



Abby McInnis
Audrey Beesley

What is Fancy Feast Cat Food?

Fancy Feast is part of the Purina franchise that makes luxury food for cats. Gourmet, medley, Purée, delicate and exquisite are words they use to describe their cat food.

Existing Work

New Fancy Feast
Gourmet Cat Food.

One moist and delicious meal in every can.
"Darlings, we're worth it."

7 GREAT VARIETIES

Fancy Feast
MEAT & CHICKEN HEAD CAT FOOD

This advertisement features a white cat sitting on a blue cloth next to a glass of Fancy Feast cat food. Below the cat, there are several cans of Fancy Feast in various flavors, with a hand opening one of them. The text emphasizes the gourmet quality and variety of the product.

PURINA
Fancy Feast

The First Step Toward
a Lifetime of Delight

This advertisement shows a white kitten sitting on a white surface. A hand is holding a small white plate with a portion of Fancy Feast cat food. In the foreground, there are several cans of Fancy Feast Kitten food. The text is clean and focuses on the idea of a lifetime of delight.

PURINA
Fancy Feast
Medleys

NO ARTIFICIAL PRESERVATIVES

GIVE YOUR CAT THE WORLD

Globally-inspired dishes crafted with high-quality ingredients and the proteins your cat loves.

LOVE IS IN THE DETAILS

PURINA Your Pet, Our Passion.

This advertisement features a white cat sitting on a green background. A hand is holding a heart-shaped white plate with a portion of Fancy Feast Medleys cat food. The text highlights the gourmet quality and the use of high-quality ingredients. The background includes a faint illustration of a cityscape.

Our Vision

To create a campaign that really says “we make cat food for all cats, not just the pearly white ones.”

We wanted to speak for all cats: alley cats, crazy cats, more than 9 lives cats, who despite their need for adventure or mischief, at the end of the day, just want to appreciate a good meal.


**YOU DON'T HAVE
TO BE FANCY TO
*feast fancy***

Digital Media

fancyfeastcatfood
Sponsored

We have scrounged for food.
Birds and mice are our prey
but we crave more.


You don't have to be fancy to
feast fancy

 Shop Now

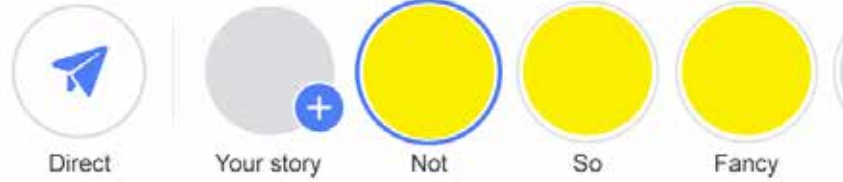
This image is a screenshot of an Instagram post. It features a narrow, cobblestone alleyway between brick buildings. In the distance, two small cats are sitting on the ground. In the foreground, a larger black and white cat is walking. The text is overlaid on the image, and there is a 'Shop Now' button at the bottom.


We have scrounged for food.
Birds and mice are our prey
but we crave more.

You don't have to be fancy to
feast fancy



This image is a clean version of the advertisement, showing the same alleyway scene with the text and logo overlaid. It does not include the Instagram interface elements like the profile name or 'Shop Now' button.



