



All It Takes Is A Shake

Global Activation Toolkit
August 2018



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Intro

Dreamies

We are excited to roll our new "All It Takes Is A Shake™" platform.

This is a unifying global communications platform that is centered around a universal insight and delivers a consistent and memorable experience.

IN THIS TOOLKIT YOU WILL FIND:

**All It Takes
Is A Shake™
Communication**

**All It Takes
Is A Shake™
Inspirational POS
and Displays**

**All It Takes
Is A Shake™
Activation
Assets**





We're (re)establishing ourselves as the most irresistible cat treat in the world.

The Insight



We aligned that the bag shake was a powerful asset, which was already understood by consumers in developed markets and could quickly be established in emerging markets as a shortcut cut to the power of our great product.

))



“

This summer I was out in my driveway at 11:00pm in my pajamas shaking my bag of Dreamies™ calling out for my cat (Chester) because it was time for bed... so anyways I am out there calling him and shaking the bag and I see one cat appear from under a car and then I see a second cat slinking around the side of my neighbours' fences and they both came running up to me for treats but no Chester. Too funny. Well I laughed out loud because it was hilarious. Shake and they will come. So everyone got a treat. Thought it would be a great idea for a commercial. ”

((

The Idea

ALL IT
TAKES

IS A
SHAKE™

THE DREAMIES PACK SHAKE
IS IRRESISTIBLE TO CATS.

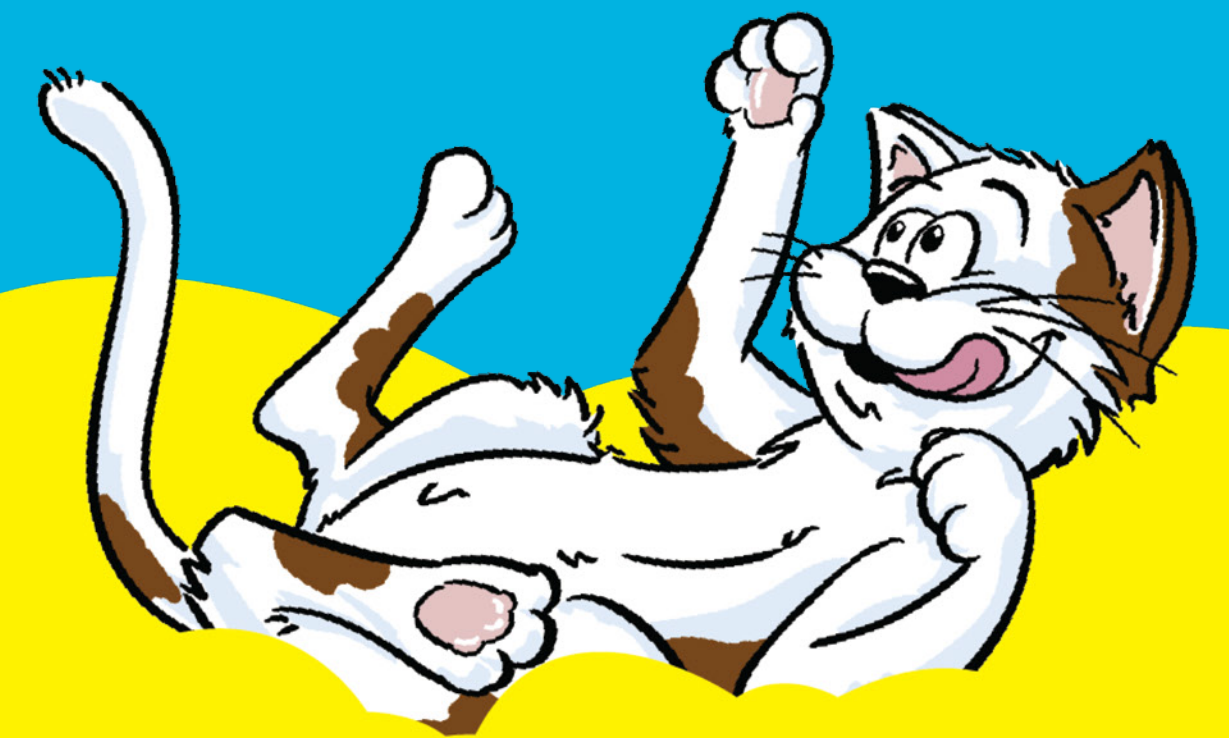
ONE SHAKE WILL... get them home from the neighbour's place,
make them adore you, get them off the sofa,
off the roof and off to the vet.

IF YOU WANT THEM TO ENTERTAIN YOU, CUDDLE YOU AND LOVE YOU...



Our 2017 shake up moment

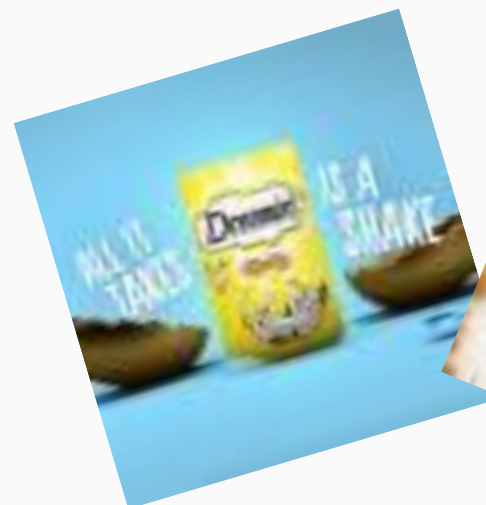
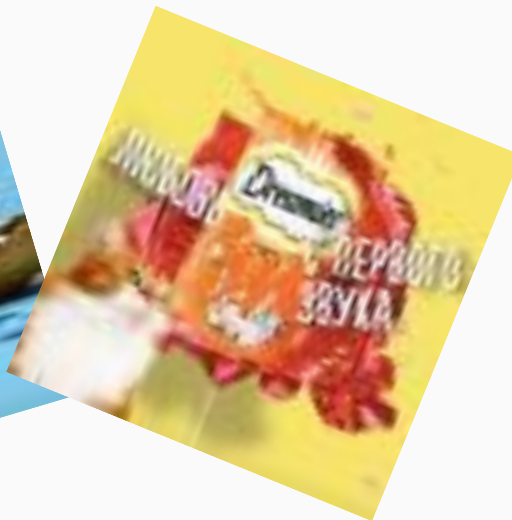
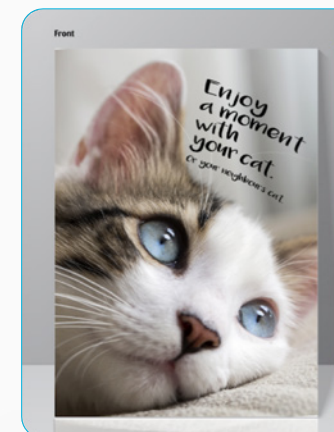
<https://youtu.be/bSd4fPscZMM> *



*Please do not share or re-post film. Licensed for internal use only.

