
TASK.

Create a print ad for Ralston Purina's Slim Kitty™ cat food according to specified target audience and psychographics (pg. 1)

DELIVERABLES.

Print Ad with:

Headline

Visual

Copy (the information and explanation)

Logo (Ralston Purina)

Slogan

Slim Kitty™ Trademark

Print Ad Specifications

- Client:** Ralston Purina
- Product:** Slim Kitty™
- Target Audience:** Cat owners, 18 to 35, women. This is a premium brand, so it's not cheap cat food. Middle income and up are likely targets.
- Psychographics:** Pet owners experience *anthropomorphosis*, where they humanize make their pets and make them part of their family. Some aspects of the Cocooning trend may be at play—where people spend more time at home, more emphasis on the family and close out the outside world.
- Product's USP:** Made with tofu, soybean protein. Has no animal fat, no ash (which can cause urinary tract problems). Has added vitamins. It's an all-in-one formula.
- Other benefits:** Four colors of bits: blue tastes like fish. Red tastes like beets. Purple tastes like liver. Orange tastes like cheese. The clear plastic jug container makes it easy to see the different colored bits.
- Key Benefit:** It's a dietary cat food. Your cat will lose weight.

Do More Than Minimize Their Waist Band.
Maximize Their Life Span.



Introducing SLIM Kitty™—a flavorful, all in one formula made of fish infused tofu, low-calorie vegetables, such as beets, filling whole grain fiber, and an innovative blend of vitamins and minerals to encourage weight loss and good health, promoting an extended life span. Your feline-family member will savor this protein packed recipe, complete with a liver and cheese-soybean blend. Keep your cat healthy *longer* with SLIM Kitty™!

SLIM Kitty™
 **PURINA**®
Your Pet, Our Passion.®