

vertamedia
VIDEO SSP

Video Monetization Intelligence
Powered by VertaMedia™ Intelli

(http://www5.smartadserver.com/click?

imgid=16749530&insid=5792495&pgid=669610&uid=153626580295156505&tgt=%3b%24dt%3d1t%3b%24dma%3d613%3b%24hc&systgt=%24qc%3d4799583%3b%24ql%3d1%3b%24utm_source%3dmediapost%26utm_medium%3dnewsletter%26utm_campaign%3dmonetization)

MAD MEDIAPOST AGENCY DAILY (/publications/mediaposts-agency-daily/)

sWheat Scoop Introduces Mittens The Kitten

by Larissa Faw (/publications/author/4727/larissa-faw/), August 8, 2016, 6:13 PM



sWheat Scoop is introducing Mittens the Kitten, its first brand spokeskitten in order to get noticed in the competitive cat litter arena that is primarily dominated by huge brands.

Developed with agency broadhead, the creative borrows from pop culture and memes by leveraging cats and hot guys.

The Field Of Gold spot (<https://www.youtube.com/watch?v=F9XRSwxWIMI&list=PLFkkzGJJFGFqxjMQ5bIT1fowGZIR3CvOv&index=1>), for instance, is set in a "dreamy world" featuring a cute kitten and attractive wheat farmer as he extols the benefits of the cat litter.

The campaign will include three pre-roll videos on YouTube, along with a longer sponsored video. There will also be a social branch of the campaign through the brand's Facebook and Instagram channels. These quirky, surreal messages are designed to appeal to younger viewers.

This campaign represents a pivot for the brand as it creates a focal character for its messaging. sWheat's two most recent campaigns were focused on cats in general.

"Kittens and hotties entice our target audience the most," says Pam Mariutto, vice president and executive creative director at broadhead. "We created a character that gets away with talking about cat litter while grabbing their attention, swiftly spinning consumers' perception from dumpy to dreamy."

Tags: [ad campaign \(/publications/tag/ad-campaign/\)](/publications/tag/ad-campaign/)

Recommend (4)

All content published by MediaPost is determined by our editors 100% in the interest of our readers ... independent of advertising, sponsorships or other considerations.

Leave a Comment



([http://www5.smartadserver.com/click?](http://www5.smartadserver.com/click?imgid=16749576&insid=5792515&pgid=669610&uid=153626580295156505&tgt=%3b%24dt%3d1t%3b%24dma%3d613%3b%24hc&sysgt=%24qc%3d4799583%3b%24ql%3dof-conversant%3futm_source%3dMediapost-newsletter%26utm_medium%3ddaily_newsletter%26utm_campaign%3dpower-of-conversant-video)

[imgid=16749576&insid=5792515&pgid=669610&uid=153626580295156505&tgt=%3b%24dt%3d1t%3b%24dma%3d613%3b%24hc&sysgt=%24qc%3d4799583%3b%24ql%3dof-conversant%3futm_source%3dMediapost-newsletter%26utm_medium%3ddaily_newsletter%26utm_campaign%3dpower-of-conversant-video](http://www5.smartadserver.com/click?imgid=16749576&insid=5792515&pgid=669610&uid=153626580295156505&tgt=%3b%24dt%3d1t%3b%24dma%3d613%3b%24hc&sysgt=%24qc%3d4799583%3b%24ql%3dof-conversant%3futm_source%3dMediapost-newsletter%26utm_medium%3ddaily_newsletter%26utm_campaign%3dpower-of-conversant-video)

Subscribe to *MAD*

enter your email address

Subscribe

More from MAD (</publications/mediaposts-agency-daily/>)



MEDIAPOST AGENCY DAILY (</publications/mediaposts-agency-daily/>)

[Teenage Girls Reject 'Clickbait' News Headlines And Stories \(/publications/article/282809/teenage-girls-reject-clickbait-news-headlines-an.html\)](/publications/article/282809/teenage-girls-reject-clickbait-news-headlines-an.html)

[Shop 'Til You Drop: 'The New New York Place To Be' \(/publications/article/282788/shop-til-you-drop-the-new-new-york-place-to-be.html\)](/publications/article/282788/shop-til-you-drop-the-new-new-york-place-to-be.html)

[Corona Extra's New Emoji Campaign \(/publications/article/282761/corona-extras-new-emoji-campaign.html\)](/publications/article/282761/corona-extras-new-emoji-campaign.html)

[OMD Names Doug Rozen Chief Digital And Innovation Officer \(/publications/article/282738/omd-names-doug-rozen-chief-digital-and-innovation.html\)](/publications/article/282738/omd-names-doug-rozen-chief-digital-and-innovation.html)

[Dentsu Reports First-Half Organic Growth Of 7.2% \(/publications/article/282705/dentsu-reports-first-half-organic-growth-of-72.html\)](/publications/article/282705/dentsu-reports-first-half-organic-growth-of-72.html)

[In New Campaign Fiverr Reimagines Olympic Uniforms \(/publications/article/282693/in-new-campaign-fiverr-reimagines-olympic-uniforms.html\)](/publications/article/282693/in-new-campaign-fiverr-reimagines-olympic-uniforms.html)

Today's Most Read Stories

[Instagram Debuts Events, New Video Channel \(/publications/article/282729/instagram-debuts-events-new-video-channel.html\)](/publications/article/282729/instagram-debuts-events-new-video-channel.html)

[What Exactly Do You Mean By AI? \(/publications/article/282652/what-exactly-do-you-mean-by-ai.html\)](/publications/article/282652/what-exactly-do-you-mean-by-ai.html)

[Porsche Adds Interaction To Print Campaign \(/publications/article/282743/porsche-adds-interaction-to-print-campaign.html\)](/publications/article/282743/porsche-adds-interaction-to-print-campaign.html)

[OMD Names Doug Rozen Chief Digital And Innovation Officer \(/publications/article/282738/omd-names-doug-rozen-chief-digital-and-innovation.html\)](/publications/article/282738/omd-names-doug-rozen-chief-digital-and-innovation.html)

[Innovative Magid Research Finds Most-Valued And Least-Valued TV Shows \(/publications/article/282759/innovative-magid-research-finds-most-valued-and-le.html\)](/publications/article/282759/innovative-magid-research-finds-most-valued-and-le.html)



[About MediaPost \(/about/\)](/about/) | [MediaKit \(/mediakit/\)](/mediakit/) | [Contact Editorial \(/publications/masthead/\)](/publications/masthead/) | [RSS Feeds \(/publications/feeds/\)](/publications/feeds/) | [Sitemap \(/sitemap/\)](/sitemap/) | [Privacy/Terms & Conditions \(/privacy/\)](/privacy/)

©2016 MediaPost Communications. All rights reserved.
15 East 32nd Street, 7th Floor, New York, NY 10016
tel. 212-204-2000, fax 917-591-3261, feedback@mediapost.com (mailto:feedback@mediapost.com) Google+
(<https://plus.google.com/110488724564818521433>)