

# Launching the first veterinary-specific line of fluid therapy products.

Creative concepts with a lasting impression.

**Veterinary I.V. Solutions**  
Beyond the Bag.

Every patient has unique treatment needs. That's why Abbott Animal Health offers the largest portfolio of veterinary crystalloid I.V. solutions in sizes ranging from 250 mL to 5 L.

Abbott Animal Health, right by your side... because we C.A.R.E.

- Comprehensive in-clinic training
- Abbott commitment to the animal health market
- RACE-accredited on-line education
- Expert technical support

Learn more about our comprehensive line of veterinary fluid therapy products. Call Customer Service at 888-299-7416 or visit [www.AbbottAnimalHealth.com](http://www.AbbottAnimalHealth.com).

FLU275  
March 2015  
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**Abbott**  
Animal Health

**NEW! ADVANCED DESIGN**

Designed with a special touch. Yours.

Introducing the new line of peripheral catheters from Abbott Animal Health, designed by veterinarians and technicians for you.

Confidence is key when placing a catheter. Now you can count on an Abbott catheter with the confidence that is re-designed with you in mind.

Our new catheters were designed with an advanced design:

- **Change needle** - reduces blood returns and pain
- **Point-of-activation** - catheter to touch
- **Transport catheter hub** - to confirm proper placement
- **Easy-to-use packaging** with 20% less plastic!

Learn more about the complete line of Abbott Animal Health fluid therapy products. Call 888-299-7416 or visit [www.AbbottAnimalHealth.com](http://www.AbbottAnimalHealth.com) today.

**Abbott**  
Animal Health

**NEW! COMPATIBLE LEADING PUMP**

Compatibility Meets Flexibility.

Introducing the new line of I.V. sets and connectors from Abbott Animal Health.

- Designed by veterinarians and technicians to be convenient and easy to use.
- Provides the robust components that performed by veterinary professionals.
- Easy to use design that offers the ease that an on-call veterinarian needs.

Compatibility. Flexibility. That's how we do it. The new I.V. sets and connectors from Abbott.

Learn more about the complete line of Abbott Animal Health fluid therapy products. Call 888-299-7416 or visit [www.AbbottAnimalHealth.com](http://www.AbbottAnimalHealth.com) today.

**Abbott**  
Animal Health

**Company | Abbott Animal Health**

**Challenge**

Abbott Animal Health, a division of Abbott Laboratories, had worked closely with veterinarians and technicians to design a new, extensive line of I.V. fluid therapy products (including peripheral catheters, I.V. sets and crystalloid and colloid fluids) that fit the specific needs of a veterinary practice. Abbott needed to gain awareness and interest for the new line and asked for our recommendations.

**Solution**

LePoidevin Marketing developed creative concepts and headline options for each of the three sub-categories of the product line: peripheral catheters, I.V. sets and fluids, and assisted in developing questionnaires used to test the concepts with Abbott's advisory panels and key industry opinion leaders. Once a concept was chosen by the client, we designed the integrated campaign materials (including advertisements, sales collateral pieces, trade show graphics and direct mail pieces). The result was product-focused, computer-rendered imagery that prominently highlighted key product features in a highly intriguing and impactful manner.

**Results**

The campaign was successful in communicating the product benefits and the "designed by and for veterinary professionals" story. Abbott sales personnel and distribution partners were excited to promote the new product line and product sales immediately following the launch exceeded expectations.



**Advancing your position.**  
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