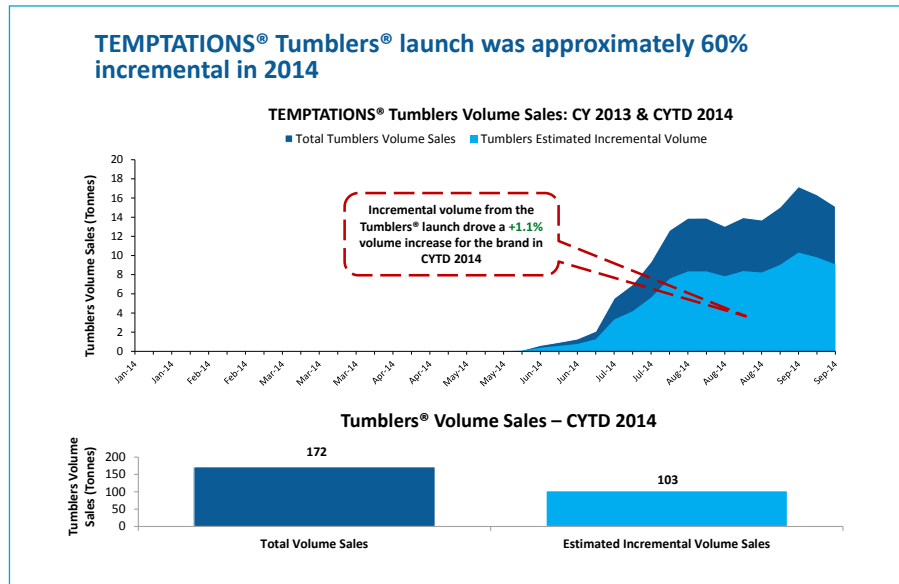
<sup>5</sup> - Temptations IPSOS qual study, March 2014  
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## #TimeToPayBack

The campaign well and truly landed on its feet, meeting all our original business objectives as clearly outlined below <sup>6</sup>.

### We drove trial of Tumblers & stimulated incremental growth of core

- In the 6 months in market Tumblers' share was 2.7% of dollar share of the entire category.
- Driving 3% of the total brand volume & 1.1% incremental volume for the brand in CYTD 2014. <sup>7</sup>
- Temptations total sales increased 14.2% vs. year ago – showing Tumblers as one of the key levers for growth.
- What's more 60% of volume sales were incremental which is huge for a line extension – Mars normally forecast 30% incrementality.



### We grew the category (i.e. household penetration)

- As planned, this wasn't just about cross-pollinating from existing customers or stealing share: 3.1% of total sales came from buyers new to the category.
- As per our original objective we grew the category by 1.8ppts of penetration vs. year ago to a record high of 51.2% (the highest ever achieved for category penetration).
- This was a huge milestone for Mars as this growth meant that of all cat-owning households 30% were treating with Temptations (the largest growth for the brand in several years).

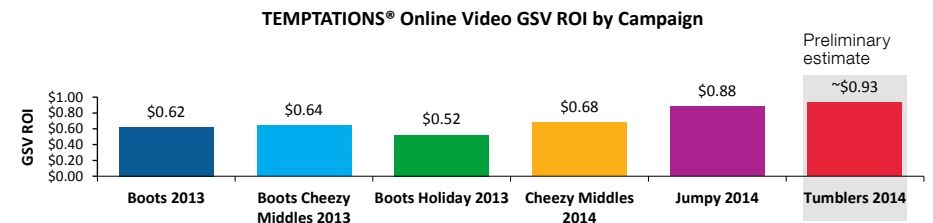
### We increased our dollar share

- Our dollar share increased 5.3% vs. year ago.
- This ended the period at a whopping 53.3% of every dollar spent in the category, coming to us.

## #TimeToBreakRecords

A brave new content-led approach led to breaking records, as seen in Mars' econometric modeling below which isolates the effect of communications.

