

VetPlus launch first ever TV campaign

[MANCHESTER](#) [PARTNERSHIP](#) [TELEVISION](#)

CHRIS POLLARD, ACCOUNT DIRECTOR AT MEDIACOM MANCHESTER 29 SEP 2017

We're really excited to be launching the first ever TV campaign for our client VetPlus this Monday – an industry-first which not only showcases the brand's flagship product Synoquin, a 100% natural supplement to alleviate the symptoms of arthritis and joint pain in dogs, but to also promotes the importance of visiting a vet for professional advice as part of your pet healthcare routine.

Synoquin.com
Help them help themselves



Business For All

The campaign has been planned and bought here in our Manchester office and involves an exclusive partnership negotiated with ITV reaching over 20m people across ITV1 and ITV3. The campaign will see Synoquin advertised across October and November, launching on Monday 2nd and appearing in programming such as Coronation Street, Lewis, and Paul O'Grady: For The Love Of Dogs. The creative was also produced here in Manchester by Equinox TV and will focus on the use of Synoquin through the eyes of a dog and its owner. It shows the emotional bond between owner and pet, and the positive impact that the advice of a vet can have.



Phillipa Chadwick, Head of Marketing at VetPlus said;

“We believe that not only is this the first time a nutraceutical company has invested in TV to this level, but it is certainly the first time that a manufacturer has directly promoted the concept of visiting your local vet to a national TV audience. At VetPlus we live and breathe the company stance of “100% dedicated to the veterinary practice” and as such it was critical that this formed a key part of our campaign.”

Jason Spencer, Business Development Director at ITV, added:

“We’re delighted to be launching VetPlus’s first ever TV campaign and bring the power of TV advertising to a new brand. We look forward to working with VetPlus to help bring their business to a wider audience and help them to grow.”

We are very pleased to be working with VetPlus, particularly as a fellow member of the North West Business Community. This TV campaign represents a significant move forward for their marketing activity and we are looking forward to helping their business grow, whilst also supporting the Vet community.

MANCHESTER PARTNERSHIP TELEVISION