All It Takes Is A Shake: R3 Framework



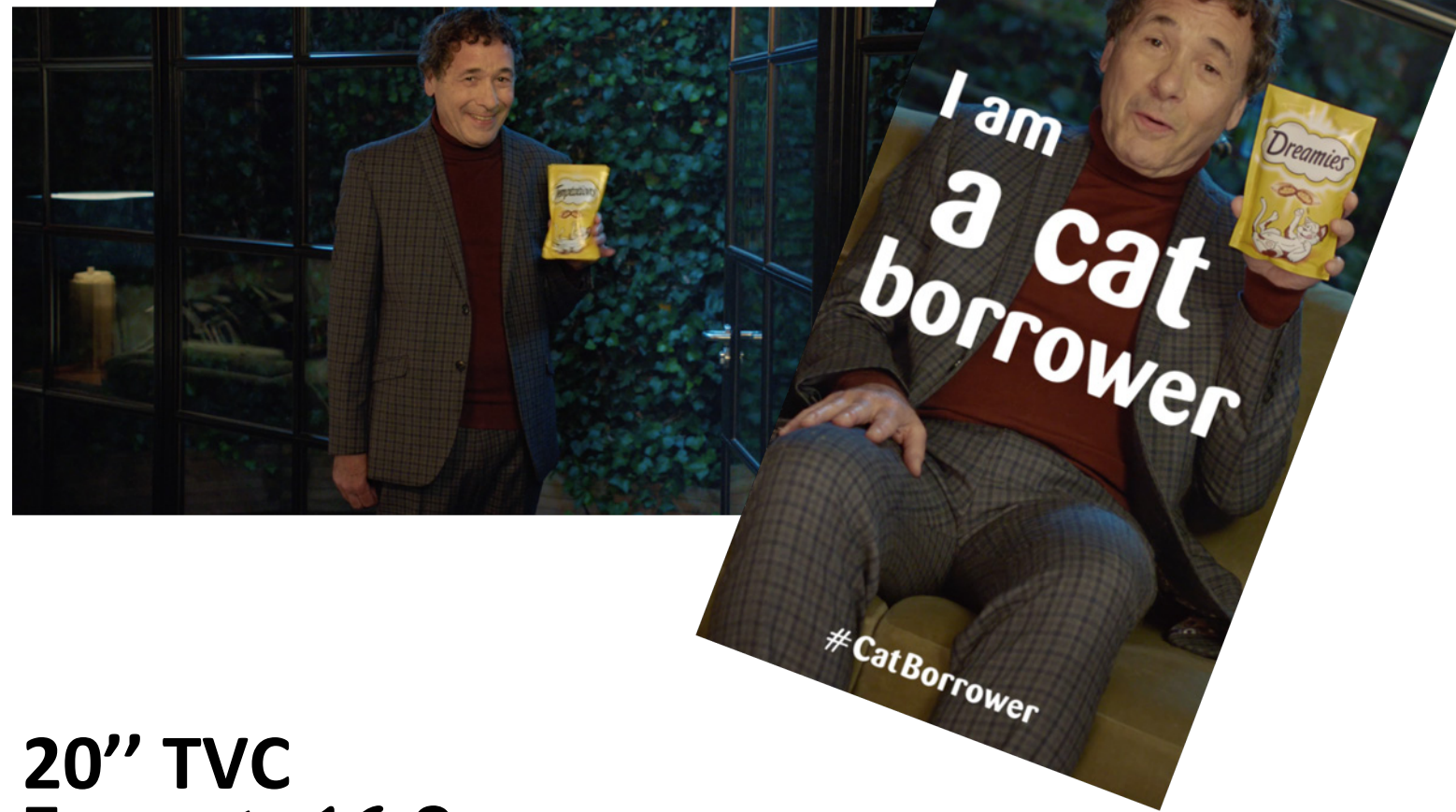
Role & Objective	2019 Content and Executions	Channels	Creative Platform
RIGHT REACH (Storytelling) Drive awareness of cat treating through irresistible Dreamies™ cat treats.	" data-bbox="250 240 350 335"/> 15"/20" Jumpy w/ AITIAS Endframe " data-bbox="385 240 490 335"/> 15"/20" Drywall w/ AITIAS Endframe " data-bbox="500 220 575 350"/> " data-bbox="575 220 665 340"/> 15"/ 20" Anna 15/20" Roberto 15"/20" Grandma	TV, OLV	ALL IT TAKES IS A SHAKE 
RELEVANT REACH (Story-building) Build Dreamies™ irresistibility credentials & leverage key cultural occasions to drive relevance within increasing repertoire of consumers.	 AITIAS Core Digital 6" Bumpers + Carousels   6" AITIAS Easter and Valentine's Bumpers   15" Anna Social 15" Roberto Social	Digital/ Social	
REACTION REACH (Nudge to purchase) Generate (re)trial for Dreamies™ and drive impulsivity of the category.	Instore Toolkit   Equity Sampling  	POS and Sampling	

All It Takes Is A Shake

Cat Borrowers



Roberto

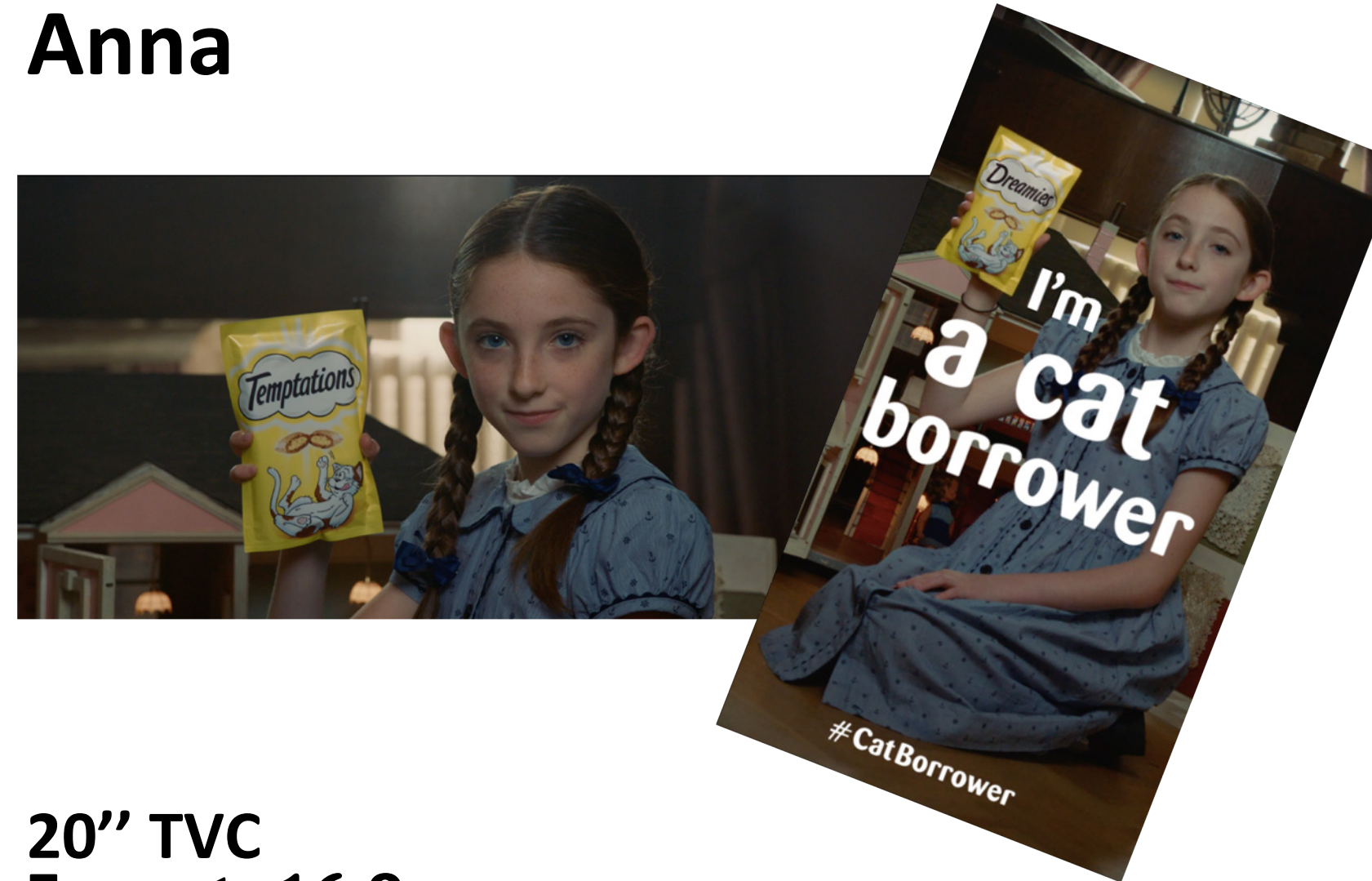


20'' TVC
Format: 16:9

15'' TVC
Format: 16:9

15'' Social Film
Format: 9:16

Anna



20'' TVC
Format: 16:9

15'' TVC
Format: 16:9

15'' Social Film
Format: 9:16

Grandma



20'' TVC
Format: 16:9

15'' TVC
Format: 16:9

Please contact adam&eveDDB for local market adaptation requests.



