FINALIST 2013

B2B AWARDS

ACTIVYL

BIOACTIVATION
THE NEW WAY TO KILL FLEAS

Category 21 : Best B2B Product Launch

McCANN Enterprise

FINALIST 2013

B2B AWARDS

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Category name:	Best B2B Product Launch
Campaign name:	Bioactivation - The new way to kill fleas
Agency:	McCann Enterprise
Brand or client:	Activyl
Campaign URL or microsite:	www.bioactivation-in-fleas.co.uk
Word count (exc. summary):	1083

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SUMMARY

Ticks and fleas are an everyday challenge for pet owners, but the big challenge is which product to use. Existing flea and tick products work by ensuring the treatment is constantly active on the skin of the animal and kill the parasite upon contact. Studies have shown however, that pet owners are becoming concerned about the treatments they give to and put on their pets, and the chemicals the pets are exposed to as a direct consequence.

By contrast, Activyl is applied to the animal in a 'dormant' form, only becoming strongly active and lethal once ingested by the flea – a process called bioactivation.

At the same time pet owners are becoming increasingly self-reliant, choosing to buy directly through chemists and online rather than consulting their vets, meaning the vet was becoming less influential in the sales process.

Our objectives were therefore twofold:

- To highlight the unique science behind Activyl, ensuring both vets and pet owners understood the benefits of Activyl as a 'benign', non-active treatment
- To create greater importance and value for the vet as a source of authority and influence by positioning Activyl as a prescription only product sold exclusively through veterinary practice

ABOUT ACTIVYL

Activyl answered an ambition to create a completely new approach to flea treatment, one that would set a new benchmark for how we treat fleas today.

Until now manufacturers had developed flea treatments based on their ability to eradicate fleas. What MAH did was to think about flea treatment holistically from everyone's perspective – the owner, the vet and the pet, without compromising on performance.

Activyl is unique because it contains an insecticidal molecule, indoxacarb, which only ever becomes strongly active when in contact with a flea.

MAH's scientists call this process bio-activation, and it is uniquely available with Activyl, therefore setting a new standard within the category.

STRATEGY

Research identified changes in pet owner attitudes and sensitivity to treatments, scrutinising every other aspect of their household purchases in terms of chemical content. Importantly, owners today don't see their pets as animals, but as valued members of the family. As such, they want to do the very best by them – and that means getting rid of the fleas, but in a way that is more 'natural' and respectful of their pet.

For the vet:

Activyl and its unique bio-activation properties give the vet a new and authoritative dialogue with pet owners.

Demands for greater efficacy and pressure on finance, had pushed owners to cheaper over the counter treatments, reducing the opportunity for vets to offer advice and guidance.

It was as if the vet had nothing more to teach pet owners who felt sufficiently confident and equipped to decide which product was right for their pet. This undermined the position of vets as experts.

Activyl reinforces the authority of vets by allowing them to respond to the emotional as well as practical needs of their customers. It would allow them to present their practice as progressive and in touch with the concerns of their customers. This was, of course, why Activyl was exclusively available through the veterinary channel.

For the owner:

In choosing Activyl the owner knows that they are doing right by their pet since bioactivation minimises their pets' exposure to the chemicals necessary for effective flea treatment.

Activyl responds to the emotional needs of many modern pet owners who have a concern about strong chemicals and their possible side effects. They have high expectations of brands and expect brand leaders to be responsive to these concerns. Above all, they want brands to be able to use science safely, conscientiously and effectively.

The role of communications was to provide the conditions for market change, with Activyl as the catalyst.

'Activyl is a specialist treatment designed for the effective killing of fleas in dogs and cats. It uses a unique process of bioactivation which provides optimal preventive and protective care for pets.'

This positioning guided all communications development, including brand identity, packaging, online, vet and pet owner communications.

OBJECTIVES

At the heart of our strategy was the need to deliver an integrated launch campaign to deliver against business sales and market penetration objectives:

- To define and express Activyl's brand strategy and competitive positioning through a distinctive identity that transcended all communications
- To produce and execute communications assets targeting veterinary practices (and where permissible pet owners) to support and encourage the recommendation of Activyl as a progressive, unique and effective new treatment for fleas.

Overall, our creative strategy was to encourage pet owners to empathise with their pets and see the issue of fleas and chemicals from the perspective of the pet. How would you like to have your skin crawling with fleas? And what type of flea treatment would you choose to use if it was you being treated? The ambition was to get pet lovers to feel closer to their pets when making this choice.

TARGET AUDIENCE

Our primary audience were vets and veterinary nurses across all key launch markets.

Due to the fact that Activyl is a prescription only product, they were the primary channels for sales to pet owners.

Our secondary audience were the pet owners themselves, raising awareness of the need to protect pets from fleas and ticks and at the same time encourage them to request products with bioactivation from their vet. In particular, we were targeting a more urban, aware, educated and conscientious pet owner.

MEDIA AND CHANNELS DEPLOYED

In delivering the complete launch strategy and to provide the platform from which to communicate Activyl's differentiated product offering, a complete integrated campaign was required.

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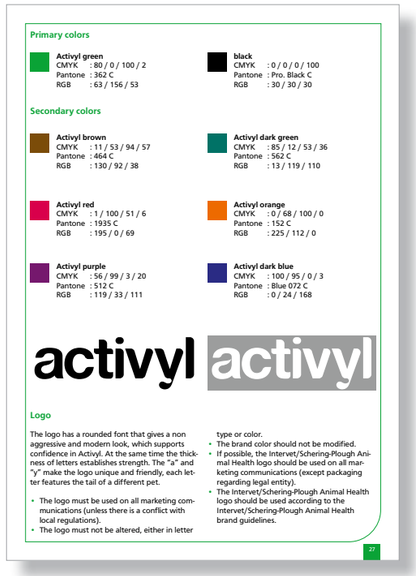
Brand identity

