

SenesTech—ContraPest Integrated Campaign

Our Challenge: Rats. They're dirty, destructive, and reproduce like, well, rats. Did you know that a single rat can have a litter of 10+ pups every 8 weeks? You do the math. For certain places like industrial farms and big cities, an infestation can be a costly problem. Traditional pest management has its place, but traps and poison just leave behind little rat corpses. What SenesTech has done with ContraPest® is nothing short of amazing. But, no one really knows who SenesTech is. And ContraPest, birth control for rats that humanely reduces rat populations, certainly isn't a household name. SenesTech knows it should be and we agree.

contrapest



SAFE RAT SEX

ContraPest®: The first EPA-approved rat contraceptive.

Are you a pest management professional? Rein in rampant rat reproduction by adding ContraPest to your IPM approach. ContraPest reduces fertility so rats can get it on without getting out of control. Come and get it.

SafeRatSex.com

SENESTECH

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Our Approach: Tongue-in-cheek copy gets straight to the point and saturated green color says "environmentally friendly" without saying "environmentally friendly." Seeing this ad, who wouldn't want to support safe rat sex?





YOU'RE GETTING ON,

**WHILE RATS ARE
GETTING OFF**

Pest control with ContraPest®,
birth control for rats.

RandyRats.com

contrapest



EVERY **AFTERNOON** IN
MALIBU IS A **DELIGHT** FOR RATS.

contrapest

Pest control with ContraPest®, birth control for rats.

RandyRats.com



HERE. THERE. EVERYWHERE.
RATS GET IT ON ANYWHERE.

contrapest

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RandyRats.com

Our Approach: Bold bus shelters, bus advertisements, and billboards in California were a high-impact way to bring attention to a cleaner, more humane way to eliminate rat infestations.

sfc
group



HERE, THERE, ANYWHERE.

RAT SEX IS EVERYWHERE.

Clean 'em up with ContraPest®: the first and only EPA-approved rat contraceptive.

90% DECREASE

After adding ContraPest to their integrated pest management program in 2018, Washington, DC, saw a more than 90% decrease in rat activity.

SafeRatSex.com

SENESTECH

GROW MORE **GRAIN.**

NOT MORE **RATS.**

ContraPest®. It's birth control for rats. Really.

One farm implemented ContraPest as part of their integrated pest management program and saw

A SAVINGS OF MORE THAN **\$600,000**

SafeRatSex.com

SENESTECH

Our Approach: Imagine coming across bright green banners touting safe rat sex on the trade show floor. Show stopping, right? And yes, T-shirts! Remarkably in high demand, they have been demonstrated to stop people in their tracks, turning the wearer into an effective walking billboard.



ROCK
STATION

COUNTRY
STATION

SAFE RAT SEX

Our Approach: Two distinctly different radio stations were targeted to hit both city folks and farmers. And hit them we did. Steamy and sultry, these spots draw you in then take an unexpected turn into the land of rat reproduction. You have to listen to believe.