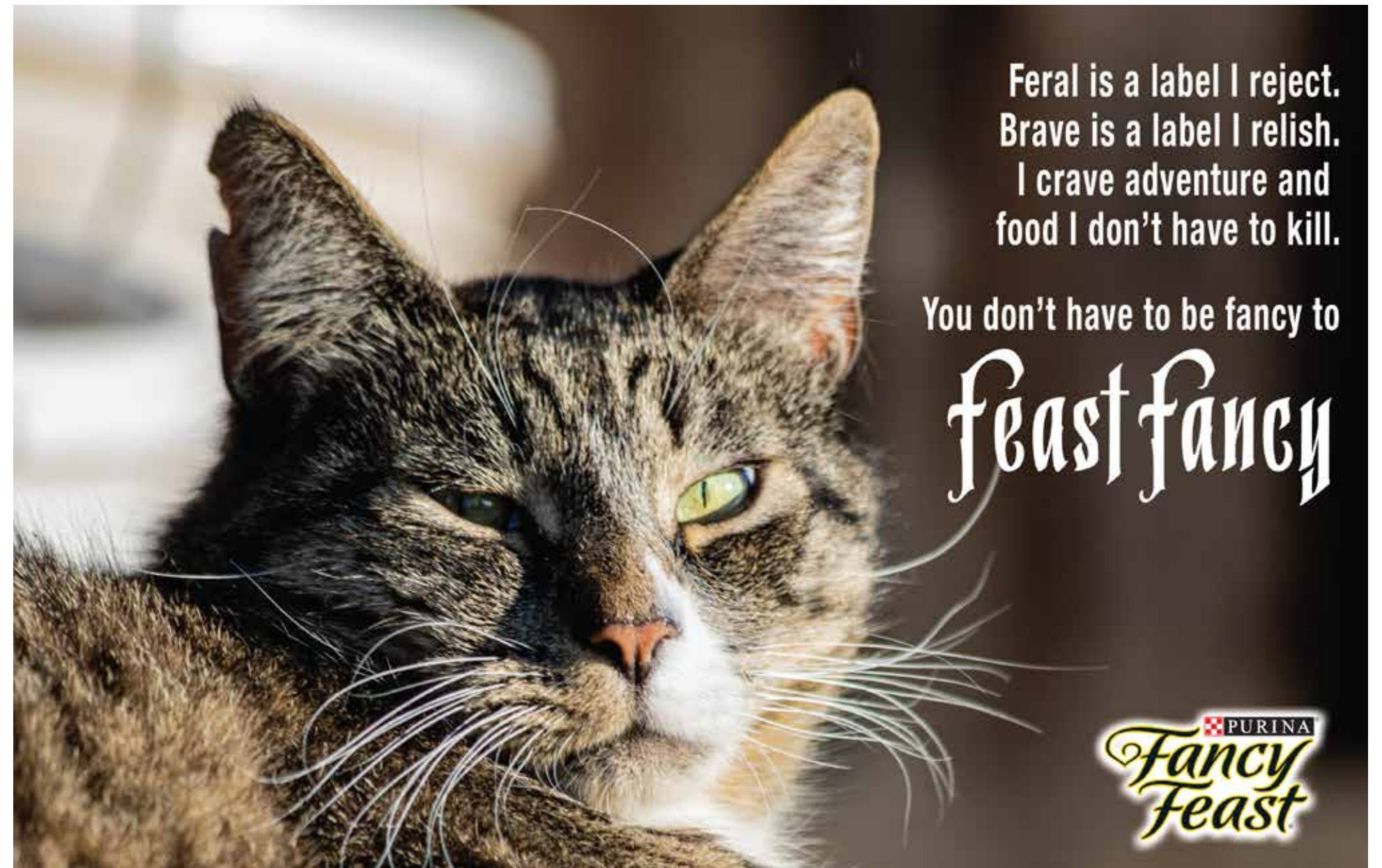
 **Fancy Feast Cat food**
Today at 23:45

Fancy feast is cat food for all. You don't have to be fancy to feast fancy. Visit our website to order today. purina.com/fancy-feast

