

Puppy News-pee-per



CASE STUDY

Campaign

Partnering with NZME, FCB Media and Purina brought their innovative ad to life by featuring Puppy News-pee-per on the front page of Aotearoa's most read daily newspaper, The New Zealand Herald – reaching more than 1 million Kiwis each week. This unique ad, infused with a dog-friendly attractant, was designed to assist new puppy owners with the challenging task of toilet training. By leveraging the connection between newspapers and pet care, the ad offered a practical solution and a tangible tool for new puppy parents.

Strategy

The NZ Herald, a trusted medium with an existing association with pet care routines, and, according to Roy Morgan, one of the most read papers by Kiwi dog food shoppers, made it the perfect media channel for Purina's campaign. We knew the Puppy News-pee-per would reach and resonate with new puppy owners. Every year over the Christmas and New Year's period, New Zealand puppy adoption increases. Launching the campaign during this peak adoption period allowed the ad to reach its intended target audience and support puppy owners during this critical phase.

Results

Puppy News-pee-per was a success for new puppy owners and for Purina, winning NZME's 2024 Imprint Competition. This compelling ad served a unique purpose by offering readers an opportunity to interact with the medium. In addition, the ad directed pet owners to Purina's website, where they could access more comprehensive training resources. Research following the ad placement saw a spike in Purina's brand perception with over a third of readers stating they would use the News-pee-per as a training tool and would consider utilising Purina's training resources in the future.



Brand perception ↑



Consideration ↑



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Judges Comments

- "Striking that the entrants took a media channel that was already used in this way – mopping up puppy pee with an old paper – and relied on that common convention, enhancing that behaviour to create something useful for new puppy parents."
- "Effectiveness played a role but with high scores in Channel, Creative, and Placement this dramatic and compelling ad celebrated the medium."
- "The puppy ad is the one I'll remember tomorrow"
- "Judges admired the amount of time and effort clearly put into this ad. People-safe, puppy-safe – clever and ticked all the boxes"
- "Innovative, striking, eye catching – "I've never seen pheromones used in a newspaper"
- "Goes beyond awareness into consideration layer to introduce a useful role for the brand"



"Thanks to NZME, we are thrilled to win this competition. It was a super fun campaign for the team to work on, and we are excited to have transformed a static ad format into something pet owners can physically use to toilet train their pets"

-Anne Lipsham, - Chief Strategy Officer, FCB Media



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