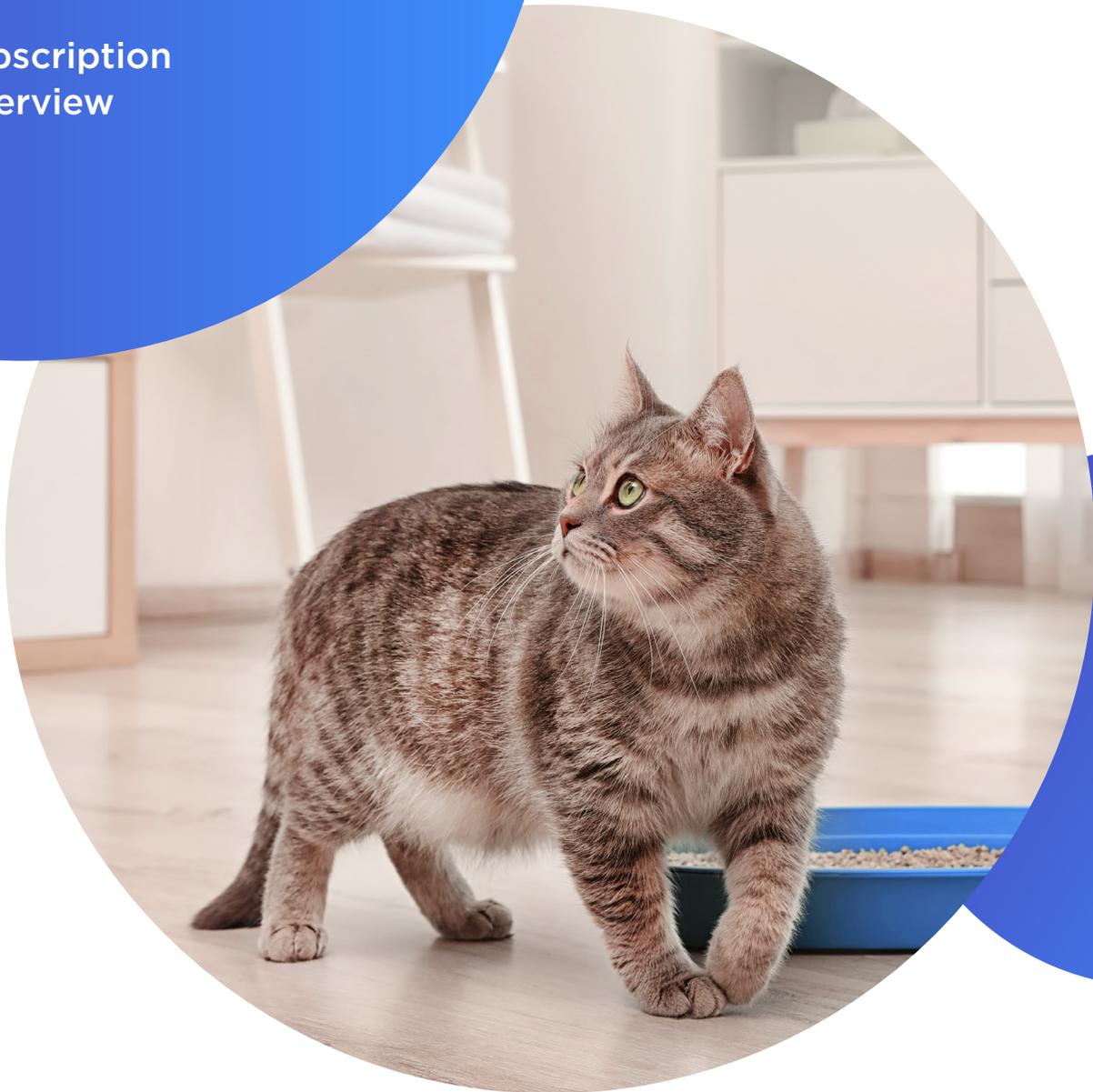


Cat Litter

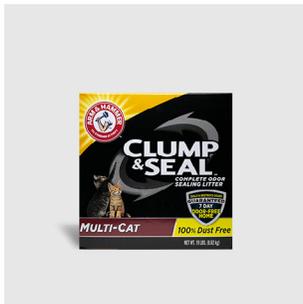
Subscription Overview



CAT LITTER is a \$1.85 billion-dollar category with several established leaders and a couple noteworthy challengers. Many larger cat litter brands struggle to differentiate between their multiple sub-brands—an area where package design can be either a significant help or a serious hindrance when it comes to driving incremental brand growth.

