

WHISKAS® Celebrates Sensorial Delight in Cat Food with WHISKAS® with POCKETS™ Campaign

Category: Business

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WHISKAS® 1India's most trusted cat-food brand and a pioneer globally, has unveiled a new campaign shining a light on the sensorial delight of WHISKAS® dry food with POCKETS™ that caters to cats' natural inclination for sensory food.



WHISKAS® dry food with POCKETS™ that caters to cats' natural inclination for sensory food

Designed to deliver what matters most to cats at mealtime – texture and crunch, the POCKETS™ in WHISKAS® dry food combine a crunchy outer shell with a soft, creamy center, delivering a bite that cats instinctively love. POCKETS™ have always been unique to WHISKAS® dry food, delivering a sensorial mealtime experience for cats.

WHISKAS® with POCKETS™

YouTube Link: [Brand Film link](#)

To mark the campaign, the brand has unveiled an exciting film that captures the pet's enjoyment from the Whiskas eating experience. The ASMR approach brings the sensorial joy of a cat's mealtime to life. The film romanticizes an almost ritualistic 'CRUNCH' & 'LICK' – leading to the elusive 'PURR' – the ultimate sign of cat satisfaction. With the pet and the pet parent at the center of the story as always, WHISKAS® with POCKETS™ turns everyday feeding into contentment for cats, driven by taste.

Speaking on the launch, **Ayesha Huda, Chief Marketing Officer, Mars Petcare India**, said, "*Mars brings 90s years legacy of pet food. We understand that Cats are physiologically very different, and hence the drivers of enjoyment during feeding are very unique to cats e.g. textural variety and crunch are much more important for cats. The pockets in WHISKAS® are designed to deliver this elevated sensorial experience to*

cats. WHISKAS®, being our flagship cat food brand, has always had POCKETS™, and our campaign is an effort to celebrate the quality of our food."

Katie Griffiths, Global Brand VP, Whiskas, added, *"At WHISKAS®, everything we do begins with understanding cats, their instincts, their preferences, and the way they experience food. This campaign is inspired by that insight, celebrating the textures, tastes, and sensorial delights that make everyday feeding more enjoyable, while continuing to deliver complete and balanced nutrition that cats need. It reflects our broader commitment to advancing cat nutrition through meaningful, pet-centred innovation, and to supporting a new generation of cat parents who are increasingly seeking both quality and enjoyment in what they feed their pets."*

Speaking about the creative strategy behind the campaign, **Krishna Mani, Chief Creative Officer, BBDO India**, said, *"WHISKAS® With POCKETS™ brings together an irresistible contrast of textures: a satisfying crunch on the outside with a creamy, indulgent center that cats love from the very first bite."* He also added, *"Through this campaign, we wanted to celebrate the emotion of cat parenthood. The true reward isn't just in serving a meal. It's in hearing that unmistakable, contented purr. That soft rumble is the ultimate seal of approval, a moment that tells every cat parent they've chosen something their feline friend genuinely loves."*

The brand WHISKAS is a 2global leader in packaged cat food. Developed by nutritionists and veterinarians at WALTHAM – world leading authority on pet nutrition and rooted in a deep understanding of pet parents' lives, WHISKAS brand has always striven to make delicious and nutritionally complete cat food accessible to Indian pet parents.

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