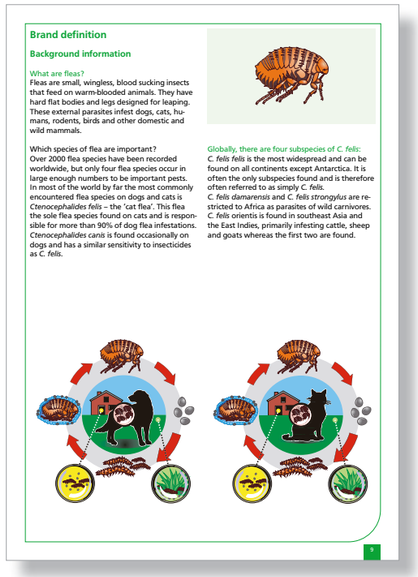
BEST B2B PRODUCT LAUNCH

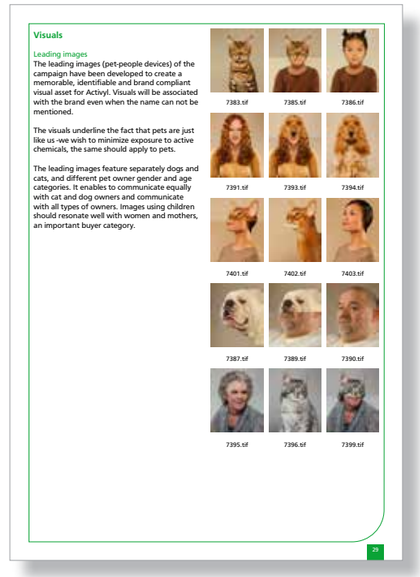
Bioactivation - The new way to kill fleas

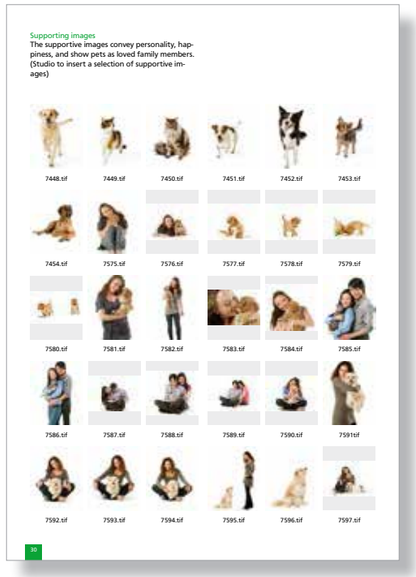
The identity design, packaging design and broader communications assets were encapsulated into a comprehensive brand guidelines.











Brand Guidelines

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Bioactivation - The new way to kill fleas

McCann Enterprise developed the packaging (including photography) for each presentation of Activyl.





Packaging

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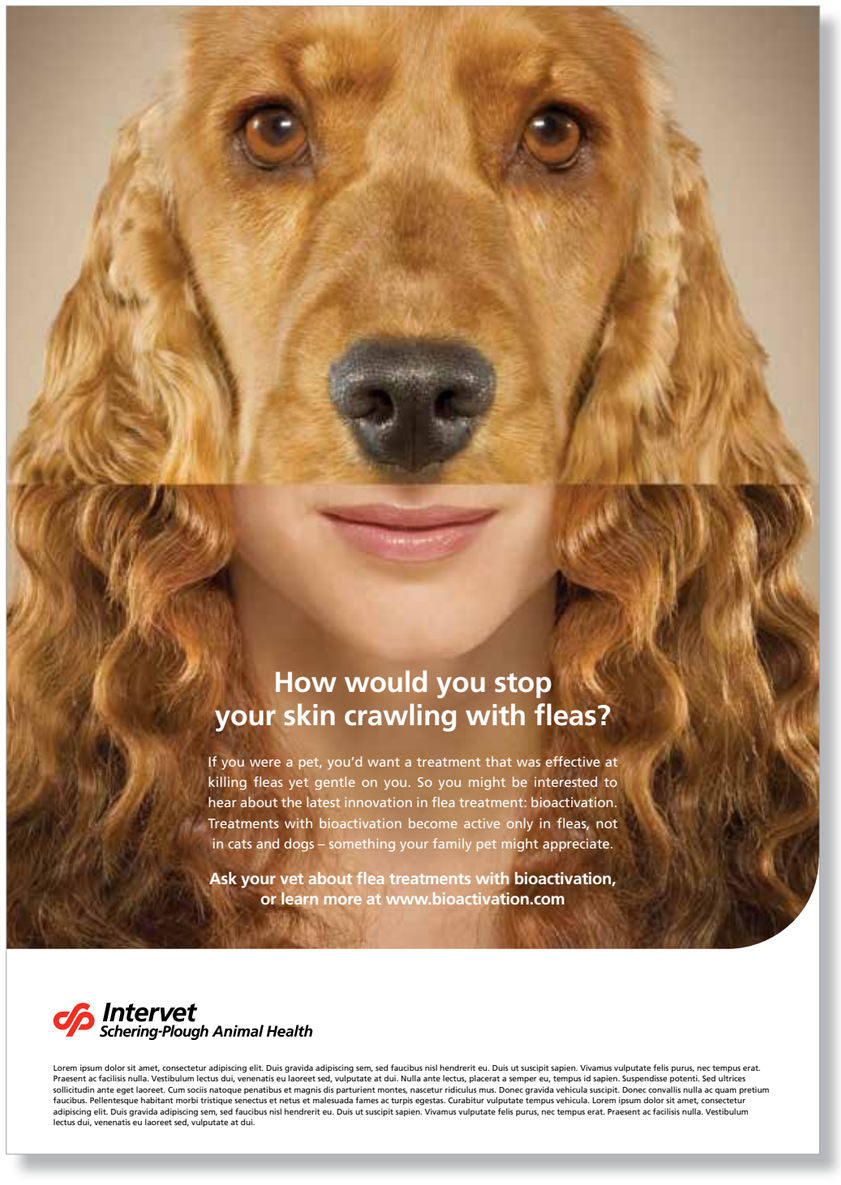
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Communications were developed to support vets and provide all of the information and necessary support to enable them to present Activyl to pet owners.

