

DIGIFY PRO ONLINE 8.0 / CREATIVE OMNICHANNEL PITCH

THEY STARE. YOU TAP. 60 MINUTES.

WHISKAS x CHECKERS SIXTY60

A penetration-led retail campaign built on the category's biggest entry point.



Two things we would gently challenge.

You asked for incremental sales and new shoppers. That is a penetration problem, and it changes the plan.

THE BRIEF SAYS

“Build the habit. Turn trial into repeat.”

WHAT THE EVIDENCE SAYS

In repertoire categories, loyalty is largely a by-product of penetration. Ehrenberg-Bass's Double Jeopardy law shows smaller brands have fewer buyers who buy slightly less often. You cannot fix the second half without fixing the first.

THE BRIEF SAYS

“Win the category moment through awareness.”

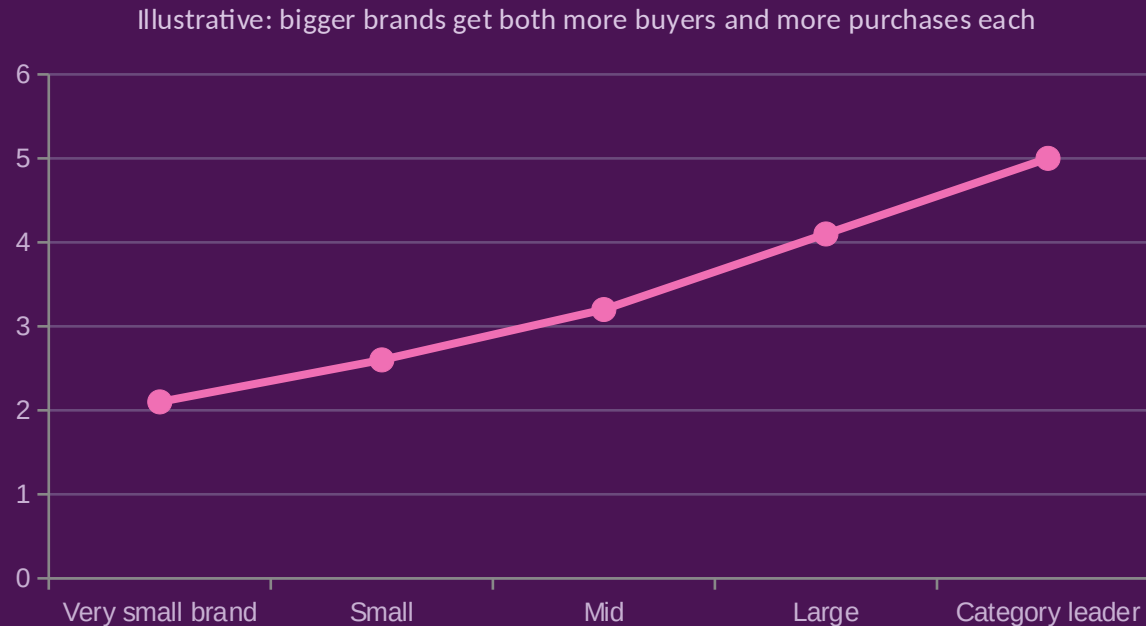
WHAT THE EVIDENCE SAYS

Awareness is not the constraint. Being mentally available at the moment the need arises is. That means planning against Category Entry Points, not demographics or reach alone.

So we planned for reach and availability first. Repeat is the reward for getting those right.

Brands grow by getting more buyers.

Double Jeopardy is one of the most replicated patterns in marketing science. It is not a theory we like. It is a pattern we plan around.



PENETRATION FIRST

Growth comes overwhelmingly from more people buying, not from existing buyers buying more.

REACH LIGHT BUYERS

Most Whiskas volume will come from people who buy it rarely. Narrow targeting starves that.

DO NOT CHASE LOYALTY

Loyalty metrics move as a consequence of share. Treating them as the lever inverts cause and effect.

Bought by a moment, not a demographic.

We mapped the situations that trigger the category, then chose the one worth owning.

THE BOWL IS EMPTY

The cat makes it known. Peaks at the evening feed, inside trading hours.

OWN IT

THE MONTHLY STOCK-UP

Payday, big shop, buying ahead.

TIME TO IT

A NEW KITTEN

A new cat parent choosing a first brand.

SEED IT

THE FUSSY PHASE

The cat refuses what is in the bowl.

ANSWER IT

SOMEONE ELSE IS FEEDING

Travel, house-sitter, family.

LOW PRIORITY

LIFE-STAGE CHANGE

Age, weight, vet guidance.

LOW PRIORITY

Every cat parent knows the stare.

It is the most frequent, most urgent and most emotionally loaded trigger in the category. And nobody owns it.

