



Cat Food Positioning Considerations

Your Product / Your Strategy

- Development
- Components
- Identity / Branding
- Positioning
- Communications Strategy

Your Creativity

- QFD
- DeBono
- Force Field Analysis
- ?

Creativity Tools

Vivation

Your Theory

- Basic Nature
- Segments & Strands
- Switching Motives

Consumer Theory

You already know all this stuff

CULTURAL CONTEXT

- Media
 - Current
 - Trends
- Cultural Categories
- Meaning of Food . . .
- Canned Connundrum
- TRENDS
 - Meat
 - Organic
 - Eatertainment
- Meal vs. Treat

What's Happening?

Consume Profiles

- Ages & Stages
 - Boomers
 - Gen X
 - Gen www
- Operative Values
- Socio - Demographic

You already know all this stuff

Psychological Models

- Needs / Motivation
 - Personality Theory
 - Freud
 - Attachment Theory
 - Secure
 - Nurturant
 - Insecure
 - Co-Dependent
 - Chaotic

Who?

Bowlby

Cat Owners

Analysis

- Object Relations
- Behavioral
- ?
- CHEWING
 - Safety
 - Aggression
 - Displacement
- Movies
 - Popcorn
- Combat
- Gum

Anxiety