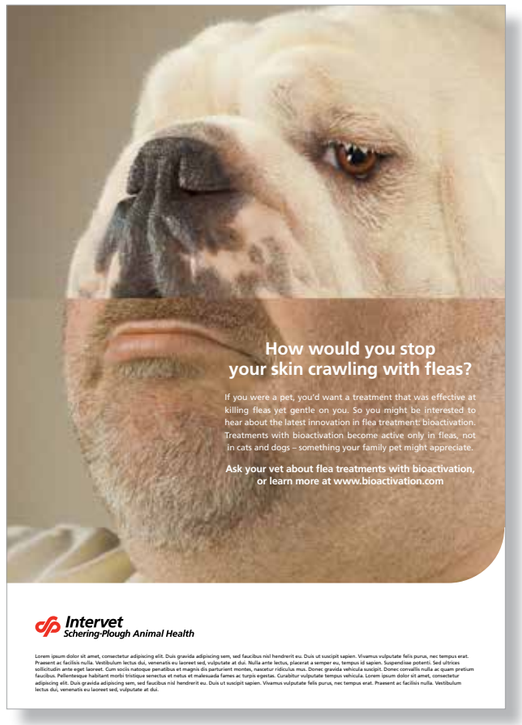
By way of demonstrating MAH's commitment to vets, a number of the assets supported their customer engagement efforts to encourage repeat visits, and of course, buy Activyl.

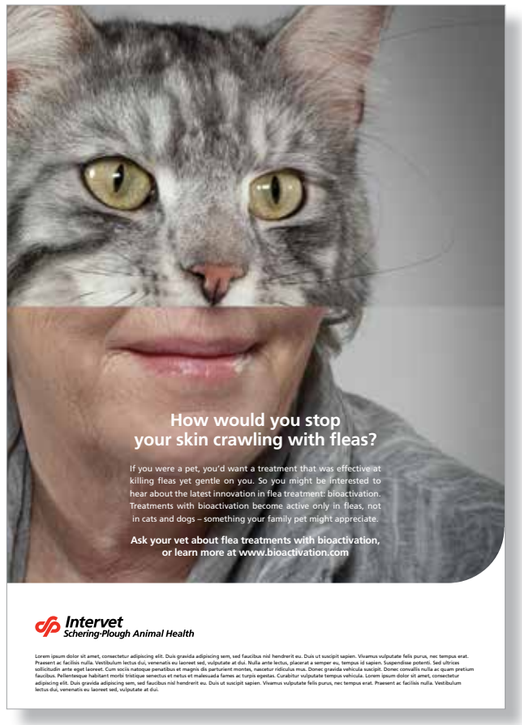


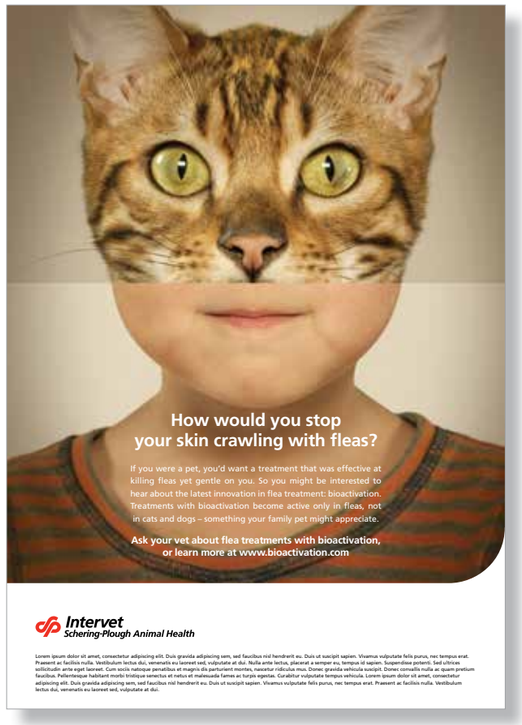
Brand communications - through vetinary practices – In-practice posters

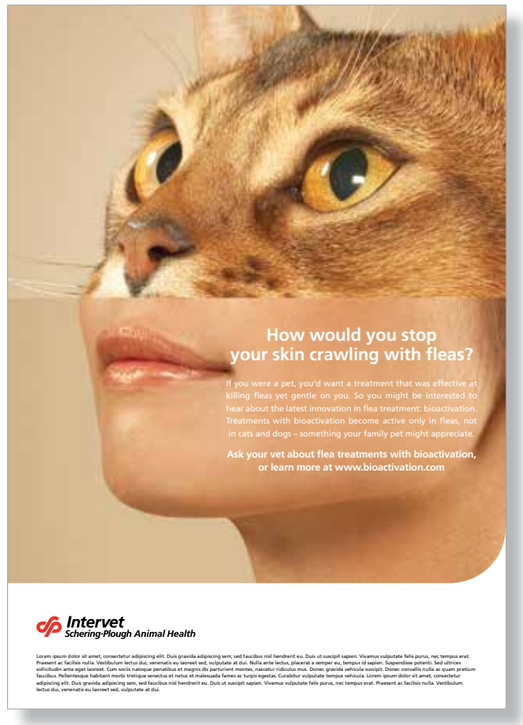
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Brand communications - through vetinary practices – In-practice posters

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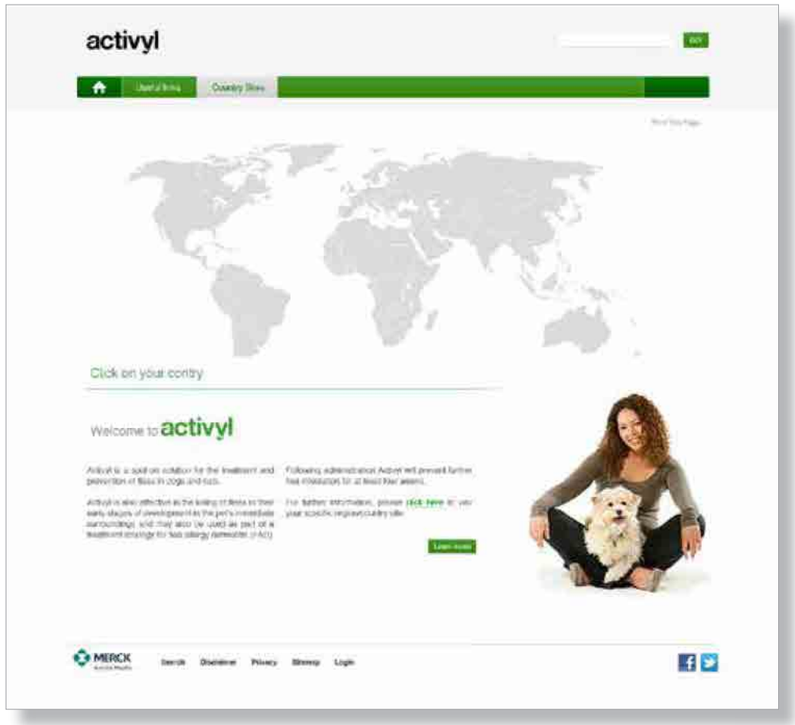
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A dedicated vet only part of the global website was created that required security codes to enable entry. Within this restricted environment the Activyl brand could be communicated.