All It Takes Is A Shake

Brand Equity Social

6" Bumper
Format: 16:9



Product Carousel
Format: 1:1



Please contact adam&eveDDB for local market adaptation requests.



All It Takes Is A Shake

Seasonal/Occasions



Valentine's Day
Format: 16:9 and 1:1



Easter
Format: 16:9 and 1:1



Please contact adam&eveDDB for local market adaptation requests.



All It Takes Is A Shake

Existing Brand TVC

Jumpy



15" TVC
Format: 16:9

20" TVC
Format: 16:9

Drywall



15" TVC
Format: 16:9

20" TVC
Format: 16:9

Please contact adam&eveDDB for local market adaptation requests.

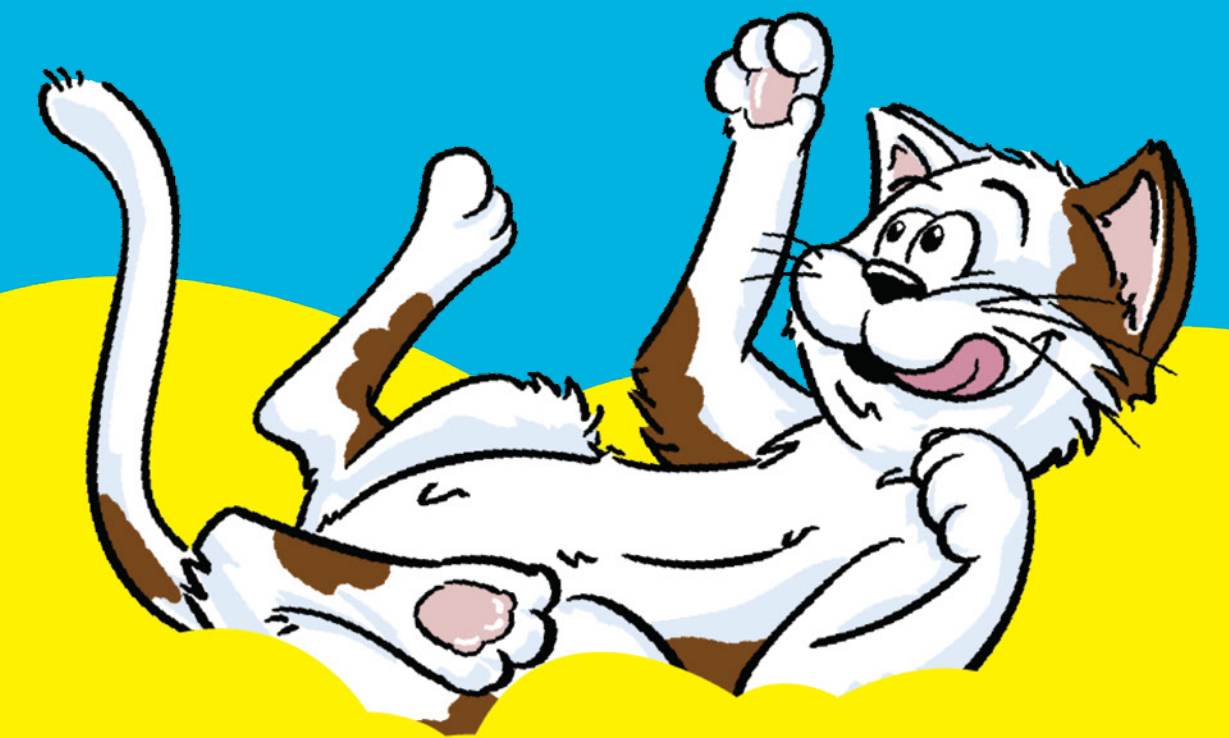
All It Takes Is A Shake: Activation Assets



usage details

CAMPAIGN	ASSET	TERRITORY	USAGE TYPE	PERIOD	CHANNELS/MEDIA
CAT BORROWERS	15"/20" ROBERTO/ANNA/ GRANDMA TVC (16:9)	Global	Music	In perpetuity	TV + Online
	15" ROBERTO/ ANNA/GRANDMA SOCIAL (9:16)				
	CORE DIGITAL 6" BUMPERS (16:9) + CAROUSEL (1:1)		Visual Talent (Local market VOs to be organised separately)	Jan 2018 – Jan 2019	
DRYWALL	15"/20" DRYWALL TVC w/ AITIAS ENDFRAME (16:9)		Please contact adam & eveDDB for local market usage information.		
OCCASIONS	6" VALENTINE'S & WOMEN'S DAY BUMPER (16:9 & 1:1)	Russia	Music	1 st Feb 2019	Online
	6" EASTER BUMPER (16:9 & 1:1)	UK	Music		Online

Sampling

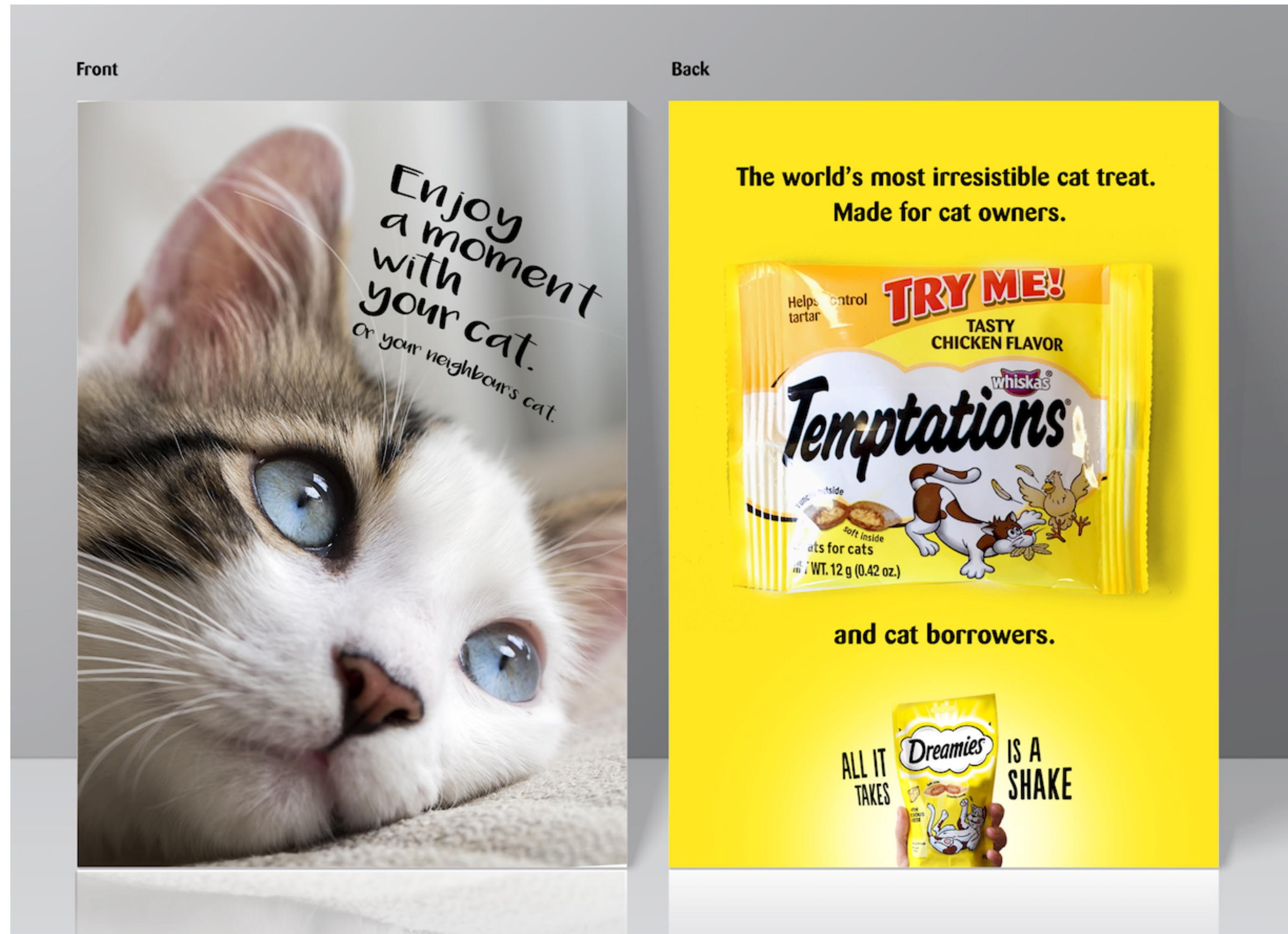


Backing Card

AITIAS Cat Borrowers.



