

Viyo Veterinary - это оптимальная питательная добавка, которая поможет собакам и кошкам восстановиться после операции или болезни. Бельгийское агентство 10 Advertising, создавая рекламу для этого препарата, решило обратиться не только к владельцем собак и кошек, но и к самим конечным потребителям. Так родилась «двойная» реклама, которую разместили в ветклиниках, где и продается Viyo Veterinary. Надпись:

«Хочешь, чтобы твой лучший друг быстро пришел в форму?»

Гав гав-гав гав гав гаав?»

«Хочешь, чтобы твой маленький любимец быстро вернулся к охоте?»

Мяу ррр мяу ррр мяу ррр мяу?»

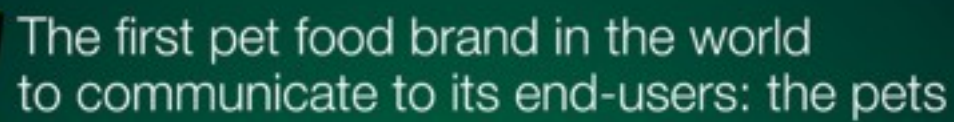
viyo The first pet food brand in the world to communicate to its end-users: the pets

Objective: Promote the new Viyo Veterinary, a drink that helps pets recover from illness or surgery.

Idea: Our communications are focused exclusively on animals clinics where pet owners are together with their sick or recovering animal (and where the product is available to be purchased).

We designed a traditional poster providing full details about the new product and its benefits. Hanging just underneath this poster was the exact same poster, only smaller in size and with all words changed into dog language. The smaller poster was hung about 30 cm up from the floor.

Result: 60% of the dog and cat owners inquired into the new product. The launch proved highly successful and the idea very much appreciated by veterinaries, pet owners and, of course, the pets themselves.



Result: 60% of the dog and cat owners inquired into the new product. The launch proved highly successful and the idea very much appreciated by veterinarians, pet owners and, of course, the pets themselves.

