



Decoding Feline Emotional-Motivational Systems, Emotions and Behaviour in Marketing

Pšenica Kovačič

Minami Kat, Center for Cat Culture, www.minamikat.si, info@minamikat.si

OUTLINE	EXPERIMENTAL METHODS	CONCLUSION
<p>Cats are a viral phenomenon in pop visual culture, like memes, funny videos and also in marketing. They are also popular in the film, cartoon, comic and game industries as main or supporting characters. There is something mysterious, elegant, cute and funny about them that resonates with cat owners and carers as well as consumers. As a result, cats are often used for promotional purposes, be it for a cat product or (non-)cat service, product or the film and games industry.</p>	<p>We have considered some typical or common visual images of cats that appear in information messages or advertisements for cat magazine sales promotions, cat shows, cat service provider advertisements and information for cat protection associations or institutions. We looked at the overall visual image, the verbal text and, of course, the emotional motivational states based on the cats' body language and facial expressions or their authenticity in the context of the situation.</p>	<p>A comparative analysis of better and worse examples showed that in most areas there is a range from ignorant unwillingness to Intentional ignorance or entrenchment in one's beliefs and values or marketing goals and what sells better. I believe that regaling people with "cute" but inauthentic cat images and funny or emotional (sub-)messages is harmful to both the cat and the people. Only by maintaining superficiality and shallowness, rather than information and sobriety.</p>

What to observe in feline body language and facial expressions

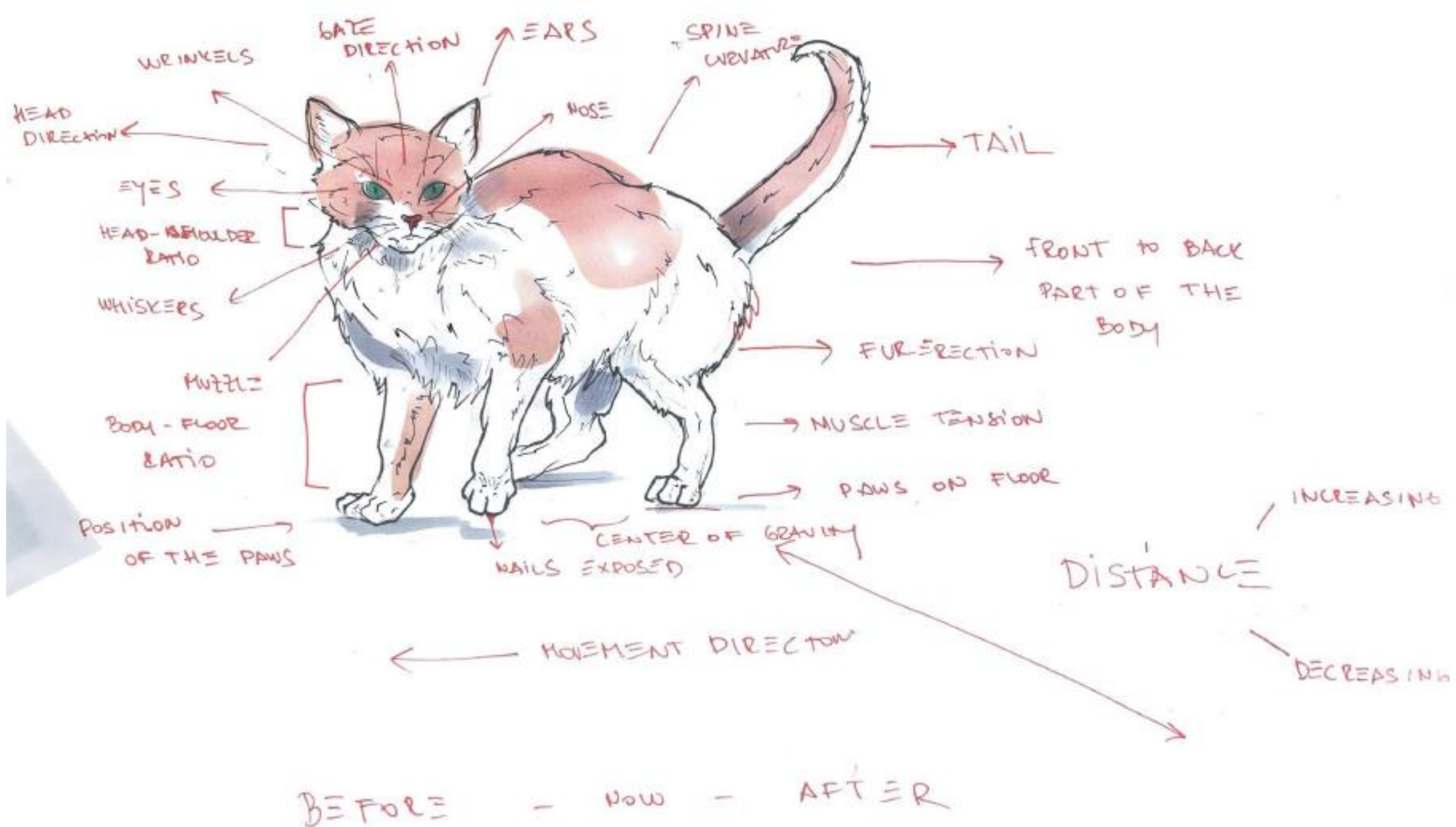


Figure 1: Artist: Pšenica Kovačič BFA