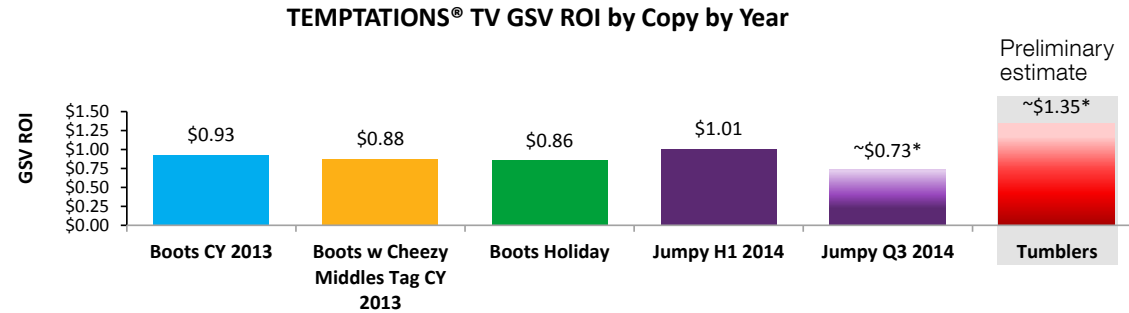
While a preliminary estimate, the ROI for the online video was the highest performing of any online video the brand has ever run, at 93c per dollar spent.



<sup>6</sup> - All results taken from Mars Petcare Temptations Quarterly Drivers Sept-Dec 2014 with Drive 5 Analytic Partners

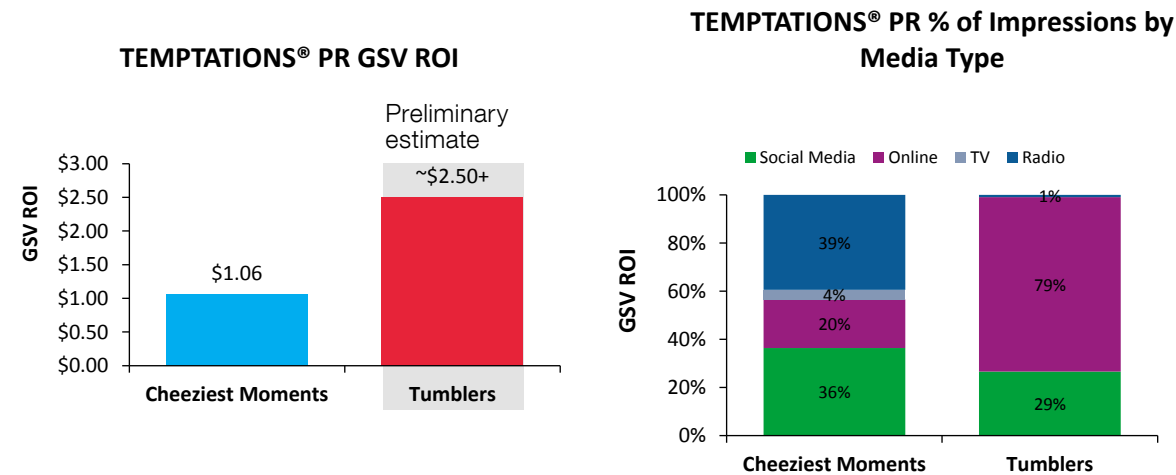
<sup>7</sup> - Mars sales data 'Calendar year to date 2014'

Furthermore the integrated approach also amplified TV ROI, the highest ever-performing piece of copy:



The investment in social and content also paid back and broke records in PR terms, as broken down in the econometric model.

The shift to more responsive social media and online impressions meant PR ROI was more than double that of their last brand extension launch (Cheeziest Moments).



<sup>8</sup> - Digital Media reporting

<sup>9</sup> - Crimson Hexagon automated sentiment around Tumblers (02 Sept – -02 Dec)

### 'Just Meow It' (The fluffier measures)

This campaign ROI really proved that it pays off to create online content that is genuinely entertaining for an audience, and part of an integrated campaign, rather than sneaking in your traditional ads into content-based channels or operating in siloes. But the proof is in the reaction on social media, which was meow-sic to our ears. Here are some of the highlights:

#### High engagement <sup>8</sup>

...5.6 million views to date on YouTube of the online film  
(these were a mix of organic and un-skipped pre-roll views)

