

# Boosting divisional sales and brand awareness.

Strategic ad placement and integrated campaign.

**If only it was this easy...**

**Your source for inside information.**

**Convenient daily monitoring with the AlphaTRAK® Blood Glucose Monitoring System can improve diabetes management.**

If your clients could determine their pet's blood glucose level at a glance, they would be better equipped to improve outcomes. After all, an informed pet owner is your best partner in managing canine and feline diabetes.

The AlphaTRAK System is a convenient way for pet owners to accurately monitor their diabetic dog or cat's blood glucose level at home—in just seconds. With frequent monitoring and your instructions for diabetes management at home, you can see healthier patients and more satisfied clients who continue to rely on you for supplies and ongoing consultations.

To learn more about the AlphaTRAK System or for training tools contact Abbott Animal Health Customer Service at 888-299-7416 or visit us at [www.AlphaTRAKmeter.com](http://www.AlphaTRAKmeter.com).

Abbott  
A Promise for Life

**Dependable...**

**SevoFlo**

SevoFlo is a general anesthetic that provides a smooth, stable, and predictable induction and maintenance of anesthesia. It is ideal for dogs and cats of all breeds and ages, and is particularly well-suited for patients with respiratory, cardiovascular, and hepatic disease.

Abbott  
A Promise for Life

**CliniCare Canine/Feline Liquid Diet is Back!**

An expanded food choice for delivering complete and balanced nutrition.

Each administration is feeding like a meal, so your clients can be confident their pets are getting the nutrition they need.

Abbott  
A Promise for Life

**A Bond that Heals.**

**Culture**

Culture is a natural, plant-based, pain reliever and anti-inflammatory. It is ideal for dogs and cats of all breeds and ages, and is particularly well-suited for patients with arthritis, osteoarthritis, and other joint conditions.

Abbott  
A Promise for Life

**If accuracy, speed, and small sample size are important to you...**

**AlphaTRAK**

AlphaTRAK is a convenient way for pet owners to accurately monitor their diabetic dog or cat's blood glucose level at home—in just seconds.

Abbott  
A Promise for Life

**Company | Abbott Animal Health**

**Challenge**  
To generate a greater brand presence in the veterinary market and re-launch two mature products.

**Solution**  
We worked with Abbott to develop a campaign strategy to support their sales efforts within specific budgetary guidelines. This included a series of integrated print ads, direct mailer, sales collateral pieces, as well as key opinion leader articles aimed at creating awareness and interest. The campaign was designed to expose the primary audience to the marketing messages in multiple ways: they would see the ads and receive the mailers, and then get similar information from the Abbott sales representatives. Ads were strategically placed in 14 different veterinary publications to achieve awareness goals.

**Results**  
Once considered an adjunct to the much larger, human-oriented business, Abbott is now recognized for the impact it made in the marketplace, and for its contribution to the overall success of the parent corporation. LePoidevin Marketing's relationship with Abbott has expanded to include seven different product lines and divisional branding initiatives.



**Advancing your position.**  
LePoidevinMarketing.com | 262-754-9550