For markets running the Cat Borrowers ATL campaign, we have a bespoke execution leveraging the same messaging to ensure a 360 degree campaign approach and consistency through the line.

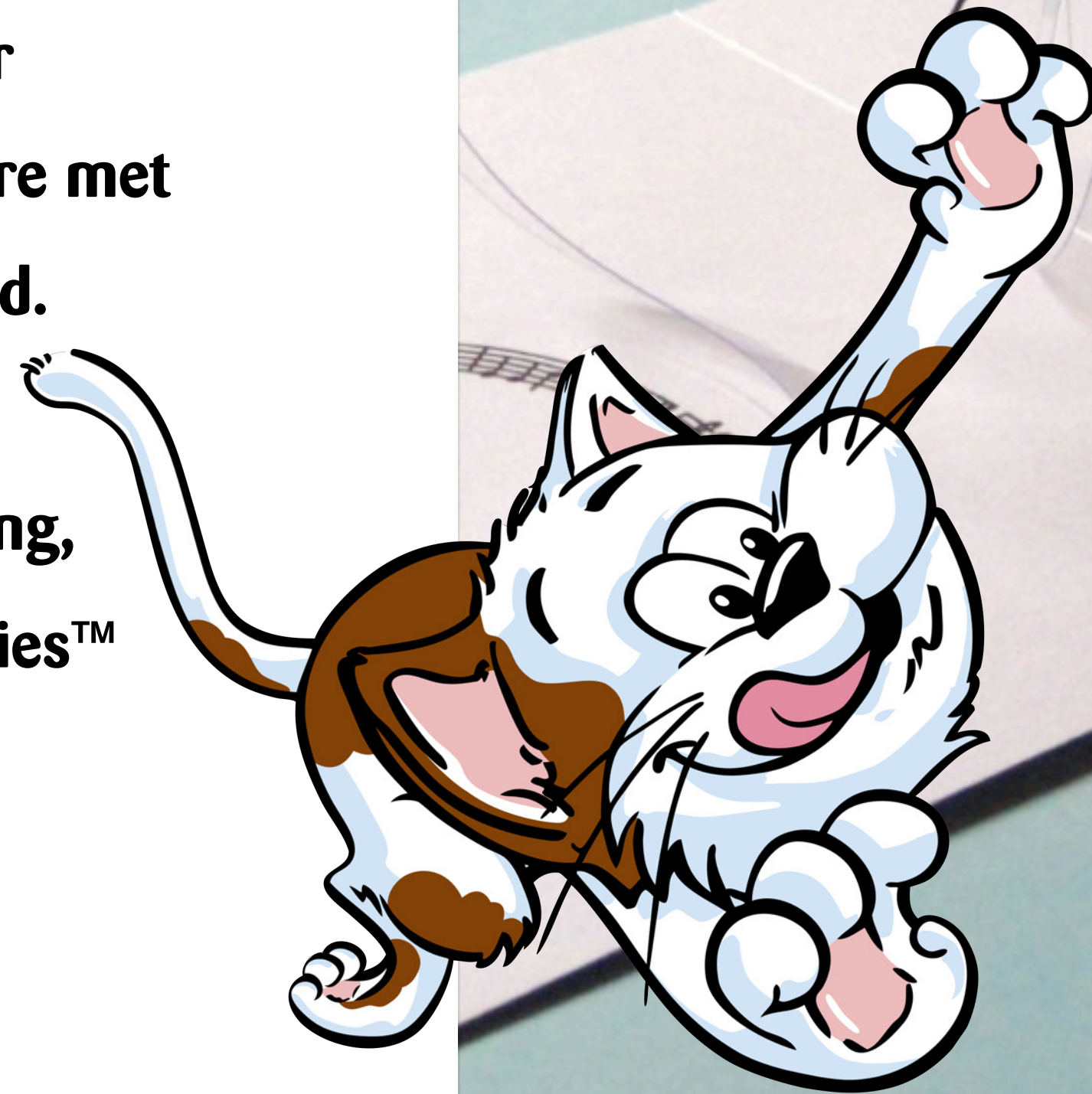


Backing Card

AITIAS Sound Wobbler Card

Instead of our standard backing cards, when our Dreamies™ sound wobbler card is opened, we are met with a 3D scene and our shake sound is activated.

We see an elevated sample packshaking/wobbling, suspended above the card and the iconic Dreamies™ cat is leaping off the page towards the treats.



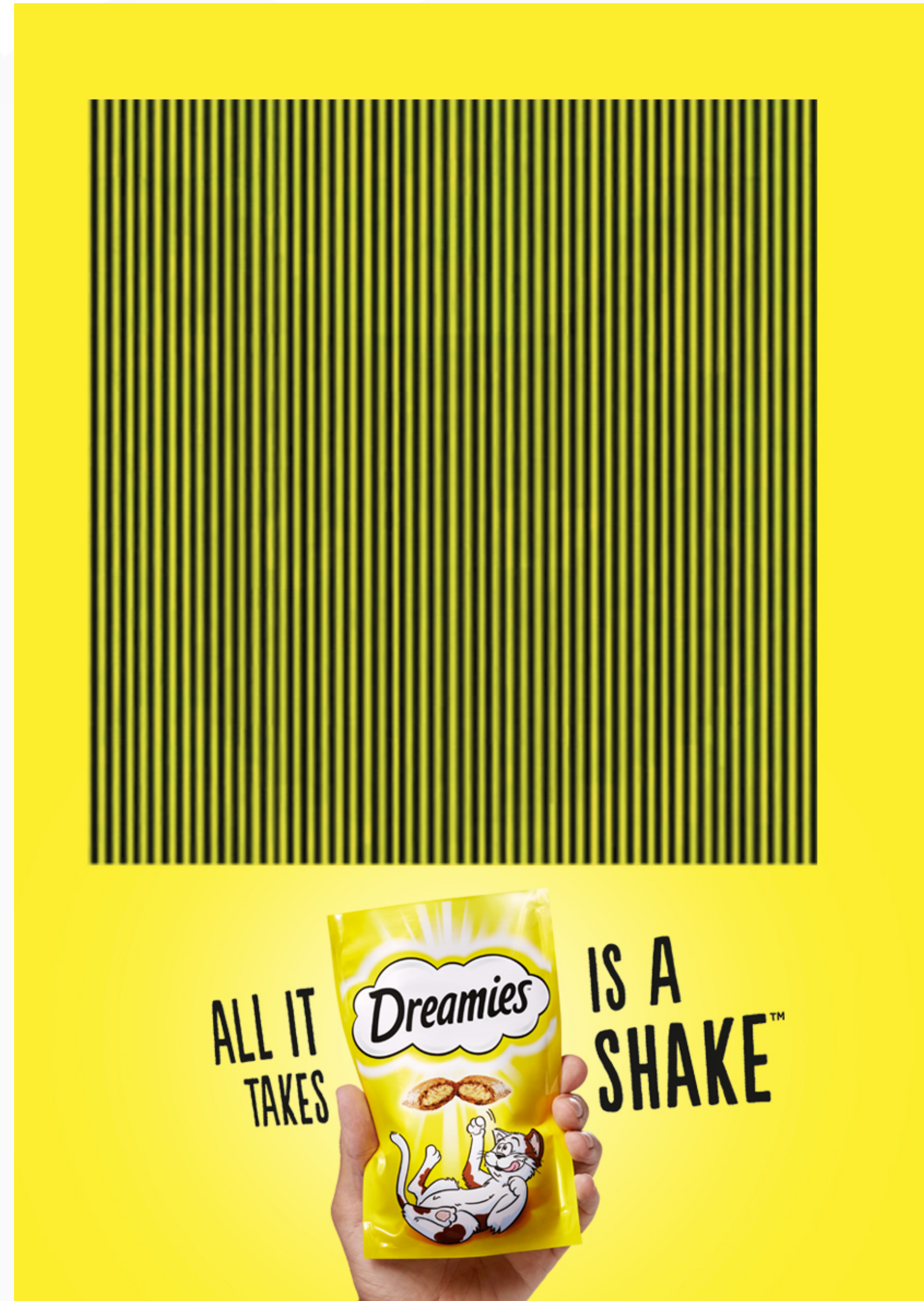
Backing Card

Lenticular Coupon

We create an ad you have to shake to see.
Whether printed on the front of a mailer or
mobile ad / social post.