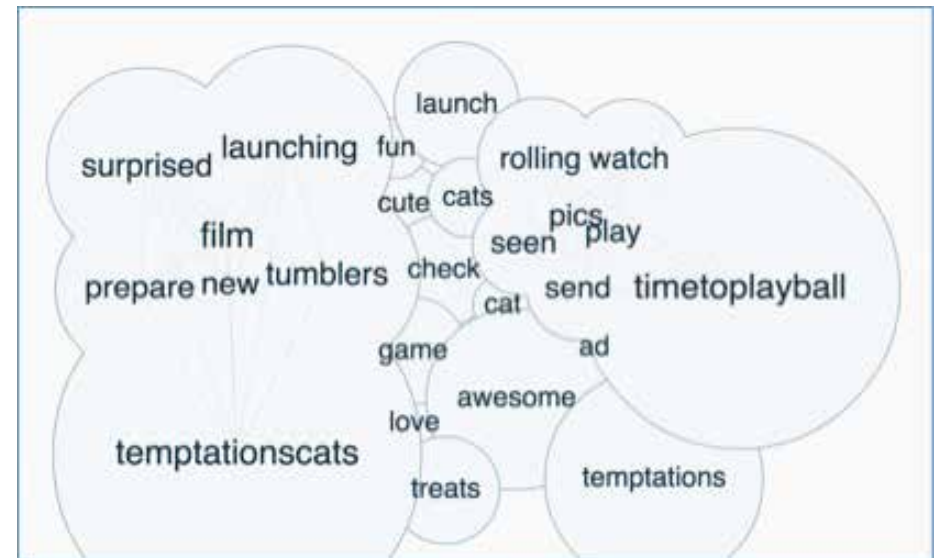
...256,000 Facebook views

...1.7 million seeding views

...A Facebook view rate of 88.8% (vs. average of 20-30%)

...A Twitter engage rate of 3.38% (more than double the average of 0.5-1.5% for video posts).

#### High Positive Sentiment <sup>9</sup>



<sup>8</sup> - Digital Media reporting

<sup>9</sup> - Crimson Hexagon automated sentiment around Tumblers (02 Sept – -02 Dec)  
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**Gabrielle Shirdan** @gabrielleshirdn · 16h  
To the geniuses behind this spot, I love you. Thank you. [youtu.be/sKkF6qFh\\_hc](https://youtu.be/sKkF6qFh_hc)  
#TimeToPlayBall #Adfreak  
View media

**Duncan Hall** @duncanhall · 1h  
Temptations treats just made cats look really, really badass. [youtube.com/watch?v=sKkF6q...](https://youtube.com/watch?v=sKkF6q...) #timetoplayball  
View media

**Matt Kelly** @SoMattKelly · 12h  
Best. Spot. Ever. This Is How You Make an Ad for Cat Treats Look Like a Nike Commercial [adweek.it/YbJiBu](http://adweek.it/YbJiBu) #timetoplayball  
Expand

**Sylvia Sanchez** Awesome!  
Like · Reply · 18 hours ago

**Jackie Velasquez** Had to share this one..thanks for making my day 😊  
Like · Reply · 15 hours ago

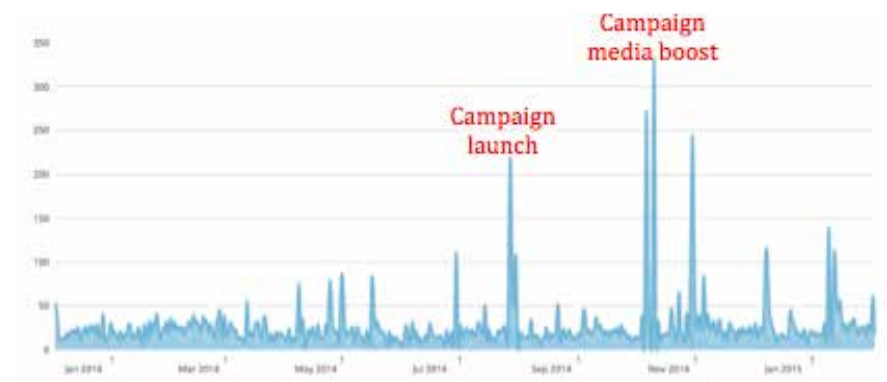
**Malisha K.** This is totally awesome!!! Lol.  
Like · Reply · 14 hours ago

**Hilary Ann Settle** Wow fantastic video!!!  
Like · Reply · 8 hours ago

**Guest** · 16 hours ago  
Just meow it.



### High brand attribution<sup>10</sup>



Temptations brand mentions: Twitter (volume over time)

**Geovanny Moreno P** @geovannymp · 11h  
Temptations Tumblers take advantage of some #cats slowmo shots! Result: a #funny and #cool #ad #TimeToPlayBall [youtu.be/sKkF6qFh\\_hc](https://youtu.be/sKkF6qFh_hc)  
View media

**Laura Masters** @LaursLu102 · 12h  
Best Cat Commercial Ever! #timetoplayball [youtube.com/watch?v=sKkF6q...](https://youtube.com/watch?v=sKkF6q...)  
View media

**JULESDM** @julesdm · 13h  
Have you seen the new TEMPTATIONS TUMBLERS!™ad? #TimeToPlayBall [youtu.be/sKkF6qFh\\_hc](https://youtu.be/sKkF6qFh_hc) #brand #advertising #cats #brilliant #catvertising  
View media

