



# I am a Companion Animal.

Evocative advertising with immediate impact.



## Company | Companion Therapy Laser

### The Goal

Building brand awareness and elevating its brand image were among the key goals that Companion Therapy Laser wanted to accomplish. Existing print ads did not convey a caring message and got lost among the competition. LePoidevin Marketing was charged with creating a new ad that met their goals.

### The Execution

Combining a simple yet powerful headline, "I am a Companion Animal" and a striking visual of pets in a dark background helped make an immediate impact. The body copy completes the story about Companion Therapy Laser delivering on the caring and compassionate attributes that have made their class IV laser therapy successful.

The ads were placed in key veterinary publications such as *DVM* and *Veterinary Practice News (VPN)*.

### The Results

The ads helped deliver the message that Companion Therapy Laser is empathetic and compassionate to its audience. The ads were launched just prior to a major tradeshow (NAVCC) and received positive feedback; there was also increased sales and web traffic.