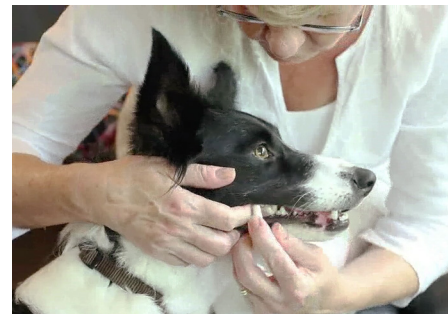




CLIENT
ABBOTT ANIMAL HEALTH

PROJECT
OROCAM



Not your average meloxicam
Canine osteoarthritis (OA) pain control in an oral spray.

OroCAM
(meloxicam)
quick and reliable delivery^{1,2}

Pet owners prefer medication that is quick and effective. Increase compliance and control OA pain with once-daily OroCAM. OroCAM.com

Each pump delivers a precisely metered dose, which is absorbed directly into the systemic circulation. Available in 3 sizes, dosing is easy and administration is a breeze.

Ask about our Rebate program, and reward yourself with more than happy clients and healthy pets.

Abbott
Animal Health

Indication: OroCAM (meloxicam) Transmucosal Oral Spray is indicated for the control of pain and inflammation associated with osteoarthritis in dogs. Important OroCAM (meloxicam) Safety Information: **WARNING:** Reported use of meloxicam in cats has been associated with acute renal failure and death. Do not administer meloxicam (transmucosal oral spray) to cats. See Contraindications for detailed information. Warnings, Precautions, and Contraindications for oral use in dogs only. OroCAM should not be used in dogs with known hypersensitivity to meloxicam or other NSAIDs, dogs weighing less than 5.5 pounds (2.5 kg) and/or dogs younger than six months of age. It has not been evaluated for safety in breeding dogs, lactating dogs, or dogs with bleeding disorders. Adverse Reactions: Common adverse reactions include vomiting, diarrhea, increased liver enzyme values, and loss of appetite. In clinical studies, the clinical signs were generally mild, transient (lasted 1-4 days during the 28-day study period), and resolved in complete recovery. There were no clinical signs related to the increased liver enzyme values or liver damage has been reported with oral NSAIDs. Other Recommendations: All dogs should undergo a thorough history and physical examination before the initiation of NSAID therapy. Appropriate laboratory testing to establish hematological and serum biochemical baseline data is recommended prior to and periodically during administration of any NSAID. See Brief Summary of Prescribing Information on adjacent page.

To learn more about OroCAM, contact North Animal Health Customer Service at 800-259-7416. OroCAM is a trademark of Abbott Laboratories. (09)10000 December 2013 © Abbott Laboratories. 1. Health-United (2013) Study 104 of Meloxicam (transmucosal spray) for treatment of OA in dogs. 2. Veterinary Record (2013) 174(10) 202-205. 3. OroCAM (oral spray) Safety Summary. (2013) 11-14 (4/10/13/14/15).

CLIENT

Abbott Animal Health, acquired by Zoetis in 2015, was a division of Abbott Laboratories, a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott served people in more than 150 countries.

CHALLENGE

Develop platform to educate vets on compliance problems/factors that influence treatment success.

- Veterinarians estimate that 4 out of 10 dog owners are not achieving full compliance
- Almost 25% of dog owners complain to vets about getting dog to take medicine correctly
- Current delivery systems perceived as a hassle (messy, need to measure liquids, etc.)
- No options for patients who resist or refuse to take medication
- In multi-pet households, risk of other pets ingesting spat-out pill or treated food
- Increased time demands result in the need for products that are quick and reliable



APPROACH

Woodruff Sweitzer developed and executed an integrated marketing communications campaign that emphasized the key message, “The first and only veterinary NSAID with oromucosal delivery.”

- Addressed unmet need
- Oromucosal delivery is the key POD
- Brand positioning: “Quick and reliable delivery”
- Create market excitement around new technology and gain KOL support
- Gain adoption with a niche strategy: may initially be used as second line for dogs with dosing problems



RESULTS

Product well-received by the veterinary clinics that purchased and tried. Product launch at Western Veterinary Conference in WVC was the most successful in Abbott Animal Health history. This effort got brand on shelf and gained initial trial. Full adoption was difficult, resulting in a longer than expected time period to achieve peak share (year 1 goal of 13% patient share). Manufacturing issues led to the product being voluntarily pulled from market in December 2013.



Woodruff Sweitzer