Shake to see what level of discount you have won.

Shaking the ad is a fun way to interact with our
message All It Takes Is A Shake™.



Barcode version where
discount appears when
shook with the ability
to scan at supermarket
checkout.

Touchpoint Sampling

Door Hook and Sample Pack



To reinforce the time when you arrive home from work as a Dreamies™ treating moment, we hand out sample packs along with a sticky-backed Dreamies™ door hook to hang your Dreamies™ pack on - so they'll always be on-hand when you step through the door. The backing card explains that All It Takes Is A Shake™ for your moggy to come running and welcome you home with a moment of furry fun.

Backing Card Copy Example

All It Takes Is A Shake™ because Dreamies™ are so irresistible, you can expect a lot of playful fun from your friendly feline to welcome you home after a hard day. Just keep your Dreamies™ by the door using this handy hook – all it takes is a shake and they'll come running...



Digital Sampling

Interactive Skyscraper Banner



Users are challenged to 'shake' the Dreamies™ pack by rapidly shaking their phone (or rapidly moving their cursor) for 10 seconds to attract as many cats as they can. A cat counter keeps track of the score, and various happy cats appear every time a cat is attracted. The more cats, the bigger the Dreamies™ discount they can claim from Amazon.

Once the 10 seconds is over, their discount is revealed, along with a link to claim it.



Promotional Material

Sampling Sticker

Dimension:
W5 x H5 cm

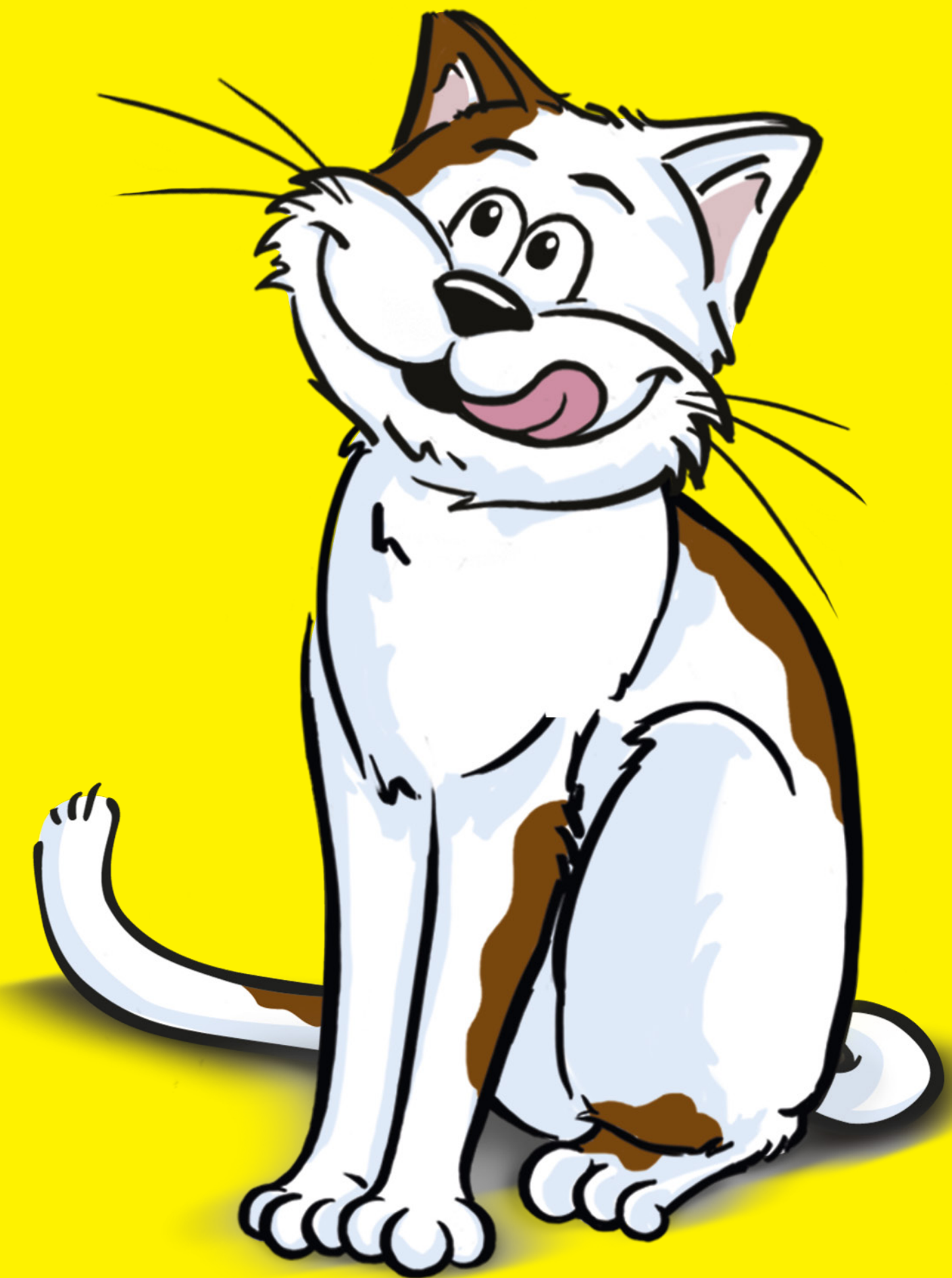


N.B. This is for inspiration only. Text to be changed locally to suit market.



In-Store Activation

We are on a journey to put display excellence at the heart of the Dreamies™ Brand to help ensure we unlock more impulse sales around the world. In this toolkit you will find a clear set of principles and assets that are aligned with new brand platform "All It Takes Is A Shake™". Our ultimate goal is to deliver a more consistent and memorable experience in-store to ensure we are noticed, remembered and understood.



