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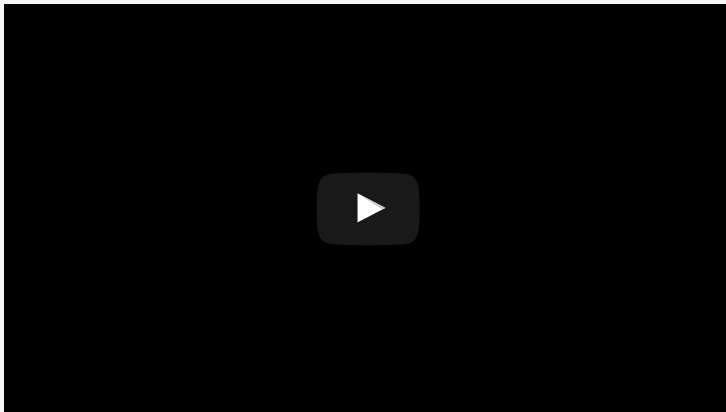
Kitty Litter Attracts Lonely Cat Lovers With Hottie Farmer

August 2nd, 2016 / Comments (0)

[Cute cats and hunky men](#) are exactly what make cat-lovers everywhere purrr. Hello – have you seen the [Instagram video](#) of the shirtless guy working out with his cat? No doubt, all the cat-lovers out there have.

Hot guys and cats have been pop culturally on-point for some time, but [sWheat Scoop®](#), the all-natural cat litter made from wheat, seems to be the first brand to leverage the cats + hot dudes combo in its favor.

Taking viewers into a dreamy world featuring a steamy wheat farmer and his pal, Mittens the Kitten, the brand capitalizes on the hot-dudes-with-kittens craze in a fully integrated digital campaign.



“We wanted to get noticed in the cat litter arena, one that’s dominated by huge brands,” says Pam Mariutto, vice president and executive creative director at broadhead. “Kittens and hotties entice our target audience the most. We created a character that gets away with talking about cat litter while grabbing their attention, swiftly spinning consumers’ perception from dumpy to dreamy.”

CREDITS

Client: [sWheat Scoop®](#)
Agency: [broadhead](#)
Executive Creative Director: Pam Mariutto
Art Director: Hans Hamann
Copywriter: Betsy Graca

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