See translation



685 475 comments 1,928 sharings



fancyfeastcatfood Sponsored



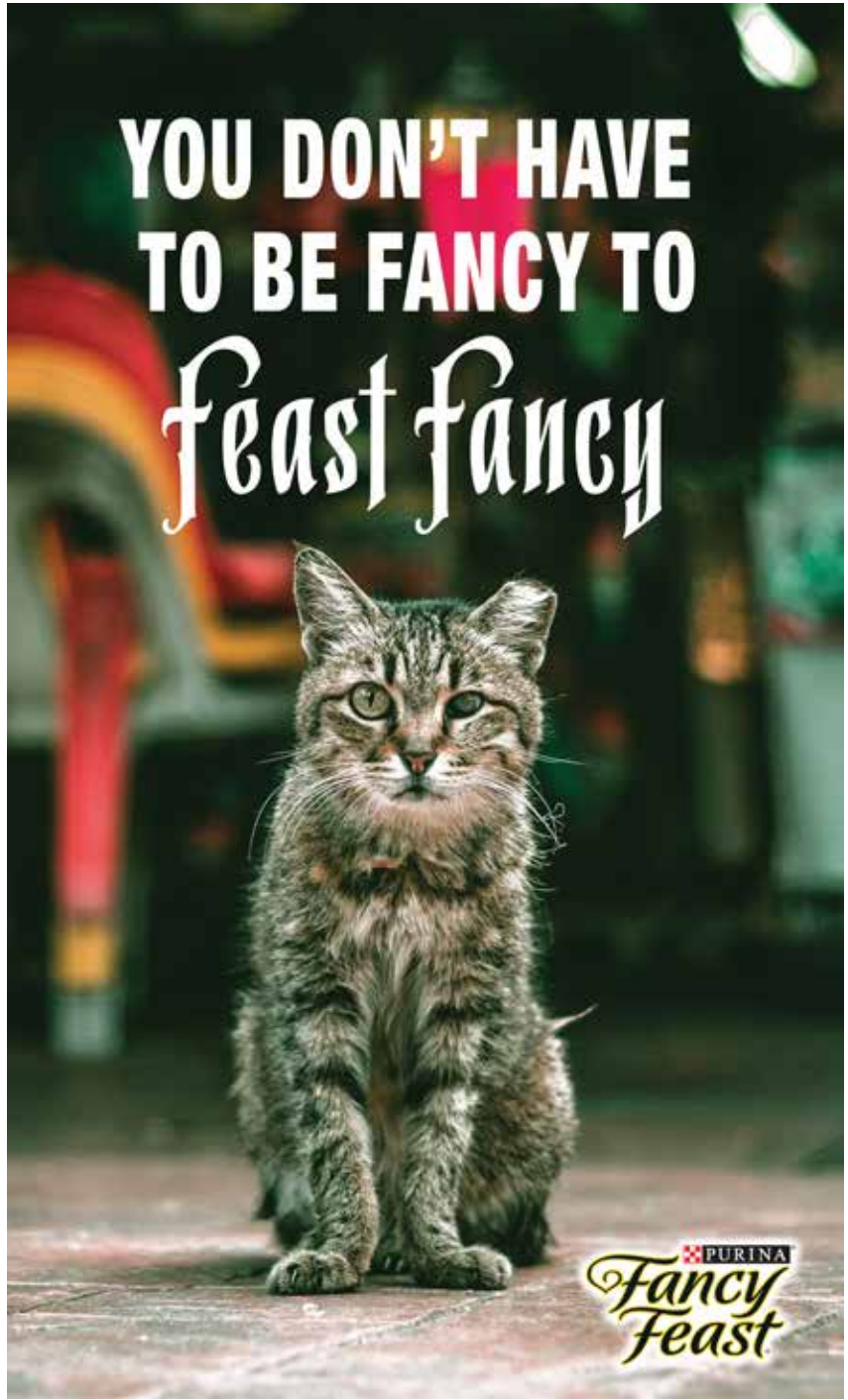
Adopt Today

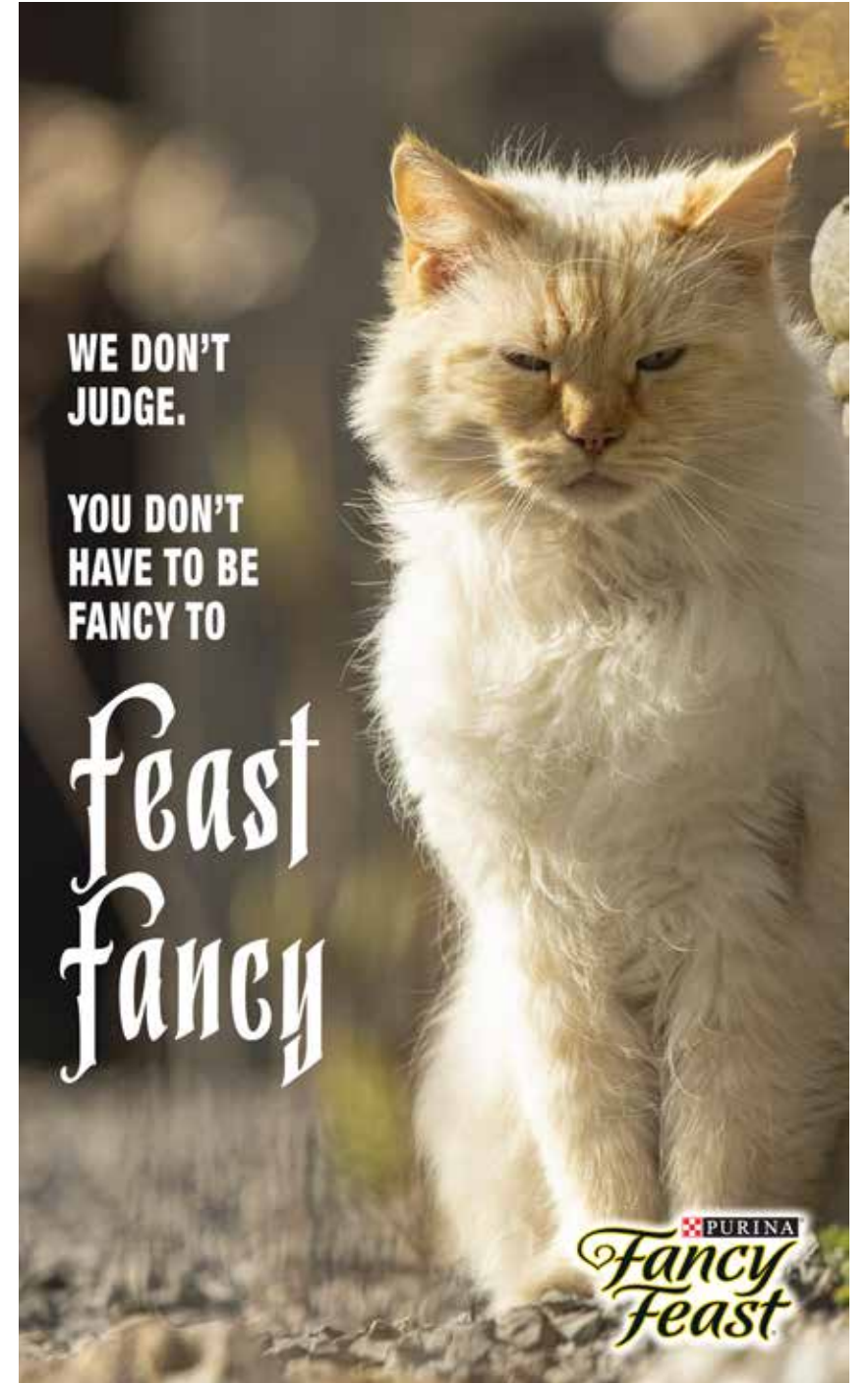


1,871 Likes fancyfeastcatfood



Physical Media







YOU DON'T HAVE
TO BE FANCY TO
feast fancy

 PURINA
*Fancy
Feast*



YOU DON'T HAVE
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feast fancy

PURINA
*Fancy
Feast*

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**YOU DON'T HAVE
TO BE FANCY
COMMERCIAL**

<https://www.youtube.com/shorts/cSWw0nsFJy8>



Experimental Least Fancy Cat Contest

fancy feast's 1st Annual

LEAST FANCY CAT COMPETITION

Bring your stinky, one-eyed, three legged or even hairless cats for
a chance to win \$1,00 and free cat food for 1 YEAR!



APRIL 17TH - CENTRAL PARK

SPONSOR
*Fancy
Feast*

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