

HEARTGARD Plus

Officer Gus Consumer Campaign

The Challenge Faced in Putting YOU & YOURS Together

In 2007, after twenty years of being the category leader of heartworm preventative products, HEARTGARD Plus found their market share slowing down as the growth of the overall category became flat. HEARTGARD determined that the only way to grow its market share was to lead the expansion of the category by educating consumers about the importance of heartworm prevention. To do this, HEARTGARD needed to find a way to encourage open dialogue between pet owners and vets.

BRAND ENLIGHTENMENT SHOWS THE WAY

Our first step in implementing a fully integrated, multi-prong strategy was to develop a BIG IDEA. HEARTGARD needed a unifying visual element that could be used in all campaign components to engage and entertain consumers while educating them about the importance of heartworm prevention. Integrating a communications strategy for vet clinics was also a vital component of the overall strategy. This realization led to an even BIGGER IDEAL and Officer Gus, an animated police dog, was born. Officer Gus served as a memorable “spokesperson” for the brand and allowed HEARTGARD to stand out from the rest of the category competition as it sought to expand it.

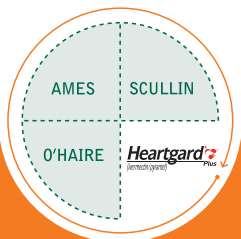
IDEAL INTEGRATION OPTIMIZES THE BRAND DIALOGUE

Once Officer Gus was in place, we moved forward with the next phase of strategy implementation – creating the world of Officer Gus and inviting people to come for a visit. We utilized DRTV, direct mail, in-clinic materials, magazine and Internet advertising to drive consumers to the interactive world of www.officergus.com. Officergus.com was a streaming video microsite that provided HEARTGARD Plus with the ideal platform for educating as well as entertaining consumers. Visitors to the site joined Officer Gus as he walked his beat throughout “New Bark City” while they learned about the benefits of HEARTGARD Plus. Visitors were able to request a money-saving coupon in the city’s Animal Hospital or play a game of Whack-A-Worm in the city’s “Barkade.”

RESULTS TO CONNECT. CONVINCED. CONVERT.

HEARTGARD Plus’ Officer Gus quickly gained momentum and notoriety. In fact, campaign results in 2008 surpassed the entire 2007 campaign within the first eight weeks. A record number of veterinary clinics requested Officer Gus point-of-sale materials – up from 15,000 in 2007 to 25,000 in 2008. Consumer traffic to Officergus.com far exceeded goals with over 33,000 unique visitors to the site, and over 14,500 requesting the coupon – a conversion rate of approximately 45%.

Lastly, the client received praise from the important community of vets and clinic technicians for the campaign and the efforts of Gus to protect and serve the pet population at large.



THE BIG IDEA

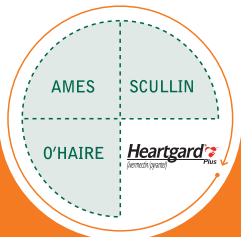


Heartgard is the #1 choice for
Vets & Pets.

THE BIG IDEAL



Dogs are helpless and don't
deserve the pain and suffering for
treatment of heartworms.
Heartgard makes it 'easy to give
protection to live.'



SHOWCASED WORK

TV

<http://asoy.com/work.html>

Website

<http://www.officergus.com/>

Web Banners

Heartgard 300x250 - <http://asoy.me/9T9xwx>