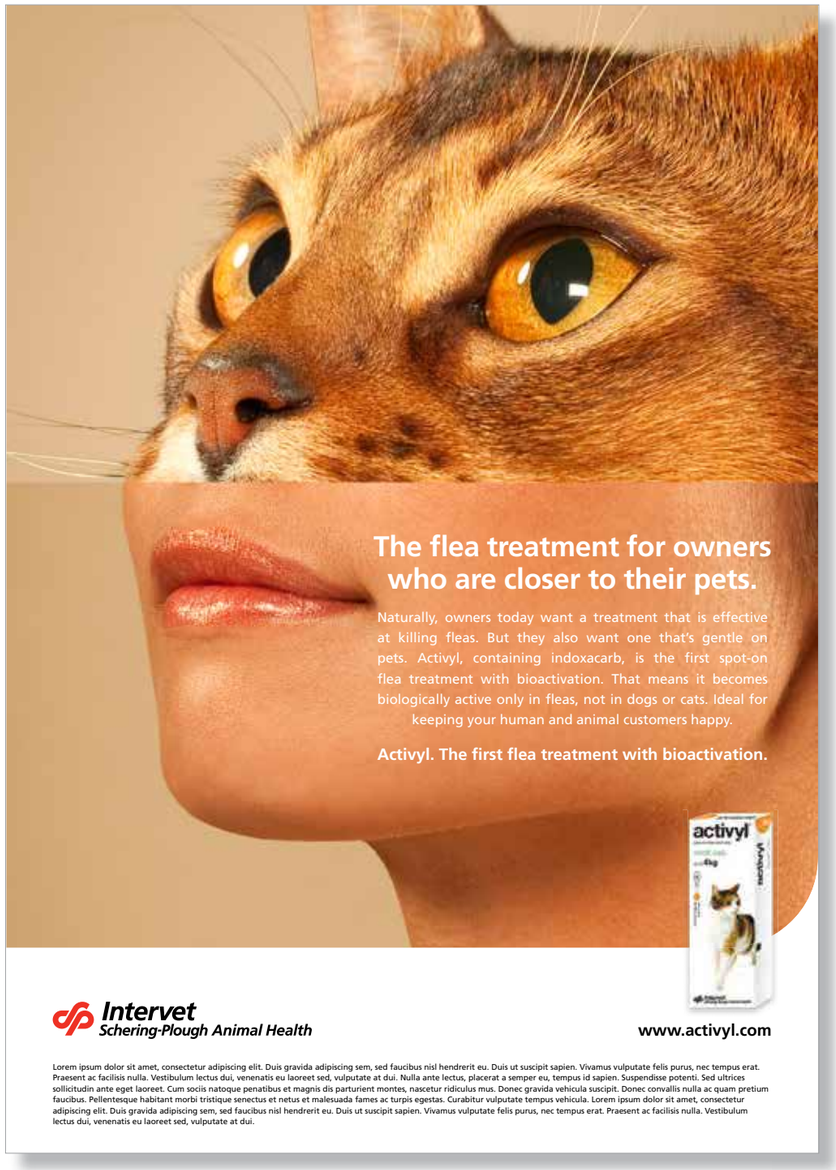




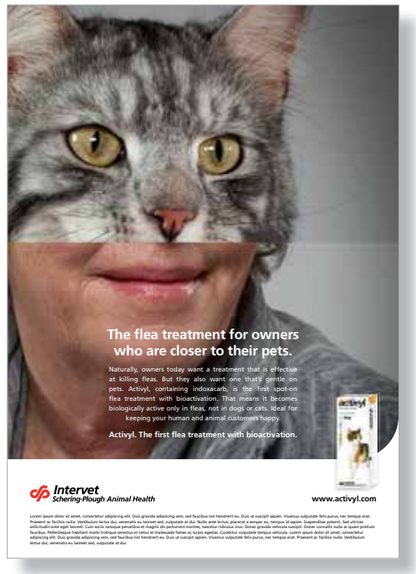
Website

BEST B2B PRODUCT LAUNCH

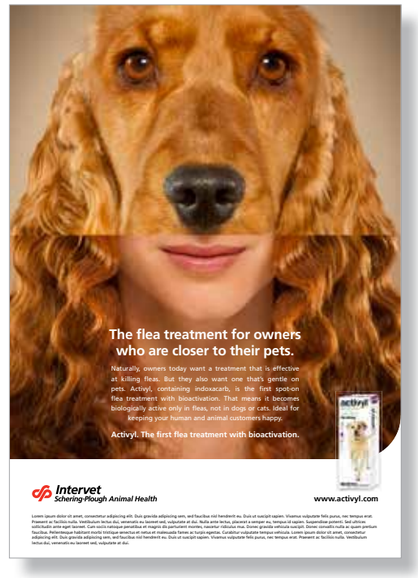
Bioactivation - The new way to kill fleas











