



Fort Dodge Animal Health manufactures and markets ethical drugs for use on farm animals and family pets. Their market is predominantly the UK veterinary practitioner, through whom their products are used to prevent and treat animal ailments from pneumonia in pigs and mastitis in cows to chlamydia in cats and distemper in dogs.

CREATING THE IMAGE – BRANDING

Fort Dodge's Nisamox Dog product – a wide spectrum oral antibiotic tablet – was launched as a late entry into an established market that was dominated by the original licence holder.

As a 'me too' product the twin challenges facing Fort Dodge and TMA were:-

- (a) to communicate that the product formulation, vis à vis efficacy, safety and convenience, was identical with the market leader, and
- (b) to ensure product visibility in the crowded environment of the veterinary pharmacy.

Packaging Design

TMA's creative team accompanied the Product Manager on a series of Practice visits to absorb the realities of marketing in the controlled environment of a vet's work place.

From this, a distinctive retail packaging design was developed using a strong pink tablet icon to create visual synergy with the original licensed product. The resulting solution was the total antipathy of the conventional, clinical look that had previously dominated the shelves.



The brand logo was developed at the same time, incorporating the pink tablet icon.

Advertising

The core propositions of the Nisamox brand had to be translated into advertisements in the veterinary trade press.



Again, TMA's retail background helped differentiate the product in what was traditionally a 'product heavy' environment – both in terms of the volume of competitors in the market and the general style of advertising (frequent use of animal and product photography).

We devised a series of concepts using shocking pink dog collars, drinking bowls and sleeping baskets to position the product quickly and effectively as a serious alternative to the established brand.

Sales Collateral

The importance of direct mail and sales presentation aids is paramount in this fiercely competitive field and we developed a range of mail shots and Product Detail Aids to support the field sales team.



Brand Expansion

Following the successful launch of the canine Nisamox tablet, Fort Dodge extended the range into the bovine market with a new product – the Nisamox Injectable. Remaining true to the original brand values, TMA developed the Nisamox imagery across a range of packaging and literature using realistic location photography to position and establish the new product.



MARKETING IS EVERYTHING

Branding

Media Planning & Buying

Advertising

Direct Marketing

Creative Design

Exhibition Support

TMAKES THE DIFFERENCE