**“I don’t check the cupboard.
My cat checks the cupboard.”**

Dogs wait. Cats escalate. The stare, the yowl, the sit-in next to the empty bowl. As a category entry point it has everything you want: it recurs daily, it is impossible to ignore, and it is felt rather than thought.

THE TIMING ADVANTAGE

**The evening stare falls inside
Sixty60’s hours.**

Sixty60 trades from eight in the morning until eight at night. Tap at six, bowl full by seven.



ANSWER THE STARE.

One entry point, linked to one retailer, expressed in assets we can own for years rather than ten weeks.

THE CUE

The stare. It already happens, unprompted, in every cat home.

We do not have to create demand.

THE ANSWER

Whiskas on Sixty60. One tap, sixty minutes, bowl refilled.

A promise the client can actually keep.

THE ASSET

A campaign device we can rerun every year without reinventing it.

Distinctiveness compounds. Novelty does not.

ENDLINE: They stare. You tap. 60 minutes.

Build assets, not executions.

The job is to be recognised in under a second, without the logo. That is a distinctive asset strategy, and it is measurable.



THE MAGENTA

Already owned on pack. We use it as a full-bleed field, not a trim colour.



THE STARE CROP

Cat eyes, straight to camera, cropped tight. Works at thumbnail size.



THE ENDLINE RHYTHM

Three beats. Repeated identically in every asset, every year.



THE 60 DEVICE

The number does double duty: Sixty60, and the sixty minutes.

THE DISCIPLINE



Consistency is the media budget you did not have to spend.

Most cat food campaigns restart their visual language every burst and pay full price for attention every time. We are asking for the opposite: four assets, used without variation, tracked for prompted recognition at the end of the ten weeks so you know what you now own.

Be findable in the two seconds after the stare.

Mental availability without physical availability is a wasted impression. Sixty60 is where we close that gap.

SPONSORED SEARCH

Own “cat food”, “Whiskas” and competitor brand terms. This is where intent is already formed.

SPONSORED PRODUCTS

Sit inside the comparison set rather than beside it. Presence in the consideration grid.

CATEGORY PLACEMENTS

Visible while shoppers browse pet, before a brand has been chosen.

APP HOME PLACEMENTS

Bought against payday and stock-up weeks, our second entry point.

RANGE AND CONTENT

Correct titles, images and pack sizes on the PDP. Unglamorous, and it moves conversion.



THE RULE In a grid of near-identical cat food tiles, we are the only magenta one with a cat looking straight back at the shopper.

Reach the category. Convert the leaning-in.

Broad reach builds future buyers. Retail media harvests present ones. We are deliberately doing both.



BROAD REACH

All cat owners on Sixty60's footprint, not a lookalike of existing Whiskas buyers. Meta, TikTok and YouTube at low frequency and high reach, plus creators showing the stare as a real household moment.

WHY Light and non-buyers are where penetration growth lives. Targeting only known buyers guarantees we cannot deliver the brief.