Trade press

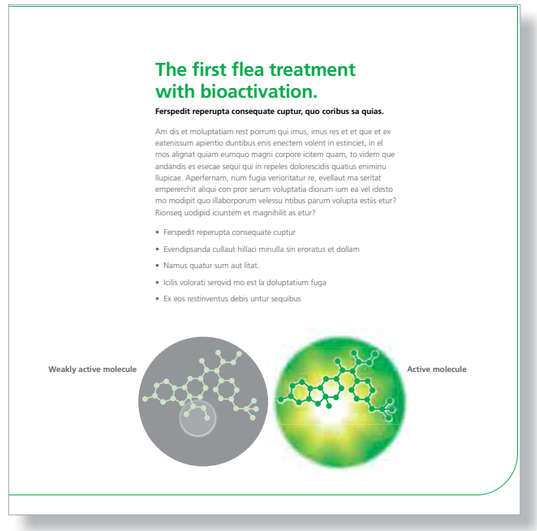
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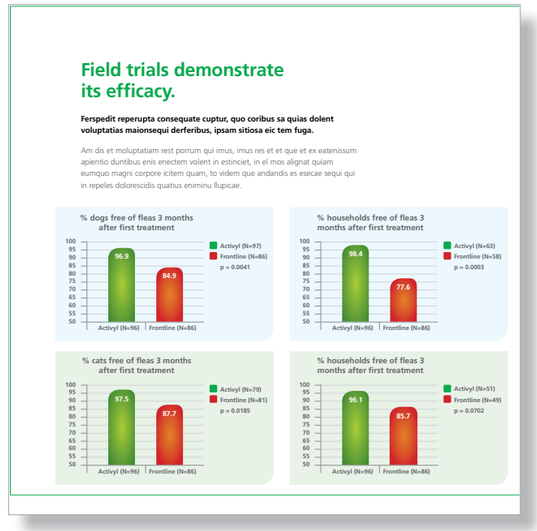
Bioactivation - The new way to kill fleas

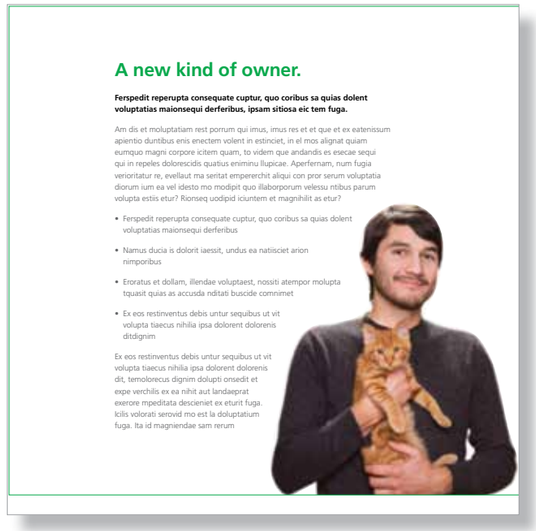












Product technical brochure

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Bioactivation - The new way to kill fleas





Intervet
Schering-Plough Animal Health

Intervet/Schering-Plough Animal Health,
Walton Manor, Walton, Milton Keynes, MK7 7AJ
Tel: 01908 665050
Fax: 01908 664778
www.intervet.co.uk

Sample Vet
Sample Address Line 1
Sample Address Line 2
Sample Address Line 3
Sample Address Line 4
Sample Address Line 5

Dear Sample Vet

Introducing the first flea treatment with bioactivation

Have you heard about Activyl, a highly effective new spot-on treatment for fleas in cats and dogs?

Unlike any other flea treatment available, Activyl uses bioactivation. That means it becomes biologically active only in fleas, not in dogs or cats.

Activyl is the first product in animal health to contain the molecule indoxacarb. Indoxacarb is is metabolised to its strongly active form by enzymes found in fleas; the rest of the time it remains on the pet's skin in its weakly active form. This new mode of action allows Activyl to combine efficacy against fleas with gentleness on pets – exactly the combination we believe modern owners are looking for.

Activyl is an important worldwide launch for Intervet/Schering-Plough Animal Health. Once you've read the enclosed introductory booklet, we're keen to tell you more about it. That way you can see for yourself how it will benefit your customers, and you.

In the next week I will contact you to answer any questions you may have, and arrange a presentation at your practice on the evidence for Activyl, as well as the business case supporting it.

I look forward to speaking with you.

Yours sincerely

Intervet/Schering-Plough Animal Health Registered in XXXXXXX No 1234567 Registered Office Walton Manor, Walton, Milton Keynes, MK7 7AJ VAT Number: GB 123 4567 89

Vet DM piece







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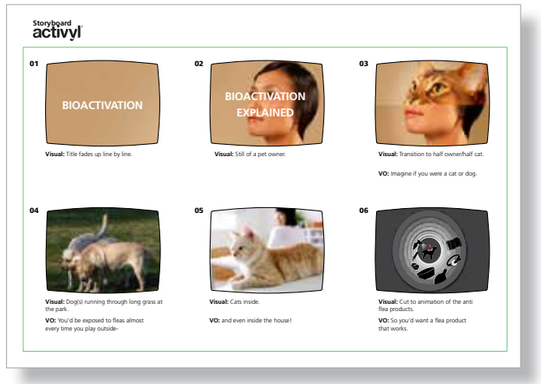
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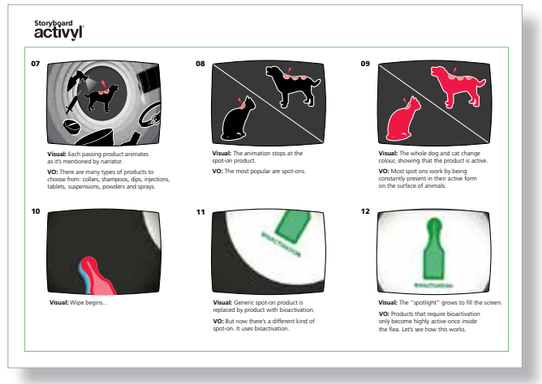
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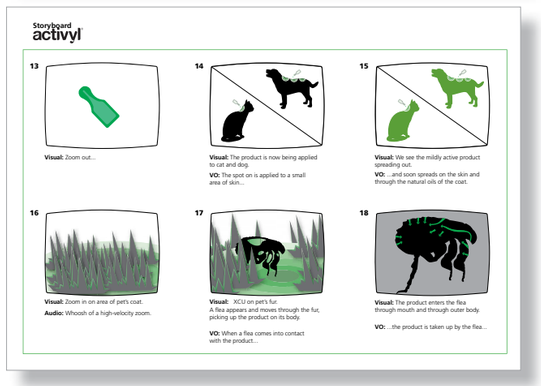
Bioactivation - The new way to kill fleas

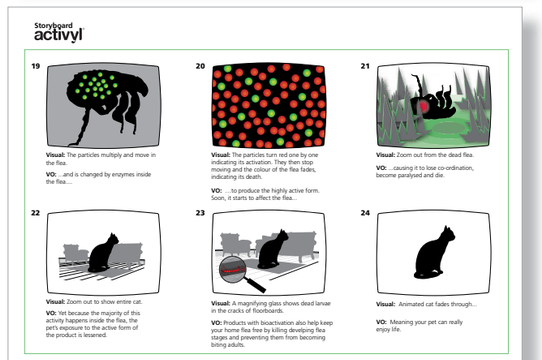
A bioactivation educational film, providing in-practice communications to support owner discussions.

