

## LP&M CREATES NEW PET WELLNESS CAMPAIGN

**Syracuse, NY (June 2007)** – A new national educational campaign is helping pet owners understand their pets’ disease risks and, most importantly, how twice-a-year wellness exams from their veterinarian can help protect all cats and dogs.

The National Pet Wellness “Being A Pet Is Risky Business” campaign, sponsored by the American Veterinary Medical Association (AVMA) and Fort Dodge Animal Health, is underway at thousands of veterinary clinics nationwide. The AVMA, Fort Dodge Animal Health and marketing communications partner Latorra, Paul & McCann Advertising (LP&M) created the campaign to enable veterinarians to educate clients in a fun way about the risks pets face on a day-to-day basis and to encourage veterinary visits twice a year.

One of the campaign’s objectives is to get veterinary technicians more involved. To achieve this, LP&M created a new section of the National Pet Wellness Web site exclusively for veterinary technicians, at [www.NPWM.com](http://www.NPWM.com). A direct mailer was produced and sent to veterinary technicians to encourage them to register on the Web site and get a free T-shirt.

Tactics were also developed to deliver campaign messages directly to pet owners, including:

- A variety of educational materials especially designed for in-clinic use by veterinarians and veterinary technicians with pet owners.
- Television and radio Public Service Announcements (PSAs) humorously depicting pets in atypical risky situations to call attention to typical, routine daily activities where cats and dogs are frequently and more realistically exposed to disease-causing organisms. The TV and radio PSAs are expected to generate 500 million consumer impressions over a 12 month period.
- A multi-media news release.

Nearly 15,000 veterinary clinics participate in the National Pet Wellness campaign.

LP&M is a full-service advertising and public relations firm serving a variety of local, regional, national and international clients. A member of the American Association of Advertising Agencies, LP&M is headquartered on the tenth floor of the historic University Building in downtown Syracuse, NY.

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*Promoting online registration for vet technicians*



*In-Clinic Education Materials*