

Introduction

Dechra Veterinary Products is a global market-leader in the development and sale of pharmaceutical products, veterinary-exclusive pet diets, pet care products and instruments and consumables.

Following the acquisition of a number of smaller pharmaceutical companies over the past few years, Dechra's portfolio has increased in size and the company looked to Mistral to support and build on this.

Objectives

- Building the profile and identity of Dechra as one company (following the acquisition of VetXX in 2007)
- Providing support for Dechra's range of products
- Providing industry support.

Strategy

Mistral provides ongoing public relations support to Dechra, which has included the design and implementation of a sustained media relations campaign. Tactics include researching, writing and placing features in target media on a variety of topics, ranging from technical product and issues articles targeted at veterinary professionals, to simplified copy on a range of topics aimed at educating end-users.

The campaigns are carefully crafted to integrate with Dechra's annual marketing programme, and Mistral

works with a variety of the company's partners to ensure joined-up messaging. Dechra has also written copy for Dechra's website, as well as producing a series of podcasts using independent industry experts and opinion leaders to comment on a range of issues and topics.

Results

The campaign is ongoing. Indications are that

the focus on brand management has raised the awareness of Dechra and its products among its key stakeholders.

Formerly within the top 20 animal health companies (measured by turnover), Dechra now sits in seventh position. Its acquisition of VetXX has ensured its position as a big player in the industry, and it is hot on the heels of its competitors.

