

# 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).

Abbott Animal Health

**NEW! ADVANCED DESIGN**

Designed with a special touch. Yours.

Introducing the new line of peripheral catheters from Abbott Animal Health. Designed for veterinarians and technicians like you. Comfort is key when choosing a catheter. Now you can reach for an Abbott catheter with the confidence that it was designed with you in mind.

Our new catheters were developed with an advanced design:

- **Stronger handle** - allows easier insertion and pull
- **Round an orientation** - guided by touch
- **Transparent catheter hub** - to confirm correct placement
- **Backward packaging** - with 20% less plastic based on weight (1)

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 accessories from Abbott Animal Health.

- Designed by veterinarians and technicians to be convenient and easy to use.
- Accommodates the individual components that perform best in veterinary settings.
- Fully uniquely developed to offer I.V. sets that are compatible with most pumps in the veterinary market.

Compatibility. Flexibility. You'll find both in the new I.V. sets and accessories from Abbott.

Learn more about the complete line of Abbott Animal Health fluid therapy products. Call 1-888-299-7416 or visit [www.AbbottAnimalHealth.com](http://www.AbbottAnimalHealth.com) today.

Abbott Animal Health

**Company | Abbott Animal Health**

**The Goal**

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.

**The Execution**

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.

**The 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.