

Practice success in marketing awards

WHITE Cross Vets and XL Vets both received recognition for their promotional work in the latest VMA Marketing Awards.

In the 2014 awards, which recognise “excellence in marketing”, presented in London on 13th March, White Cross Vets received the President’s Award for “exceptional achievement” with its “Antifreeze Kills” campaign (which was also named as a runner-up in the PR award) as well as the Digital Media Award; and XL Vets received the Practice Marketing Award for its “BVD Check Tag” campaign.

Bayer Animal Health was one of the big winners among the pharmaceutical companies, receiving the Veterinary Media Advertising Award, the Advertising Campaign Award, and the Marketing Campaign Award (for companies with a UK turnover in excess of £12.5 million) for its product Seresto; the PR Award for Advocate; the Exhibition Award for “Be Lungworm Aware”; and the Point of Sale Award for Profender Spot-On.

The other major winner was Boehringer Ingelheim which received the Farm Media Advertising Award and the International Marketing

Campaign Award for Ubrolexin; the Consumer Media Award for “Talk about laminitis”; the Detail Aid Award and the Veterinary Readership Award for Semintra; and the Direct Mail Award for Vetmedin.

The Marketing Campaign Award for companies with a UK turnover of under £12.5 million went to Protexin for Prokolin.

The New Product of the Year Award went to Zoetis for Apoquel and the Young Marketer of the Year Award to Amanda Melvin of MSD Animal Health.

Full results are on www.vma.org.uk.



Above: Jonny Ross (left) from Jonny Ross Consultancy with Justin Phillips, marketing manager of White Cross Vets, who together developed www.whitecrossvets.co.uk which won the Digital Media Award – White Cross also received the President’s Award; below: Kerrie Winstanley, Gemma Ayre and Joanne Sharpe of XL Vets with the Practice Marketing Award.

PICTOPUZZLE

Say what you see! The answer to this teaser is on page 4...

