

Smalls' New 'Is Cat' Campaign Turns 'Cat' Into a Cultural Point of View

Smalls' largest-ever 360° campaign brings "cat" to life as a state of mind, spanning national TV, out-of-home, creators, and a one-night art exhibition in NYC.

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Smalls](#), the brand built for cats and the people who love them—from the nutrition they need to the spaces we share— today launches “Is Cat,” its largest brand campaign to date. “Is Cat” is a declaration that “cat” is more than a pet, it’s a way of being. Independent. Selective. Quietly confident. Unapologetically yourself.

At the center of the campaign is “___ is cat,” — a way of looking at the world that helps us identify cat energy everywhere. Some expressions are unmistakably feline: “Solitude is cat.” “Read receipts is cat.” Others reframe everyday behaviors and objects through a distinctly cat lens: “A dirty martini is cat.” “Irish exiting is cat.”

Rather than building the campaign around a single hero tagline, Smalls created an expandable language system designed to move across formats, neighborhoods, and cultural moments while maintaining one unmistakable point of view. The campaign signals its understanding through tone and cultural sensibility, not conventional pet-category tropes—an if-you-know-you-know approach that says more by saying less. The result speaks directly to self-identifying cat people while inviting a broader audience of discerning, autonomous, anti-performance individuals to



recognize that they, too, might be cat people.

Every expression ultimately leads to the same conclusion: Smalls is cat.

The creative initiative debuts as cats continue to take up more space in American homes and culture. Cat ownership has grown dramatically over the past three decades, from approximately 27 million U.S. households in 1996 to 49 million in 2025. At the same time, cats have become increasingly visible across fashion, entertainment, and internet culture, with even traditionally dog-first brands turning their attention toward feline audiences. “Is Cat” arrives at a pivotal moment for Smalls, following a year of significant growth, retail expansion, and portfolio growth—offering a fresh cultural lens as the company expands its reach and resonance to more cat people nationwide.



The campaign launches September 1 and runs through September 27, with select out-of-home placements continuing into October. Its centerpiece is a major New York City OOH takeover concentrated in Soho, Noho, and Williamsburg—the neighborhoods where a significant portion of Smalls’ audience lives, works, and spends time. The takeover features hero hand-painted murals by Colossal Media, billboards and street-level wheatpaste installations in high traffic locations (by Seen Media) that use repetition to turn “___ is cat” into a distinctive visual language. Branded billboard trucks (by Crosswalk) will also circulate throughout the tri-state area. Beyond New York, Smalls is extending “Is Cat” nationally through a 12+ week linear and connected TV campaign, with 30- and 15-second spots bringing the campaign’s perspective to screens across the country and driving audiences to [Smalls.com](https://smalls.com).

The brand will also bring the campaign into the physical world with a one-night-only, invite-only exhibition in New York, hosted by artist and cat parent Chloe Wise. The intimate event will treat the campaign creative as art pieces and interactive elements in their own right. A roster of cat-parent creators will amplify the campaign across social channels, interpreting the OOH and “Is Cat” concept through their own unique perspectives.

Creative was led entirely in-house in partnership with production company Chico Studio and photographer Paul Yem. “Is Cat” marks Smalls’ most ambitious effort yet to build a broader cultural identity around the brand—and give shape to a sensibility cat people have understood all along.

FAQ

- What is Smalls' "Is Cat" campaign?

"Is Cat" is Smalls' largest brand campaign to date. Launching September 1, 2026, the campaign presents "cat" as more than a pet—it is a way of being: independent, selective, quietly confident, and unapologetically yourself.

- What does "___ is cat" mean?

"___ is cat" is a flexible creative language developed by Smalls to describe behaviors, objects, and cultural moments with distinctly feline energy. Examples include "Solitude is cat," "Read receipts is cat," and "A dirty martini is cat." Every expression leads back to the same idea: "Smalls is cat."

- When and where is the "Is Cat" campaign running?

The campaign launches September 1, 2026, and runs through September 27, with select out-of-home placements continuing into October. Its centerpiece is a New York City takeover across Soho, Noho, and Williamsburg, featuring murals, billboards, wheatpaste installations, and branded trucks. The campaign will also run nationally across linear and connected TV for more than 12 weeks.

- Who created the "Is Cat" campaign?

Creative was led by Smalls' in-house team in partnership with production company Chico Studio and photographer Paul Yem. The campaign also includes work with Colossal Media, Seen Media, Crosswalk, and artist Chloe Wise.

- Why is Smalls launching "Is Cat" now?

The campaign arrives as cats continue to grow in cultural and household relevance. Smalls cites growth in U.S. cat-owning households from approximately 27 million in 1996 to 49 million in 2025, alongside rising visibility for cats across fashion, entertainment, and internet culture.

About Smalls

Founded in 2017, Smalls is the brand built for cats and the people who love them. From fresh, human-grade nutrition to clever design solutions, everything we create is made to elevate the modern cat's lifestyle. Our complete and balanced meals are developed with help from animal nutritionists, using whole, high-protein ingredients you can recognize. No fillers, no mystery meat—just real food your cat was born to eat. But we don't stop at recipes. Smalls brings style and intention to every ritual, with elevated essentials like ergonomic bowls and accessories that balance function and form to enhance the spaces we share. Today, co-founders Matt Michaelson and Veronica del Rosario have transformed what began in a tiny NYC kitchen into a movement—of healthier cats, happier humans, and homes that celebrate both. Follow along [@smallsforcats](https://www.instagram.com/smallsforcats) and learn more at smalls.com.

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