



CADDLE

Case Studies

MARS®





MARS

THE OPPORTUNITY



Whiskas® was looking to drive targeted trial of their Perfect Portions® portfolio to and promote their differentiation of meal freshness and no mess.

THE PLAN

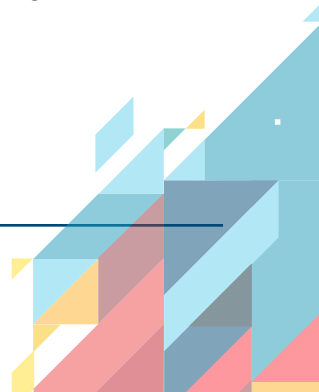
Use Caddle's Screener Survey feature to identify cat owners, and both loyal & competitive brand consumers.

Caddle then designed targeted campaigns to drive basket & frequency of loyal consumers, and targeted sampling for competitive brand users.

THE SUCCESS

Caddle successfully drove targeted trial to loyal competitive brand users.

Additionally, Whiskas® leveraged the post-purchase survey to determine how many competitive brand users were going to switch to Whiskas® to support an upcoming National sampling campaign.





CADDLE

**KNOW WHAT PEOPLE BUY
KNOW WHAT PEOPLE THINK
SELL MORE PRODUCTS**

getcaddle.com

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