



Breeder's Choice Update

The new Breeder's Choice packaging is starting to hit the shelves!!



- ✓ **SOFT CHANGE OVER** – New designs expected to flow through in December 2021
- ✓ **NO CHANGE TO BARCODES OR DIMENSIONS** – design only
- ✓ **NO CHANGE TO THE PRODUCT.** It is STILL the product consumers love!!

Supported by a \$1.5m communications campaign to help educate and transition consumers through the change

DEDICATED PET CARE
SINCE 1989
**Breeder's
Choice**

**New look pack,
same great litter!**

- ✓ Still made in Australia
- ✓ Same great highly absorbent cat litter
- ✓ Still with natural odour control
- ✓ Still made from 99% recycled paper

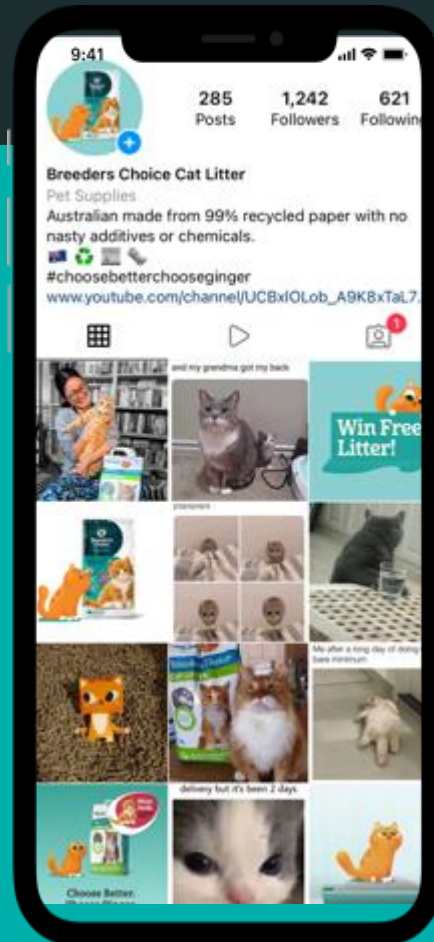
**Choose Better.
Choose Ginger.**



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Choose Better. Choose Ginger.



VetChat Partnership – using Dr Claire Jenkins as a credible voice for Pet ownership



Educational Videos – Tips and Tricks for bringing home your kitten



Choose Better. Choose Ginger –continuation of our campaign that has amassed over 30m views



Micro and Macro Influencer program to drive trial



In store and online POS suite

Flipping the “pets as humans” trend on its head, our new education vidoes provide all the tips & tricks for new cat owners

- 1min, 15's & 6's
- Social, Web
- Screens

