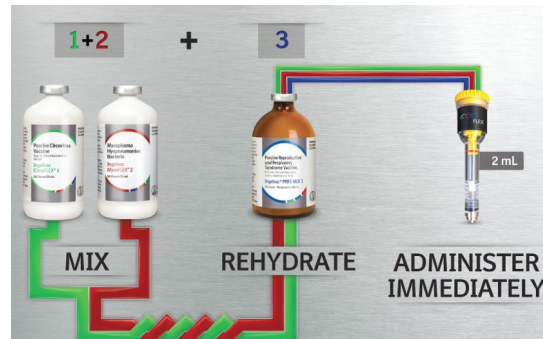




CLIENT
BOEHRINGER INGELHEIM VETMEDICA, INC

PROJECT
FLEX VACCINES



CLIENT

Boehringer Ingelheim Vetmedica, Inc. (BIVI) is the fifth largest animal health company in the U.S. and produces innovative vaccine and pharmaceutical products for the prevention and treatment of diseases in the swine, cattle, equine and companion animal markets. BIVI is the U.S. subsidiary of Boehringer Ingelheim Animal Health GmbH, a global leader in animal health research and development.

CHALLENGE

Two key Boehringer Ingelheim Vetmedica (BIVI) brands, CircoFLEX® and MycoFLEX®, had leadership positions in the swine biologicals market. Initially, the products were sold and injected as individual products. In 2008, BIVI received the license to mix the two individual products so customers could administer the two antigens in a single injection. Now, the two individual products were being packaged in a single box to be mixed as a combination product. Our challenge was to hold (grow) market share when competitors introduced product convenience upgrades later in the year. Possible new product entries could level the playing field even more. While a single-dose vaccination protocol is often the best option for pigs, people and business, it requires a change in behavior and thinking as current swine protocol calls for two-shot vaccination. BIVI needed to convince pork producers and swine vets that the CircoFLEX/MycoFLEX combination offered an effective, more efficient way to protect pigs in a one-shot administration.

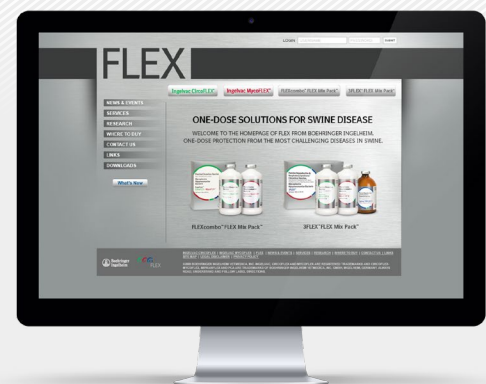
APPROACH

WS created a new brand positioning for Circo/MycoFLEX designed to instill a greater level of confidence regarding one-dose administration – “A Dose of Confidence.” This positioning helped communicate that Circo/MycoFLEX provides pork producers the confidence that one shot will protect their herds. WS developed an integrated campaign that reinforced the safety, efficacy and economic benefits of this approach.



RESULTS

BIVI grew by 97% between 2008 and 2010. The main drivers of growth for the business unit were swine vaccines. By product, the CircoFLEX brand was the bestselling animal health brand in the company's portfolio, with net sales up 7.5% in 2010. BIVI reported a 6% increase in veterinary medicine sales for the 2011 financial year, a feat which it claimed was ahead of the overall market growth. Ingelvac CircoFLEX accounted for 26.3% of the animal health company's business in 2011.



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