

KEEPING THE "RAW" CAT ALIVE

**OUTDOOR
BENGAL**

Albert COIO

Head of Growth

I started outdoorbengal when I realized that my cat Mia (the cool cat on my shoulder) helped me understand that cats are not low-maintenance animals.

I've made it our mission to educate cat lovers and cat parents so they can enrich their cats' lives and make better-informed decisions when it comes to training, physical stimulation, and feeding.



Neus Torrent AMPLE

Head of Innovation

Neus has over 10 years of experience working in veterinarian clinics and developing pet nutrition solutions.

As the head of innovation, her mission is to develop products and solutions to help us with our purpose to help cat parents do more and better with their cats.

When she's not working she enjoys traveling, spending time with her dog, and hiking.

Content

Social Media
1st Party Data
Website

Products

Outdoor Gear
Clicker Training Gear
Nutraceuticals
Treats

Services

Cat Training Consulting
Behavior Consulting
Nutrition Consulting

Albert & Mia

Indoor Enrichment

Approximately 63% of the estimated 80 million pet cats in the U.S. are kept indoors [1].

Cat parents realize that their cats are safer indoors. Whilst owners aim to meet their cat's behavioral needs indoors, studies suggest many cat owners may not provide adequate levels of enrichment to ensure high welfare for their cats [2, 3, 4].

We want to provide the tools and nutrition to keep indoor cats healthy and happy through play, food, and mental stimulation.



Outdoor Enrichment

While life in captivity can't match the enrichment of the outdoors [5] cats that are allowed to free-roam outdoors will find their average life expectancy cut in half [6].

We want to provide education and tools for cat parents who want to go the extra mile for their cats so that they can taste the outdoors in a safe, comfortable, and enriching way, we call it supervised-roaming.



10K

MONTHLY WEBSITE VISITORS



7K

E-MAIL LIST READERS



232K

/OUTDOORBENGAL



172K

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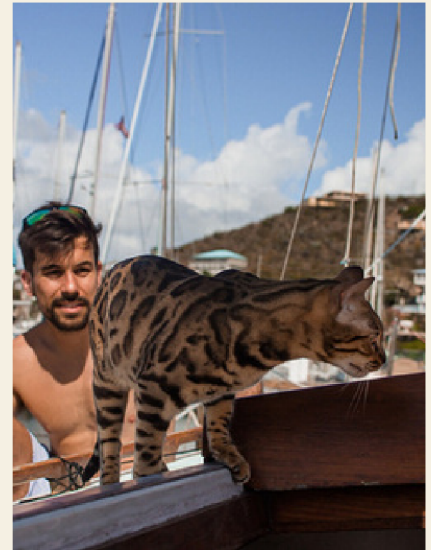
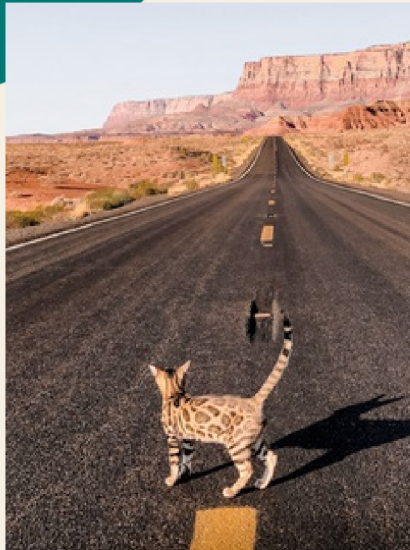


225K

@OUTDOORBENGAL

www.outdoorbengal.com

Albert & Mia Cat Dad / Bengal



ABOUT outdoorbengal

Reach a broad cat loving audience and grow your brand by partnering with Albert and Mia, a bengal cat and her cat dad.

A 360 Cat influencer profile that reaches cat parents accross social media and owned media channels. Our content inspires and educates cat parents to do more and better with their cats.

The audience, nature and animal lovers (79%, 73%), mostly women (70.8%), between 25-55 yo (71%) is highly engaged and reponsive.

+600K

SOCIAL MEDIA FOLLOWERS

3.9%

ENGAGEMENT RATE

6.7%

CONVERSION RATE

78%

AUDIENCE QUALITY SCORE

SERVICES

IG Post Carousel

X3 IG Story

Contest / Giveaway

Reel / TikTok / Short

YouTube Review

Youtube Integration

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**OUTDOOR
BENGAL**

**Escape Proof
Cat Harness**



houini

SAFE

Self-tightening harness. It provides a snug fit and increases restraint when needed.

COMFORTABLE

A thin neoprene chest pad for a snug fit with minimal movement restriction. Rings allow for a broad strap range of positions