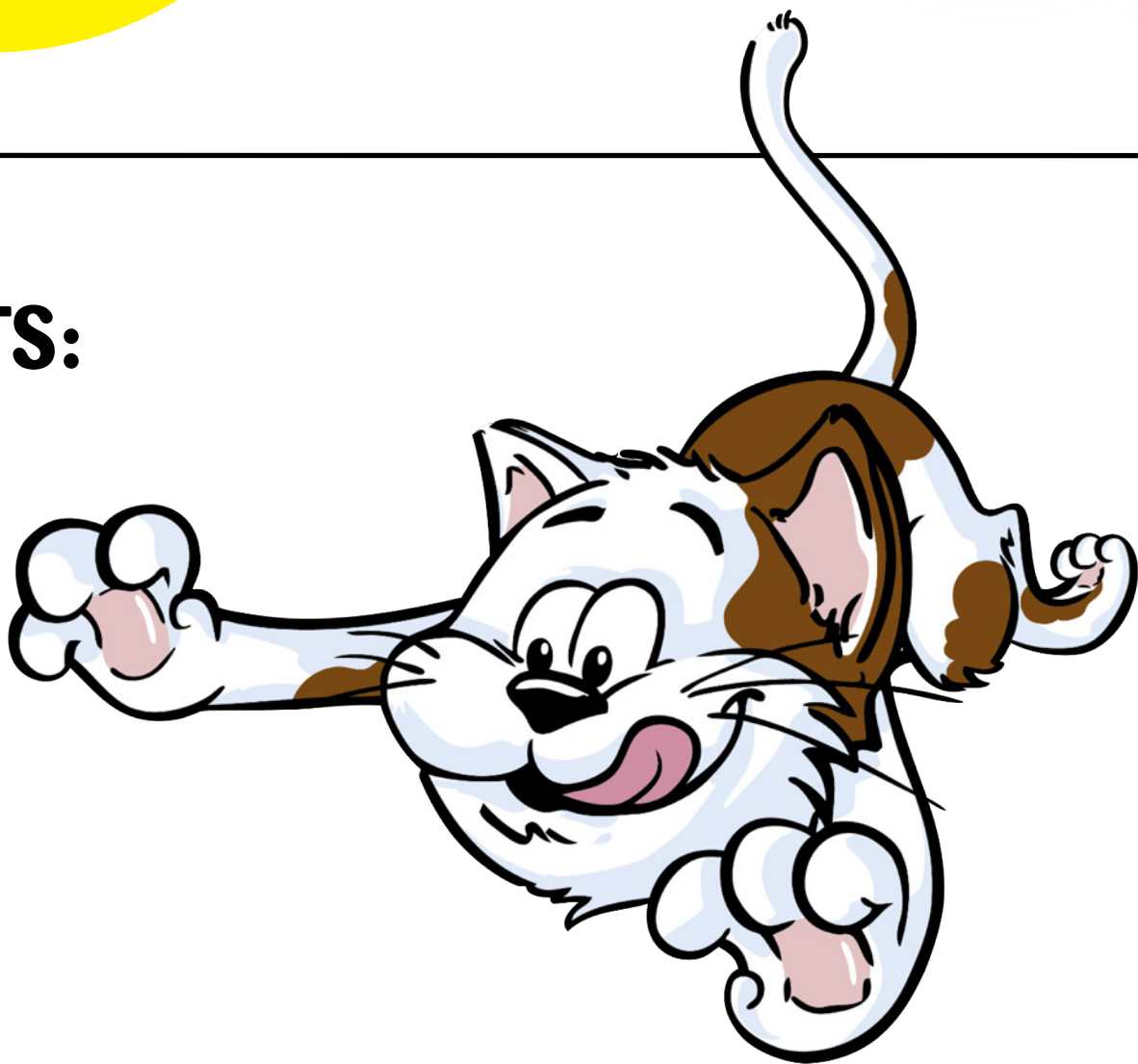
Distinctive Assets



PRIMARY ASSETS:



SECONDARY ASSETS:



Logo Lockup & Guidelines

Dreamies™

The Dreamies™ cloud device is a key branding tool we wish to build both with consumers and also legally protect, therefore it should be clean, pure and simple with no disruptions within the branding device [e.g. pocket break, cat images etc]



DON'T



Don't flip the Cloud
in any Direction



Don't change the angle of the Typo
or squeeze the cloud



Don't include anything in the logotype
(kibbles or claim)



Don't put the Baby cloud above
the Dreamies™ brand



Don't add a Sub-Brand inside the cloud
and change the Logo Proportion



Don't add a Sub-Brand
onto the cloud



Don't change the Cloud
Halo Colour



The proportion between
Dreamies™ cloud and Baby cloud
shouldn't be change



Pocket Break

The pocket break image is a key distinctive asset for the brand that we want to build and protect over time, as such we need to maintain consistency in the way the pocket image is used.

Use the pocket in the context of interaction with our cat linked to irresistibility. Only use the pocket when the cat is not focused on Hand and Pack.

Do not use the pocket as an additional element with Hand and Pack as we have a pocket break on the pack.



DON'T

Don't remove the halo behind the kibbles



Don't change the angle of one or both kibbles



Don't add another pocket or pocket half to the pocket break image



Why do we love yellow so much?

Using the Dreamies™ yellow brand colour in store plays an extremely important role of visual anchor for consumers when shopping for Dreamies™.

Yellow

PANTONE Process Yellow C
R 255 / G 242 / B0
C0 / M0 / Y100 / K0

- ☑ **Yellow is an asset of the Dreamies™ brand. We want consumers to associate the colour with the brand.**
- ☑ **Colours can increase brand recognition by up to 80%.**
- ☑ **Yellow is the most noticeable colour in-store and one of the top colours perceived by the retina.**
- ☑ **Yellow signifies "Joy", "Fun", "Energy" , and that's how we want to make people feel in-store!**

Action: Yellow should always be a part of any Dreamies™ display to drive visibility in-store and recognition.



Shopper Testing Results

We tested our displays with 300 Tesco Shoppers in the UK.

The results were overwhelmingly positive.

Below is what we learned:

Testing results demonstrated on platform and design drives “POP” in store:

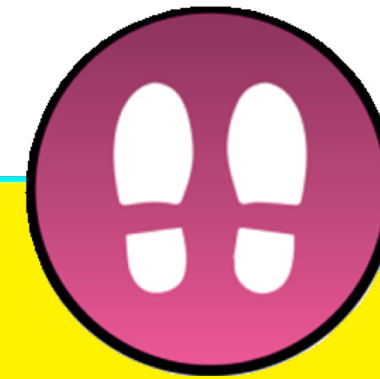
- Displays over indexed on IMPACT scores

IMPACT Defined – The ability of displays to grab attention

- Displays over indexed on PERSUADABILITY

PERSUADABILITY Defined – The displays ability to entice shoppers to purchase

- There were positive shopper comments on the power of yellow and image of the cat



PACE

Can they find what they want on the display quickly?

1 Simplify choice on display

2 Make flavours easy to find

3 Put product in the 'Eye' zone



PLACE

Are we where they shop?

1 Display location in cat treats priority areas

2 Find logical adjacencies

3 Display easy to execute/assemble/recycle

The testing has proven the displays deliver the “POP” we need.
To ensure success we need excellent execution with “Pace” and “Place”.

Principles

- ✓ Ensure each element has room to breathe - do not crowd them together no matter what the format or size.
- ✓ Consider each unit as a whole, rather than a collection of elements.
- ✓ Dreamies™ Yellow should be the dominant colour.
- ✓ High contrast typography makes copy easy and fast to read.
- ✓ Use imagery to attract and emotionally engage shoppers.

Hierarchy of the visual should be

- 1 Dreamies™ cloud brand mark
- 2 Tagline
- 3 Dreamies™ Cat
- 4 Hand and Pack visual



Colour Usage

PRIMARY:

