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.
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?
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.
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.
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.