



THE MARKET

The WHISKAS® brand is the leading brand of cat food in Australia, partly because of its history but mainly as a brand consumers can trust. It also tastes great and is one of only a handful of cat foods that offer a complete and balanced nutritional diet. WHISKAS is also dedicated to providing consumers with quality cat care products for all occasions.

A typical WHISKAS customer is hard to define. They represent all ages, both sexes and, in most cases, view their pet as a family member or companion! In fact, WHISKAS cat owners enjoy the knowledge that their cats lead an independent life. It means a great deal to them that their cat's natural instincts and need for freedom is respected.

By developing a greater understanding of customer needs, WHISKAS has been able to generate strong growth over the past five years through product and packaging innovations such as WHISKAS VITA-BITES®, the taste breakthrough cats 'go crazy for' and WHISKAS SINGLES®, the convenient fresh, single-serve meal for all occasions.

In addition, WHISKAS continues to grow outside the main meal market in areas including snacks, treats and milk as cat owners become better educated about the health benefits of feeding from across the entire WHISKAS range.

ACHIEVEMENTS

WHISKAS is Australia's and the world's favourite and therefore the largest cat food brand. WHISKAS is the leading authority on cats. In fact, its overwhelming market share makes it the most preferred brand for everyday feeding.



The brand consistently strives to bring product and packaging innovations and new levels of understanding to all areas of cat care, often satisfying needs not even recognised by other brands.

Its insight into the needs and behavioural characteristics of cats of all ages, as well as the benefits of cat ownership, stem from the knowledge accumulated during many years at the WALTHAM® Centre for Pet Nutrition.

HISTORY

WHISKAS cans were first manufactured in Wodonga, Victoria, in 1967. Production of the WHISKAS Dry range, originally known as WHISKETTES®, began in Bathurst, NSW, in 1974. Both were branded with a cat mask in the background and the word 'WHISKAS' or 'WHISKETTES' over the top in white – the same iconography used today.

Since the launch of both products, WHISKAS has continued development in all areas of main meal, snacks and treats. More recently this has also included pet care, with items such as collars, bowls and beds. Over the past three years the brand has

become even more accessible to all age groups of cat lovers via the Internet.

The WHISKAS brand major distribution points are traditional outlets such as supermarkets but, as the market grows and diversifies the brand is also becoming a prominent feature in agricultural stores. More recently it has also become available through a channel of mass merchandisers to ensure WHISKAS reaches customers in all geographic areas.

There have been both major and minor changes to the packaging over the years, but the brand flag and the famous cat mask have remained relatively constant.

One of the most dramatic changes was the change of branding colour from blue to purple in 2000 – a change that was supported by the famous campaign "cats see purple". At this time, the famous British Shorthair Silver Tabby was also incorporated into all the packaging. It has since starred in the brand's highly popular television commercials.

During this colour change the dry range also underwent significant change. It was rebranded as a WHISKAS product rather than WHISKETTES. Since then the popularity of the range has continued to grow. It is now available in a number of pack sizes and convenient forms such as the easy-pour box with spout.



In 1999, WHISKAS became the first cat food brand to introduce single-serve meal sachets into the pet food category, with WHISKAS SINGLES. This was soon followed by other innovations in the snacks and treats range, with functional snacks such as WHISKAS DENTABITS™ for teeth and taste sensations such as WHISKAS CRAVERS®.

In 2003, the brand flag of WHISKAS was slightly modified from a red mask to a purple one as part of a global move towards more consistent branding – but the ever famous Silver Tabby remains and is now even more consistent across all packaging and product formats.

THE PRODUCT

WHISKAS manufactures top quality cat food in three main meal groups. These are cans, containing a great-tasting wet food that is both complete and balanced; WHISKAS SINGLES, delicious recipes gently cooked to perfection and sealed in foil to ensure a fresh taste and aroma every time; and WHISKAS VITA-BITES, a delicious and nutritious dry food that is crunchy on the outside and deliciously tender on the inside.

