

## **Nestlé tempts dogs with TV ads**

Geneva - The world's biggest food company Nestlé is seeking to conquer the dog food market with special advertising targeted at man's best friend.

"Nestlé Purina has created the first-ever television commercial especially for dogs," it said in a statement.

"The TV commercial to be screened on Austrian television uses different sounds - including a high frequency tone - to capture the attention of four-legged friends and their owners," it added.

The advertisement includes three sounds that can be picked up by dogs, including a squeak that is similar to the sound made by dogs' toys as well as a high-pitched "ping".

Another is a high frequency tone that can be captured by dogs, but which humans can barely hear.

The Swiss food giant has been seeking ways to tempt man's best friend.

In August it said it had developed an ice-cream for dogs, which are lactose intolerant and which are unable to digest regular dairy products properly.

*From the News24 website*

<http://www.news24.com>