

Bringing sales reps and customers together.



Company | Schering-Plough Animal Health

Challenge

To streamline sales collateral and processes for an overburdened sales force. This sales force had several barriers to overcome including having to sell multiple products within a mature product line perceived as commodity, with little or no direct face time.

Solution

We employed the “VetConnect” dimensional direct mail campaign. Three boxes were designed with arresting visuals and intriguing cover copy, in which each contained educational materials that also served as reference documents for use in animal clinics. Prior to in-person delivery of these boxes, oversized postcards and personalized letters were sent to the clinics alerting them to anticipate the sales call.

Results

Ultimately, the campaign helped sales reps increase face time with their customers, allowing them to detail product attributes and benefits using unified collateral. The veterinary clinics also benefited from the direct mailings which took place as follow-ups. These mailings consisted of reference cards and tech tip sheets that delivered vaccine protocols while increasing brand awareness and interest for Schering-Plough companion animal products.



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