



**CLIENT**  
PROLABS ANIMAL HEALTH

**PROJECT**  
FLEX RX



## CLIENT

ProLabs Animal Health, a part of AgriLabs' family of animal health companies, is a leading animal health, sales and marketing organization with distribution throughout the United States. ProLabs provides diversified products from preventive care to veterinary medical treatment for companion animals.

## CHALLENGE

ProLabs Animal Health was launching a new flagship canine joint care product in the crowded OTC pet supplement market. Woodruff Sweitzer's daunting task was to build the brand at the shopper level without a large DTC marketing budget. The pet health supplements category is cluttered and confusing for pet owners. Products range from nutraceuticals to prescription drugs. Our audience, do-it-yourself types, takes pride in having control over their pet health purchase decisions. It's critical to stand out on the retail shelf to grab their attention and offer a unique point of difference vs. the "me-too" offerings.

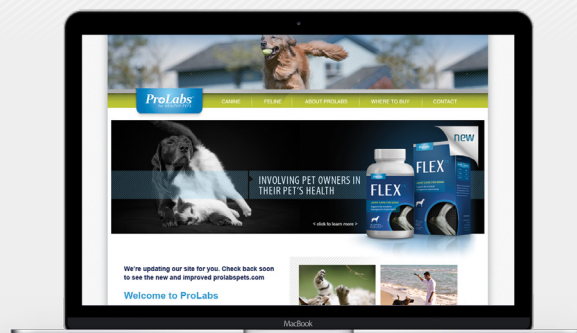
## APPROACH

WS created a multifaceted in-store marketing program designed to create brand awareness and stimulate purchasing at the shopper level. This effort was built on a strong integrated brand identity and distinctive, high-impact packaging and in-store marketing materials designed to stand out in a cluttered retail environment.



## RESULTS

Launched in mid-March 2012, this new product introduction was heralded as the most successful launch in ProLabs' twenty-year history. ProLabs quickly gained acceptance from its extensive distributor network and generated tremendous retailer excitement. In the first year, FLEX Rx earned distribution in over 2,000 retail outlets and greatly exceeded annual sales projections.



Woodruff Sweitzer