

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.