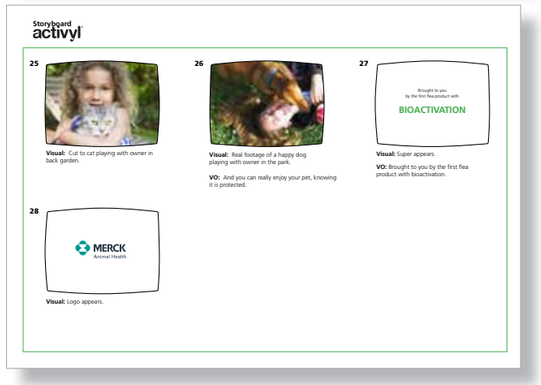
Visit www.bioactivationinfleas.co.uk to watch the film.











Product film

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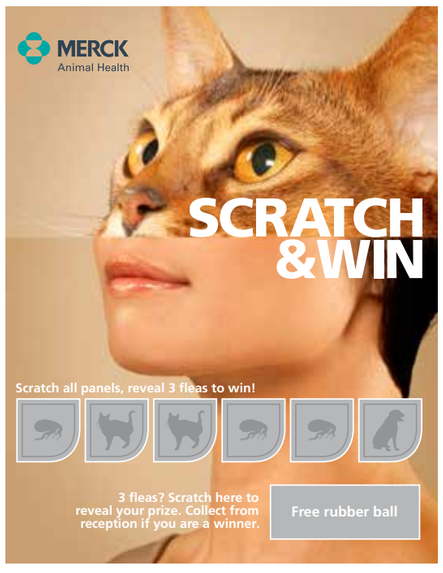
Bioactivation - The new way to kill fleas

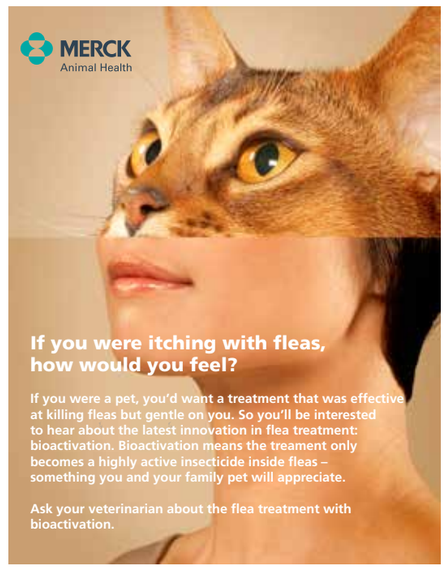












Owner focused competitions

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Bioactivation - The new way to kill fleas



If you had fleas, how would you feel?

Most cats and dogs will pick up fleas at least once in their lifetimes. It's just one of those things.

But it is unpleasant. If you were you were a dog or cat with fleas, you'd want to get rid of them thoroughly.

You'd also want a treatment that was gentle on you.

That's why it makes sense to choose Activyl, the first flea treatment with bioactivation. Activyl is effective at killing fleas, yet only becomes active in fleas, not in dogs or cats.

The first flea treatment with bioactivation

Activyl works in a different way to conventional flea treatments: it only becomes fully active on contact with flea enzymes.

When the flea lands, enzymes in its body react with Activyl. This soon leads to paralysis and death for the flea. But because Activyl only becomes active in fleas – not in dogs or cats – your pet's exposure to the active treatment is reduced.



How bioactivation cares for your pet

1. Following application
Activyl is spread through a pet's coat by natural oils on the skin.

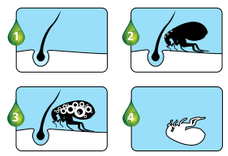
2. Activation
When a flea lands, it absorbs Activyl in its weakly active form.

3. Active form
Enzymes inside the flea change Activyl to its fully active form.

4. Flea-free
The flea is soon paralysed and dies, leaving your pet flea-free.

Applying Activyl
Indoxacarb remains on the pet's coat in its weakly activated form.

The flea bites
When a flea lands, it ingests Activyl.



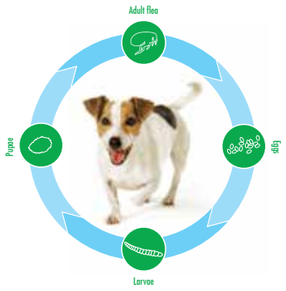
Activyl bites back
Flea enzymes convert Activyl to its fully active form.

The flea is killed
The flea is soon paralysed and dies, leaving the pet flea-free.

Breaking the flea's lifecycle

Unlike some treatments, Activyl doesn't just kill adult fleas. It also prevents larvae development. By breaking the flea's lifecycle, you're more likely to resolve your pet's problem for good.

Activyl is also designed for fleas only and not a multitude of enemies. That means you can provide exactly the care that your pet needs – treating for the problem at hand only, not other problems that your pet doesn't have.



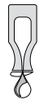


Keeping the fleas away for good

Fleas don't only live as jumping adults in your pet's coat. They also distribute their eggs (which hatch into larvae) around your house – in your carpets, bedding, even under the floorboards. If you don't tackle these developing stages as well, your flea problem will return.

The key to preventing this is applying Activyl every four weeks. This:

- Ensures that the fleas that jump onto your pet will soon be paralysed and die
- Prevents larval stages from developing into jumping adults



Frequently asked questions

Q. What makes Activyl different to other flea treatments?
A. Activyl works by bioactivation. That means it only becomes fully active on contact with flea enzymes. When there are no fleas around, Activyl remains in its weakly active form, helping you lessen your pet's exposure to the active treatment.