Yellow 70%

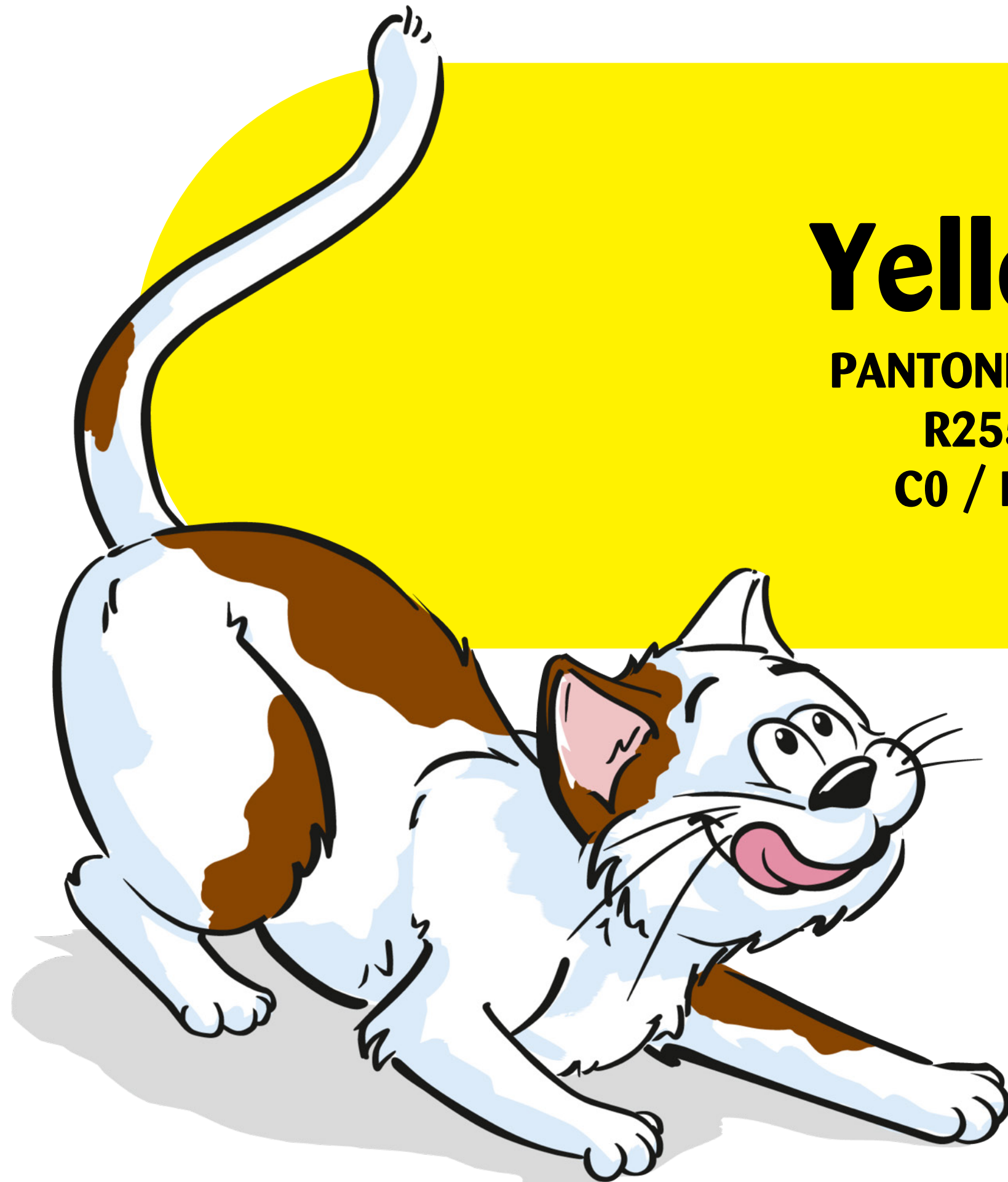
PANTONE Process Yellow C

R255 / G242 / B0

C0 / M0 / Y100 / K0

**Cat
10%**

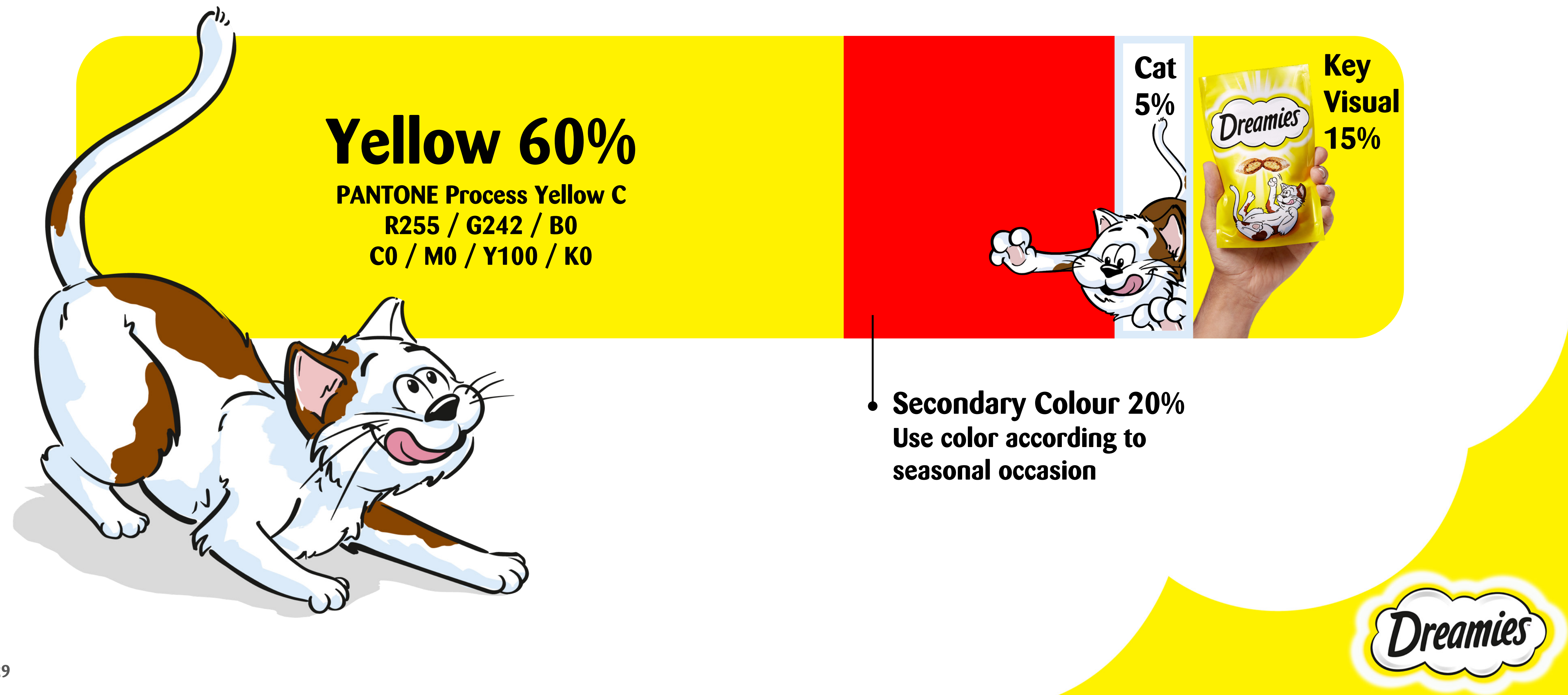
**Key
Visual
20%**



Dreamies

Colour Usage

SEASONAL PROMOTIONAL:



Typography

Dreamies



Where no campaign font is applicable, please use the following font guidance.

Barmeno Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789.,;&?()!

Barmeno Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789.,;&?()!

Key Visual



POS Displays

Floorstand

Dimension:
W28" x D18" x H76"



Dreamies



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POS Displays



Floorstand

Dimension:
W66 x H35.5 x H185 cm



Gondola End

Dimension:
W124.5 x D40.5 x H233 cm



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POS Displays

Endcap

Dimension:
W50" x D16" x H81"



Canada Wingrack

Dimension:
W36" x D6" x H90"



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POS Displays

Arch

Dimension:
W72" x D15.5" x H80"

Motorized
motion
panel



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POS Displays

Wingrack

Dimension:
W15.5" x D6.5" x H45"



Dreamies



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POS Displays

Wingrack

Dimension:
W15.5" x D6.5" x H45"

Motorized
motion
panel



Dreamies

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POS Displays



Powerwing

Dimension:
W20 x D23 x H63 cm



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POS Displays

Clip Strip

Dimension:
W7" x D0.5" x H36"



Dreamies



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POS Displays

Dreamies

Clip Strip

Dimension:
W20.3 x D6.35 x H109 cm



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POS Displays

Counter Unit

Dimension:
W24.1 x D22.8 x H30.4 cm

2 units can be locked together,
a new extended header and
base plinth added and dropped
onto the top of an existing unit



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POS Displays



Till End

Dimension:
W35.6" x D30.5" x H17.75 cm

Located at the end of conveyor
belts in supermarkets.