SHARP ACTIVATION

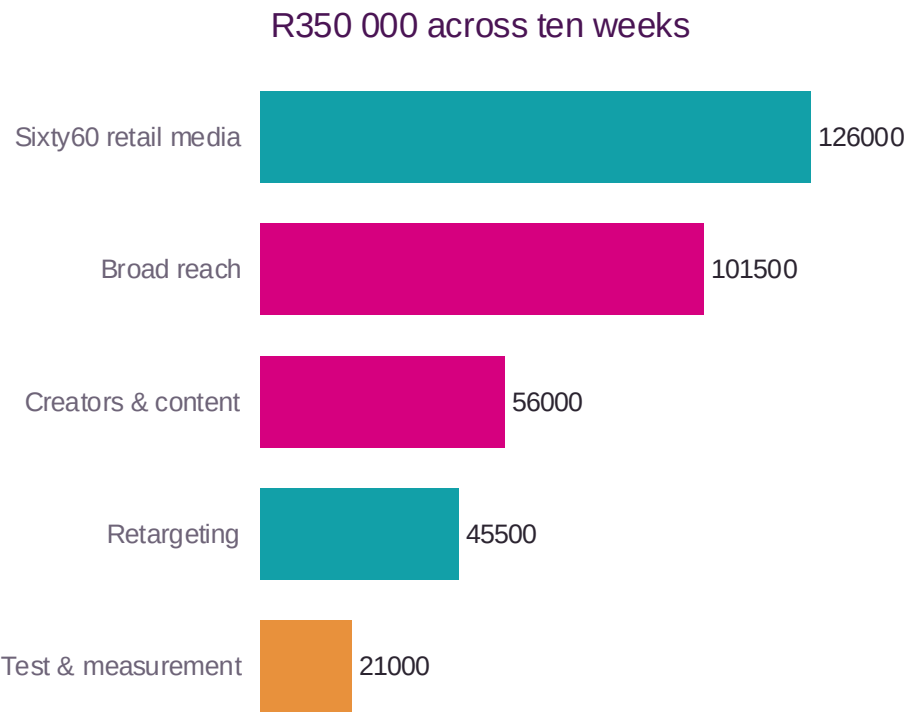
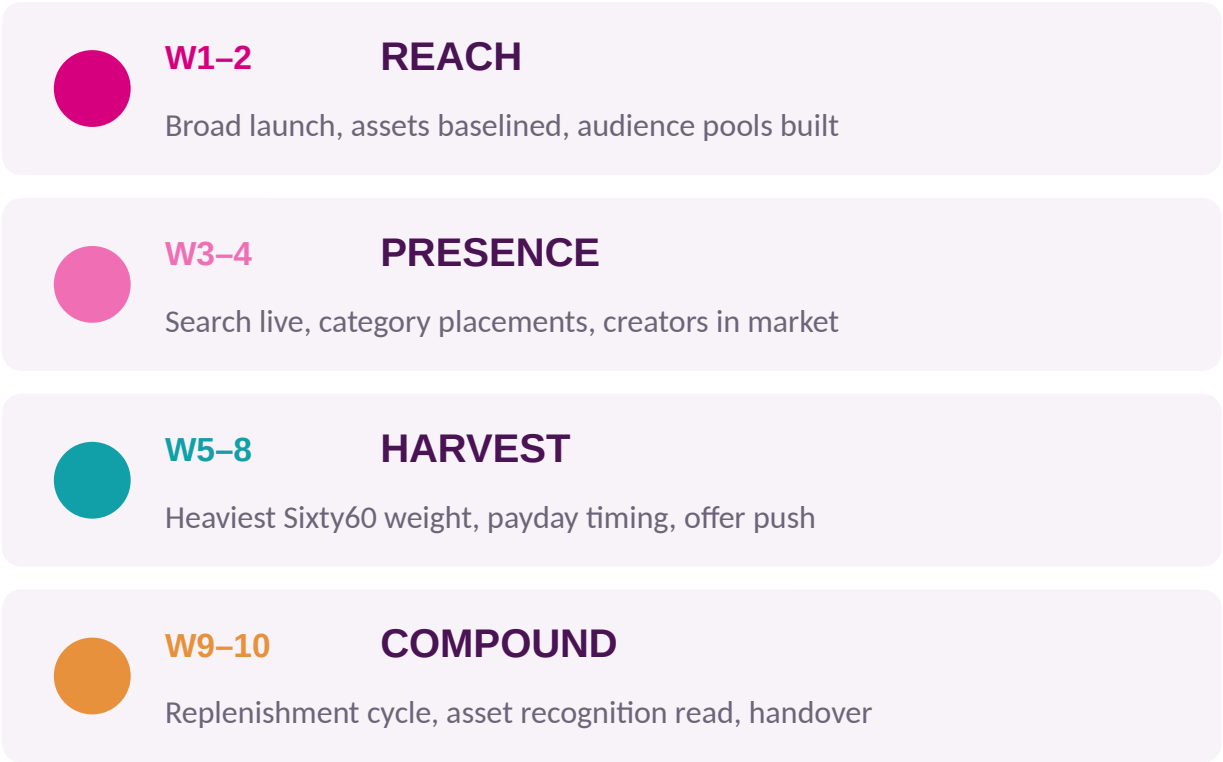
Sponsored search and retargeting on Sixty60, plus a replenishment nudge timed to the pack cycle and served late afternoon, so the shopper can act on it while the service is trading.

WHY Removing steps converts harder than adding impressions.



10 weeks. R350 000. A deliberate 45:55 split.

Binet and Field's 60:40 brand-to-activation rule is the long-run optimum. We are knowingly running below it, and we will say why.



Brand building R157 500 (45%), activation R171 500 (49%), test and measurement R21 000 (6%). Final allocation subject to Sixty60 rate card and inventory.

Prove incrementality, not attribution.

Last-click ROAS on retail media takes credit for sales you were going to get anyway. We would rather be measured honestly.

PENETRATION	Number of unique Whiskas buyers on Sixty60 versus baseline	PRIMARY
NEW-TO-BRAND SHARE	Proportion of buyers with no prior Whiskas purchase	PRIMARY
INCREMENTAL SALES	Measured against a matched geo or audience holdout, not last click	PRIMARY
CATEGORY SHARE	Whiskas share of cat food baskets on the platform	SECONDARY
ASSET RECOGNITION	Prompted recognition of the magenta and the stare crop, pre and post	DIAGNOSTIC

THE QUESTION WE WANT TO ANSWER How many more households bought Whiskas because of this campaign, and would not have otherwise?

THEY STARE.
YOU TAP.
60 MINUTES.



WHISKAS x CHECKERS SIXTY60

Thank you.

THE TEAM

Nobantu Gumbi



Paw Print
CREATIVE

