



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MEDIACOM GERMANY
MASTERFOODS - PEDIGREE | DATE A DOG

CHALLENGE

Although it was the market leader, Pedigree was losing sales to fast-growing store brands. The challenge was to create a new way to get in contact with the large, diverse world of dog owners, underline Pedigree's competence in knowing and loving dogs, and cultivate brand loyalty.

INSIGHT

Dog owners tend to have a special relationship with their dog and often develop friendships with other dog owners... but only if their dog likes the other dog.

IDEA

We created an emotional and playful online platform: www.date-a-dog.de, an online dating service for dogs, where dogs and their owners can make dates for a dog walk and make new friends.

ACTIVATION

All Pedigree snack packages directed dog owners to the dating website - since we knew dog owners often took Pedigree "treat" packages with them on dog walks, this was a perfect time to reach them about Date-a-Dog.

RESULTS

- The website received massive PR from TV, magazines, and newspapers.
- 40,000 dog owners subscribed from all age groups in almost 800 cities.
- The site attracted above-average page views per visit of 6.1 - starting strong relationships with consumers.
- The campaign was so successful that Pedigree introduced it in other European countries.

CREDENTIALS

Client: Masterfoods

MediaCom Responsibility: Iris Schmeling, Stefanie Hartstern

Client Responsibility: Rolf Zepp, Mars Holding GmbH

REASON WHY

Good insight. Dog owners socialize/make bonds around their dogs (unlike cat owners). Extending this to a digital dog/owner dating scheme was smart, funny and built conversations around a low interest category.

The number of daters showed that this had been followed with some commitment and the site functionally looked good too, matching owners from neighbourhoods all over Germany.