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POS Displays

Canada Floorstand

Dimension:
W17.5" x D12" x H52"



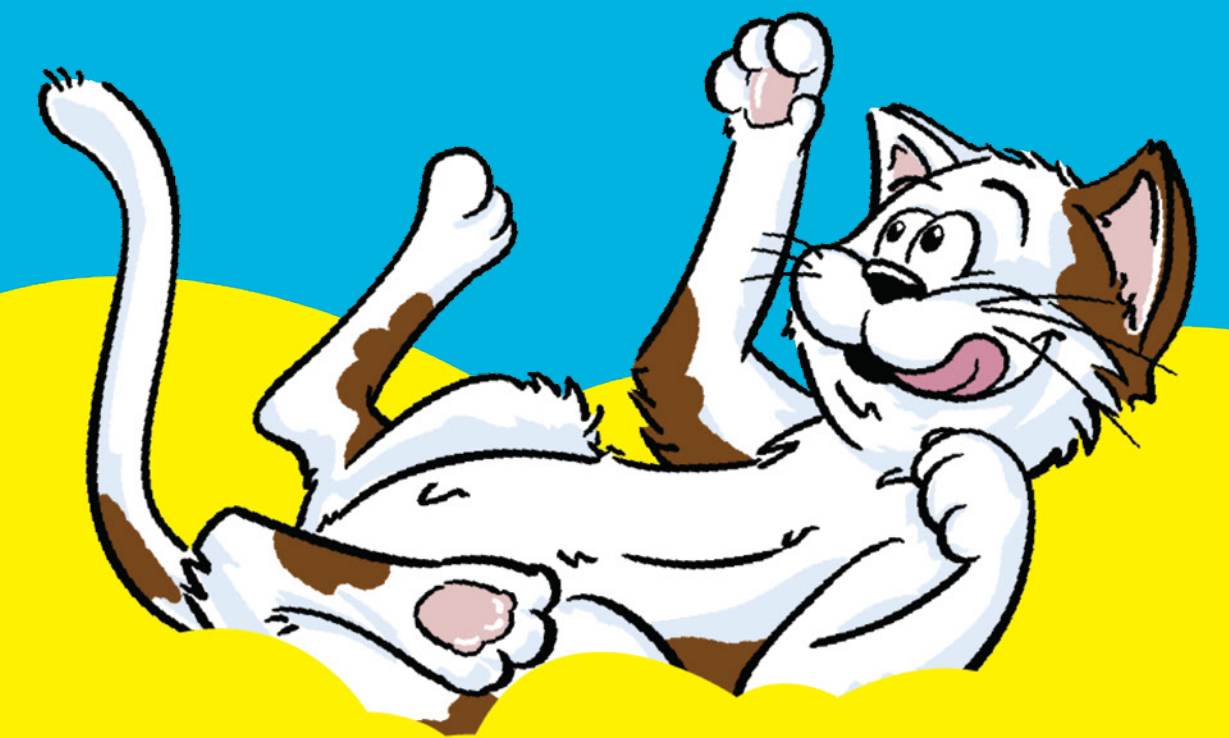
Lenticular on side panel





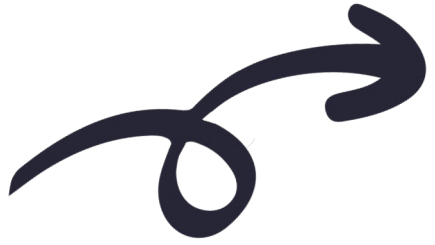
POS Displays

Home Location



POS Displays

Home Location



Blade Sign

Dimension:
W6" x D1" x H10"



Motorized
motion panel

Speaker



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POS Displays

Home Location

Framing in Aisle

Dimension:
W6" x D1" x H10"



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POS Displays

Home Location



Floor Graphic

Dimension:
W40" x H40"



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POS Displays

Home Location



Wobbler
Dimension:
W5" x H3"



POS Displays



Barker



Wobbler

Fin

In Aisle – Fin, Barker & Wobbler

Dimension:

W15.25 x H47 cm (Fin)

W15.25 x H7.6 cm (Barker)

W8.9 x H8.9 cm (Wobbler)

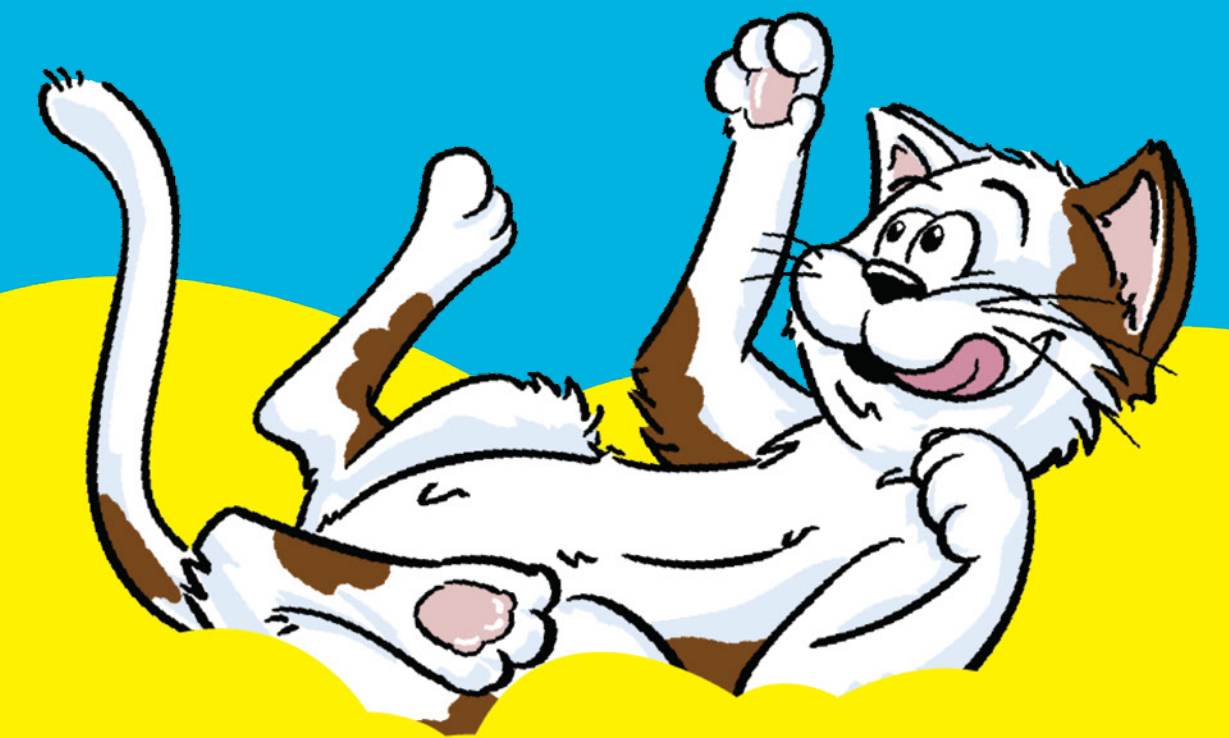


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POS Displays

Seasonal Activations



POS Displays

Seasonal Activations

Christmas Floorstand

Dimension:
W27" x D19" x H68"



POS Displays

Seasonal Activations

Easter Floorstand

Dimension:
W27" x D19" x H68"



POS Displays

Seasonal Activations

Valentine's Floorstand

Dimension:
W27" x D19" x H68"



Dreamies



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POS Displays

Seasonal Activations

Halloween Floorstand

Dimension:
W27" x D19" x H68"



POS Displays

Seasonal Activations

Canada Day Floorstand

Dimension:
W16" x D12" x H51"



America Day Floorstand

Dimension:
W27" x D19" x H61"



Promotional Material

Mechanics Share Your Shake



Click here to
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for this material.

Any activation mechanic needs to be checked and approved by your local legal teams and relevant terms and conditions need to be included.



Promotional Material

Mechanics Buy 2 Get 1 Free



Any activation mechanic needs to be checked and approved by your local legal teams and relevant terms and conditions need to be included.



Thanks To The Team



Mandy Seal
CMI



Emily Dowling



Sarah Woods
Mars Canada



Maria Noriega
Mars Canada



Damian Guha



Natalia Ball



Andrea Aguilar



Roman Vorobiev



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Thank you