CAT LITTER

BRANDS TRACKED IN 2019



STAND-OUT

Who grabs and holds attention?

FINDABILITY

Who's the easiest to locate?



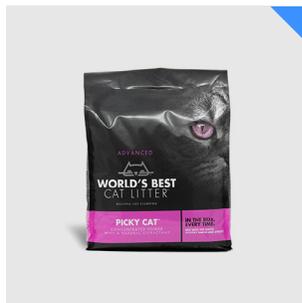
COMMUNICATION

Who owns the messages that drive purchase in the category?



MENTAL AVAILABILITY

Who's the most recognizable at a distance, and why?



DISTINCTIVE ASSETS

Who has visual elements that are well-known and truly unique?

RESONANCE

Which specific elements are most liked and disliked by consumers, and why?

SNEAK PEEK



TIDY CATS is the most easily recognizable package when viewed from afar, with nearly three times the range of Dr Elsey's Ultra.

SCOOP AWAY MULTI-CAT'S

visibility is 27% higher when it occupies a single facing rather than multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar environments.



SINGLE

100

125



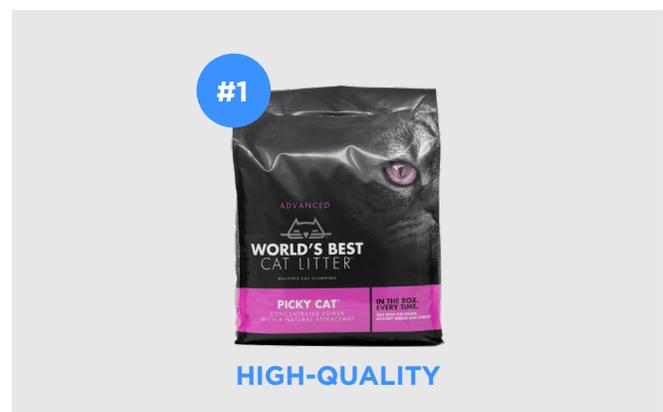
BLOCKED

98

100



FRESH STEP'S cat illustration, used across packages, is a strong distinctive asset compared to competitors' less consistent feline graphics.



HIGH-QUALITY

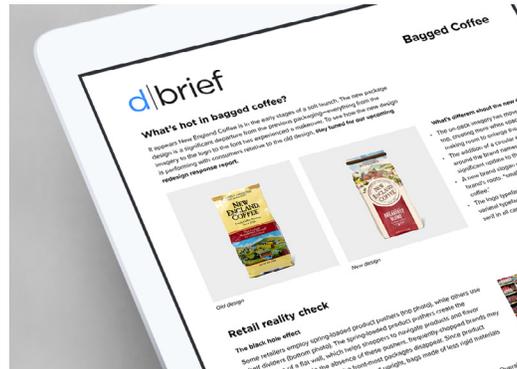
WORLD'S BEST is perceived as the most high-quality litter—an impressive feat for a challenger brand in an established category.

THE TOTAL PACKAGE

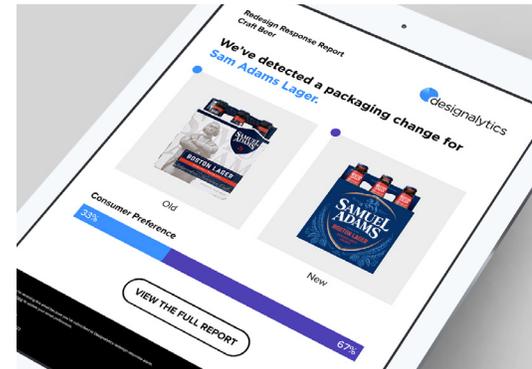
ANNUAL CATEGORY REPORT



MONTHLY CHANGE ALERTS & INDUSTRY NEWS



REDESIGN RESPONSE ANALYSES



ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two “wildcard” challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

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