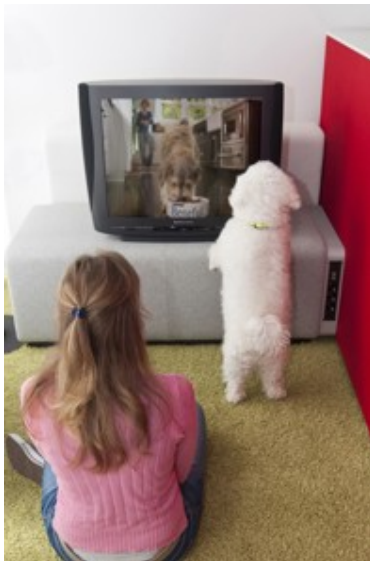


TV commercial is meant for dogs

Advertising is going to the dogs. Really.

Nestle, one of the world's largest makers of pet food, has created a 23-second television ad that has high-pitched whistles that are meant to be heard only by — you guessed it — dogs.



(NESTLE) - Sure enough, this pooch is paying close attention to Nestle's TV commercial for dogs.

“We wanted to create a TV commercial that our four-legged friends can enjoy . . . but also allow the owner and dog to experience it together,” said Nestle's Anna Rabanus.

Animal behavior experts studied the sounds that would get a dog to watch TV.

You won't see the commercial in this country, however. It's being shown in Austria this week.

What's unclear is whether the advertising will work. After all, a dog can't buy its own food.

But studies have shown that pet owners tend to be very generous. Clearly Nestle is hoping that if Bandit wags his tail at a Beneful ad, his owner will go out and buy the food. Would you?