Outside these three main meal options there is also a great range of snacks and treats such as WHISKAS MILK PLUS®, a lactose-reduced milk, specifically developed for cats, that is gentle on sensitive stomachs; WHISKAS CRAVERS, a great tasting dry snack; and WHISKAS DENTABITS, a delicious, chewy snack that helps keep teeth clean.

Each product also offers varieties to suit different stages of a cat's life, whether it be the specially formulated WHISKAS Kitten range or WHISKAS Senior – a nutritious and easily digested range of food specifically for cats over eight years of age.

All WHISKAS main meal products provide complete and balanced nutrition for cats and are developed in accordance with the WHISKAS Food Pyramid to ensure every meal has the right balance of nutrients cats need to stay in the best of health.

This focus on the health benefits of a fully balanced and nutritious diet is important for the strength of the WHISKAS brand.

RECENT DEVELOPMENTS

One of the most significant developments in recent years has been the introduction of the WHISKAS SINGLES range, which has benefits for both cat and owner. Sealed in foil and gently cooked, this innovative range is convenient and offers the very best in freshness and flavour. The simple 'open and pour' packaging provides a no-mess feeding option for owners.

WHISKAS also leads the innovation in dry food segment thanks to its pioneering Vita-Bites product. These nutritional bites are crispy on the outside and soft in the centre to create a great taste sensation.

WHISKAS was also one of the first cat food brands to recognise the different nutritional needs at various stages of life. The development of a Kitten and Senior range of foods has been a major move for WHISKAS. It is the only brand that offers both Wet and Dry foods for both of these life stages.

Today WHISKAS continues to move towards a

strong image in retail outlets with consistent design across all packaging formats. This 'new look' is intended to help customers identify both the brand flag and the complete range of offerings and feeding solutions.

PROMOTION

Effective promotion is especially complex when the brand is the market leader. Market leadership means



competitors are constantly seeking to share the 'consumer mind space' that WHISKAS owns. As a result, WHISKAS actively evolves the way in which it represents itself.

A good example of this is the communication challenge confronting the brand in television advertising which, until recently, has been formulaic (that is, call the cat; cat running to the bowl; cat eating enthusiastically).

WHISKAS chose to differentiate itself by going beyond the basics of taste and nutrition and acknowledging the 'cat and owner relationship'. This approach proved to be extremely successful with customers around the country responding to compelling insights into the relationship.

WHISKAS has also tackled the traditionally difficult task of bringing 'news' to the category by turning 'news items' into events such as the 'first

commercial ever for cats' campaign and the 'Purrrple Promotion' in 2000.

The national and international award-winning WHISKAS 'mouse' campaign has also spearheaded the growth and development of not only the WHISKAS VITA-BITES dry product range, but of the entire dry category.

The brand has also been able to redefine how people feed 'wet' cat food with the WHISKAS SINGLES offering. The campaign brings to life a consumer insight by getting inside the cat's mind. Sales have responded exponentially.

BRAND VALUES

WHISKAS fully understands cats and can deliver products to meet their idiosyncratic needs and changing preferences.

WHISKAS has established itself as the brand that cat lovers trust by producing products that taste great, are nutritionally complete and balanced and are affordable.

WHISKAS is well-established as



a socially responsible business by actively supporting cat and kitten re-homing programs around the country and promoting responsible pet ownership.

WHISKAS®, WHISKAS SINGLES®, WHISKAS VITA-BITES®, WHISKETTES®, WALTHAM®, WHISKAS® DENTABITS™, WHISKAS CRAVERS®, WHISKAS MILK PLUS® © Registered Trademark ™ Trademark ©MasterFoods



THINGS YOU DIDN'T KNOW ABOUT WHISKAS

- WHISKAS has helped more than 30,000 needy cats find loving homes by actively sponsoring cat re-homing programs around the country.
- The WHISKAS website (www.whiskas.com.au) is consistently among the top five most visited Fast Moving Consumer Goods websites in Australia.
- WHISKAS products are developed in conjunction with WALTHAM – the world's leading authority on pet care and nutrition.
- The famous WHISKAS 'mouse' television commercials has won people's favourite advertisement awards two years running and received an international advertising award (Silver Clio) in the category of TV & Cinema for the entertaining Bungee Mouse creative.