Q. What if my pet swims or gets wet in the rain?
A. The ingredients in Activyl are poorly soluble in water, so rain and swimming have a minimal effect. Activyl remains in the natural, water-repelling oily layer of your pet's coat and skin surface.

Q. Should I bathe my pet before treatment?
A. Bathing your pet is not required. However, because bathing removes some of the active ingredients in Activyl, bathing your pet before treatment is preferable to bathing your pet soon after treatment.



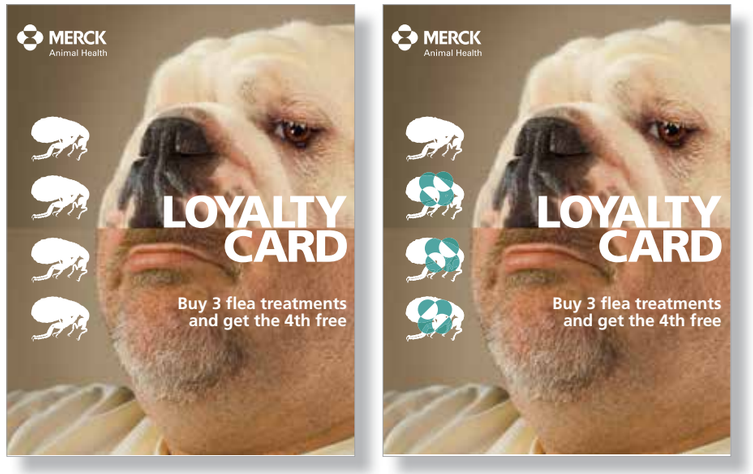
Owner leaflet

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Owner packs

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Owner packs





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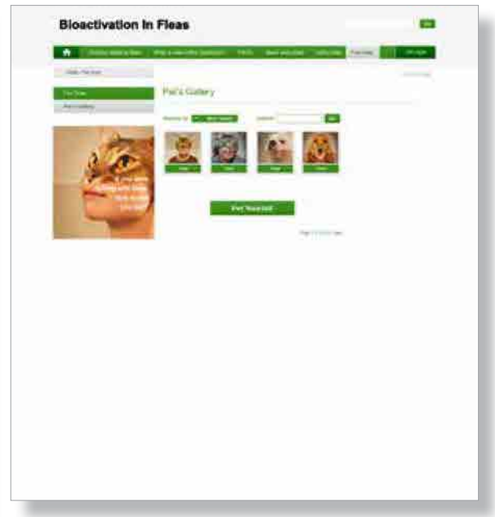
Playing on the emotional connection between owners and pets, impactful visuals using half people/half pet images reinforced the needs to reassess the issue of treating fleas.

Importantly, the pet/people device enable brands association even when the name cannot be mentioned (due to prescription medicines marketing rules).

Visit www.bioactivationinfleas.co.uk







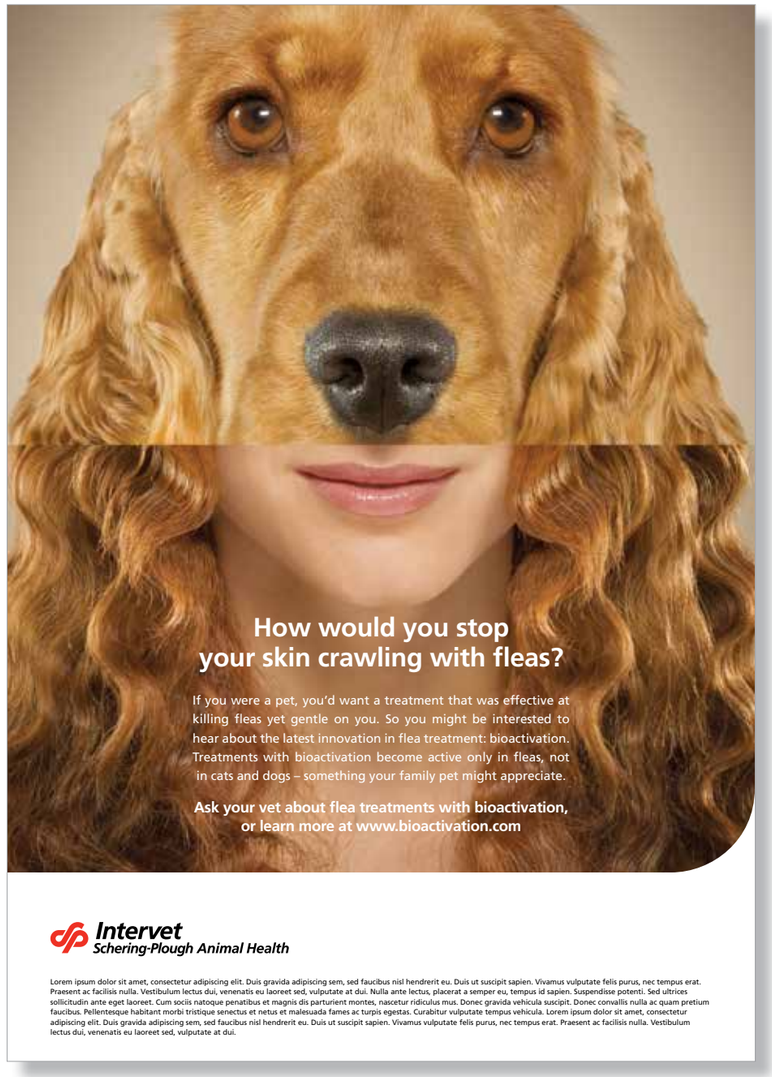
Brand communications - Pet owners - website

