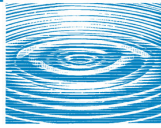


KING · CASEY



BRAND · RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Innovative Product Packaging

Results in Record Breaking Sales

The Situation

Purina Cat Chow, a premium brand and the market leader in the cat food category was witnessing market share erosion. This was being caused by lower-priced private label brands.

King-Casey was brought in to reverse this situation by rejuvenating the Cat Chow brand through design innovation.

The Process

The process began with consumer research and thoroughly understanding the feeding habits and practices, problems and needs of cat owners. It was during this process that an important finding and insight was gleaned from the research. This being that a significant number of cat owners put out multiple bowls of food for their cats when they go away for a day or more.

The Solution

Utilizing the “multiple bowl” feeding insight as a starting point, King-Casey began generating conceptual solutions to address this situation. The ultimate solution was the Cat Chow “self-feeder”, an innovative package and dispenser which enables cats to feed themselves while they are “home alone”. The package holds two pounds of food and the feeding dish is refilled automatically through gravity as the food in the dish is eaten.

The Results

The results of this project went beyond everyone’s expectations becoming, according to Purina, the most successful promotion in the history of the pet food industry. Upon seeing the Cat Chow self-feeder, Walmart ordered one million units.

In addition to increasing Cat Chow sales and market share and reinforcing its market leadership position, it also spurred increased brand loyalty. Research among buyers of the self-feeder showed the overwhelming majority refilled it with Purina Cat Chow.



King-Casey handled the project on a turn-key basis from concept through engineering and production.



About King-Casey

Founded in 1953, King-Casey is one of the top retail consulting and design firms in the U.S., with regional offices in the Middle East, Latin America and Russia. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative and innovative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs realize measurable and meaningful results for your brand because they are driven by a deep understanding of customers needs and expectations.

www.king-casey.com



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King-Casey
Howland Blackiston
25 Sylvan Road South
Suite H
Westport, CT 06880 USA
T: +1 203-571-1776