

**Introduction**

Novartis Animal Health appointed Mistral to reinstate the business as a leader in the companion animal sector.

Novartis researches, develops and commercialises leading animal treatments that meet the need of pet owners, farmers and veterinarians.

The companion animal business has a portfolio of leading brand products covering endo and ecto parasites as well as atopic dermatitis and cardiology; Milbemax, Prac-tic, Program, Atopica and Fortekor.

The UK became the first country to implement a new Novartis veterinary support network – the new team included additional field-based territory managers, practice development nurses and professional services veterinarians. The primary objective was to support the increasing demands from practices wishing to expand their own business potential.

**Objective**

Promote the new veterinary support network to the market through the veterinary media.

**Strategy**

Build Novartis reputation as a trusted business partner by using veterinary business and online media to support the profession. Provide a series of articles and press releases to support the launch and ongoing activity.

**Results**

Mistral successfully sold in articles covering management topics in relevant publications.

Ongoing business articles covering variety of topics ensured Mistral was seen as a regular and trusted contributor to veterinary media.

Novartis is seen by the industry as giving valuable business support and advice and helping vets successfully overcome the challenges facing the industry.