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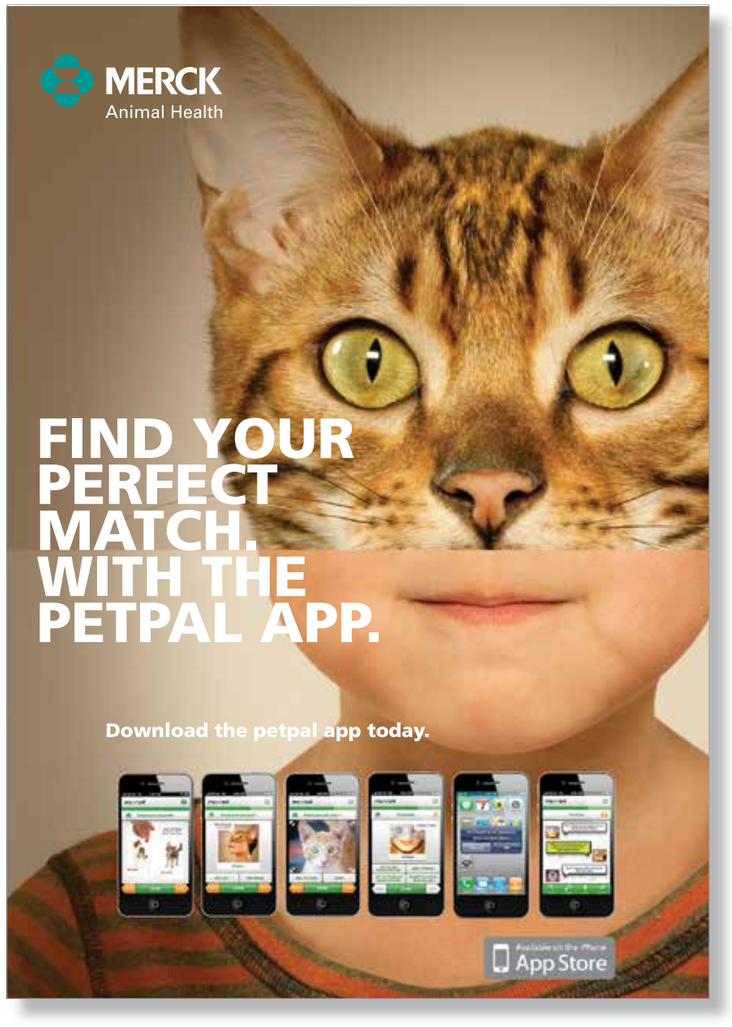
Owner targeted advertising

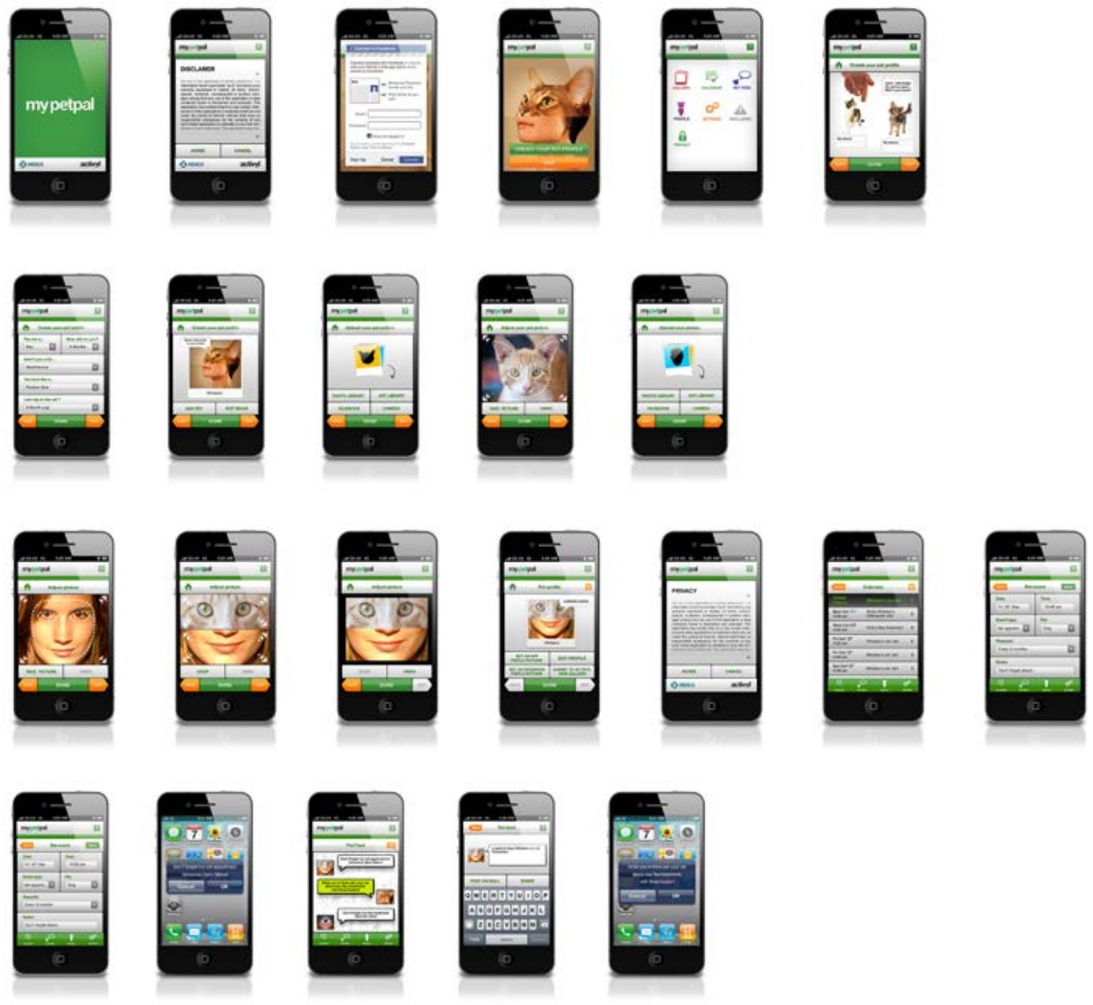
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Bioactivation - The new way to kill fleas





Vetinary practice poster

Mobile app

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TIMESCALE OF THE CAMPAIGN

The initial product development strategy was undertaken in 2010.

Branding development was completed in early 2011 to enable product rollout in 2012.

Vet and owner communications commenced in May 2012 in line with market cycles.

SUPPORTING MATERIAL SUPPLIED

2 x A2 Boards

BUDGETS (confidential – not for disclosure)

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

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