ADJUSTABLE

3 Adjustable points to adapt to your cat's body as your cat grows



Albert & Mia

A Clicker Training Game

THE CLICK
CRUSADE



IMPROVES BOND

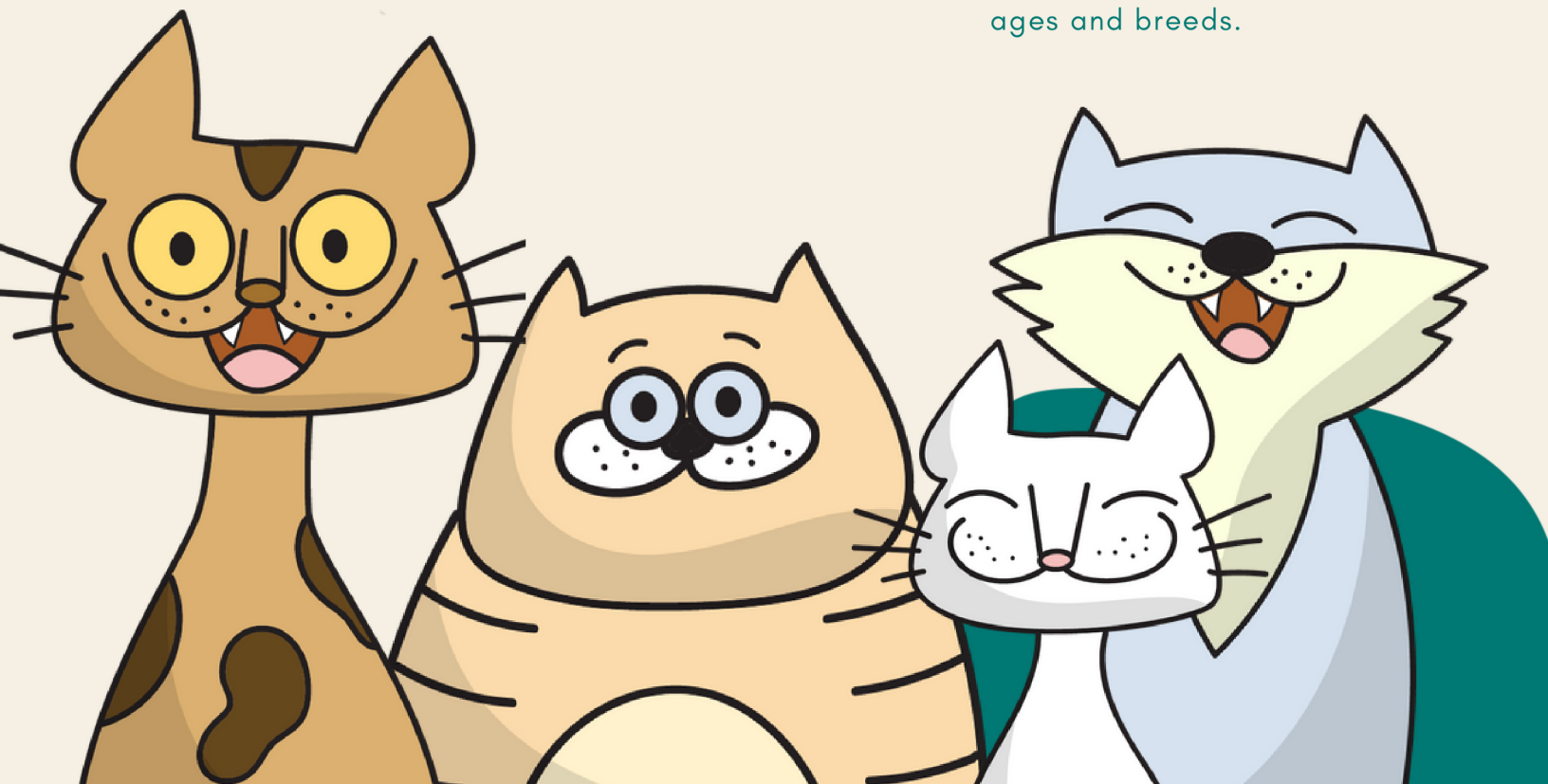
Training your cat with positive reinforcement is a wonderful way to deepen your bond.

DRAINS ENERGY

You can use clicker training to get your cat moving in ways they wouldn't without it.

FOR ALL CATS

Clicker training has been proven to work on cats of all ages and breeds.



Albert & Mia

Clicker Training Kit

Starter Kit



Quiet Clicker

Most cats are trained indoors. The quiet clicker is designed to have a more gentle sound.

Target Stick

For those movements when the reach is longer, a target click for the cat to follow.

Quick Guide

Remove uncertainty by skipping the guess-work with a step-by-step quick start guide to clicker training.



1. Bayer Healthcare LLC. News Release. 2013. Available online: <https://www.prnewswire.com/news-releases/bayer-aafp-study-reveals-half-of-americas-74-million-cats-are-not-receiving-regular-veterinary-care-216415781.html> (accessed on 19 January 2021).
2. Grigg, E.K.; Kogan, L.R. Owners' Attitudes, Knowledge, and Care Practices: Exploring the Implications for Domestic Cat Behavior and Welfare in the Home. *Animals* 2019, 9, 978. [[Google Scholar](#)] [[CrossRef](#)][[Green Version](#)]
3. Lawson, G.T.; Langford, F.M.; Harvey, A.M. The Environmental Needs of Many Australian Pet Cats Are Not Being Met. *J. Feline Med. Surg.* 2019. [[Google Scholar](#)] [[CrossRef](#)]
4. Toukhsati, S.R.; Young, E.; Bennett, P.C.; Coleman, G.J. Wandering Cats: Attitudes and Behaviors towards Cat Containment in Australia. *Anthrozoos* 2012, 25, 61-74. [[Google Scholar](#)] [[CrossRef](#)]
5. Bradshaw, J. NORMAL FELINE BEHAVIOUR ... and Why Problem Behaviours Develop. *J. Feline Med. Surg.* 2018, 20, 411-421. [[Google Scholar](#)] [[CrossRef](#)] [[PubMed](#)]
6. Jamie Lovejoy, DVM Pet MD How Long Do Cats Live? <https://www.petmd.com/cat/care/how-long-do-cats-live>