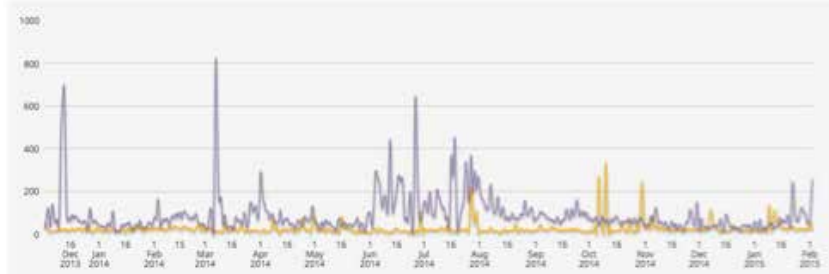
**Damian Madden** @TheDMCreative · 12h  
Now that's how you make a pet-food ad, very cool new TVC from Temptations #timetoplayball [youtu.be/sKkF6qFh\\_hc](https://youtu.be/sKkF6qFh_hc)  
View media

<sup>10</sup> - Pre-launch brand mentions on Twitter averaged: 732 per month (taken from a 3 month sample 1/3/14 – 1/6/2014)  
Post-launch brand mentions on Twitter averaged: 2,810 per month (2/9/14 – 2/11/14)  
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## Higher mentions vs. our biggest competitor

Furthermore #TimeToPlayBall allowed us to overtake Friskies for the first time on Twitter mentions <sup>11</sup>.



Temptations brand mentions on Twitter compared to Friskies brand mentions

## Plus received congr-CAT-ulations from industry press

**ADWEEK**  
**This Is How You Make an Ad for Cat Treats Look Like a Nike Commercial**  
 Kitties got game for Temptations Tumblers  
 By Tim Nudd

Want to see how Temptations' newest cat treats and show them at your cat?  
 Better stretch out first, man.  
 The Mars Petcare brand just rolled out new Temptations Tumblers—treats that are apparently more perfectly spherical than regular old Temptations treats. ("Now you can roll, bow or bounce delicious treats for your cats," the brand says.)  
 And so, in the 60-second spot below, cats "play ball" with them, Nike style, in pretty hilarious fashion. The ad will, of course, get billions of views. But really, how is there not a Tumblers Tumbler?



Home > Games > 3D Ball > Most Popular > Time to Play Ball

## Pet Food, Nike Style; Mars Shoots and Scores With Temptations Tumblers Ad

adam&eve/DDB Turns LOLCats Into Athletes in Hilarious New Spot



YARD BREAKER

## Nike-Inspired Ad Makes Cat Treats Ridiculously Awesome

BY BRAD EPSTEIN @ SHOT WE LIKE - THINGS OTHER THAN SPORTS - 2 SEP, 2014

We are big fans here of [Nike's world-class advertisements](#). And obviously we aren't alone as the fine folks at Mars Petcare are rolling out this great Nike-inspired ad for their new Temptations Tumblers cat treats. It even comes with a badass #timetoplayball hashtag.

I'm setting the over/under on YouTube hits to 9,344,543. Nike+cats+slow motion+hashtags I believe is a proven bullet-proof internet success algorithm.

SHOTS

## Temptations Tumblers: Time To Play Ball

Published on 4th September 2014 | Issue 153 [@shotcreative](#)

UK agency [adam&eveDDB](#) take the traditional cat food advert in a whole new direction in this brilliant spot that is more reminiscent of a Nike or adidas piece than that for a pet food brand. The campaign, produced by [P for Production](#) and helmed by Adam & Will is being supported with the hashtag [#TimeToPlayBall](#).

...As continue reading please subscribe now

<sup>11</sup> - Crimson Hexagon automated sentiment around Tumblers (02 Sept – -02 Dec)  
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## Conclusion

### The cats that got the cream

A product extension that aims to grow the category, deserves a campaign that breaks category convention. We could have put all Mars investment into our functional TVC to raise awareness, but instead developed the big idea 'Time To Play Ball' to live and breathe in the place most natural for cat lovers & owners alike: the interweb.

Being true to all good cat content, the film was unadulterated and unbranded. But smart channel planning delivered in the way only a leading brand could, produced a higher ROI across both TV and Online than ever before.

Furthermore for the first time ever, a brand in this category spoke the same language as cat owners. Representing Temptations, our customers and their feline friends as the coolest cats.

**Word count: 2,285**

