

It's a big world. Make it yours.

A BBN AMERICAS **CASE STUDY**

Merck



Case Study

Merck: animal health marketing

Challenge

- Merck Animal Health is a research-driven company that develops, manufactures and markets a broad range of veterinary medicines and services for all major farm and companion animal species.
- Celeritas, a BBN agency, worked closely with Merck on the Time to Vaccinate program that focuses on increasing awareness for preventive vaccination, in the EU and US markets, to ensure the well-being of cattle and the sustainable production of quality milk and beef.

Solution

- The integrated digital launch of the Time to Vaccinate campaign included a veterinarian and producer education portal, with multi-language support, and custom mobile apps to enable farmers to manage vaccination protocols.
 - Farmer videos produced in Ireland, Netherlands, and Turkey;
 - Integrated functionality enabling farmers to capture and track animal tag information via the mobile app and website;
 - Social media campaigns across Facebook, YouTube, and Google Ads;
 - Awareness videos on YouTube to drive adoption of the new web portal.

Results

- 1300+ unique visitors to vaccine product site in 45 days.
- 92 leads for product managers across multiple EU markets.

[Home](#)

[It's Time](#)

[Meet Your Fellow Farmer](#)

[Prevention](#)

[Cattle Diseases](#)

[Downloads](#)

[App](#)

[FAQs](#)

[Countries](#)

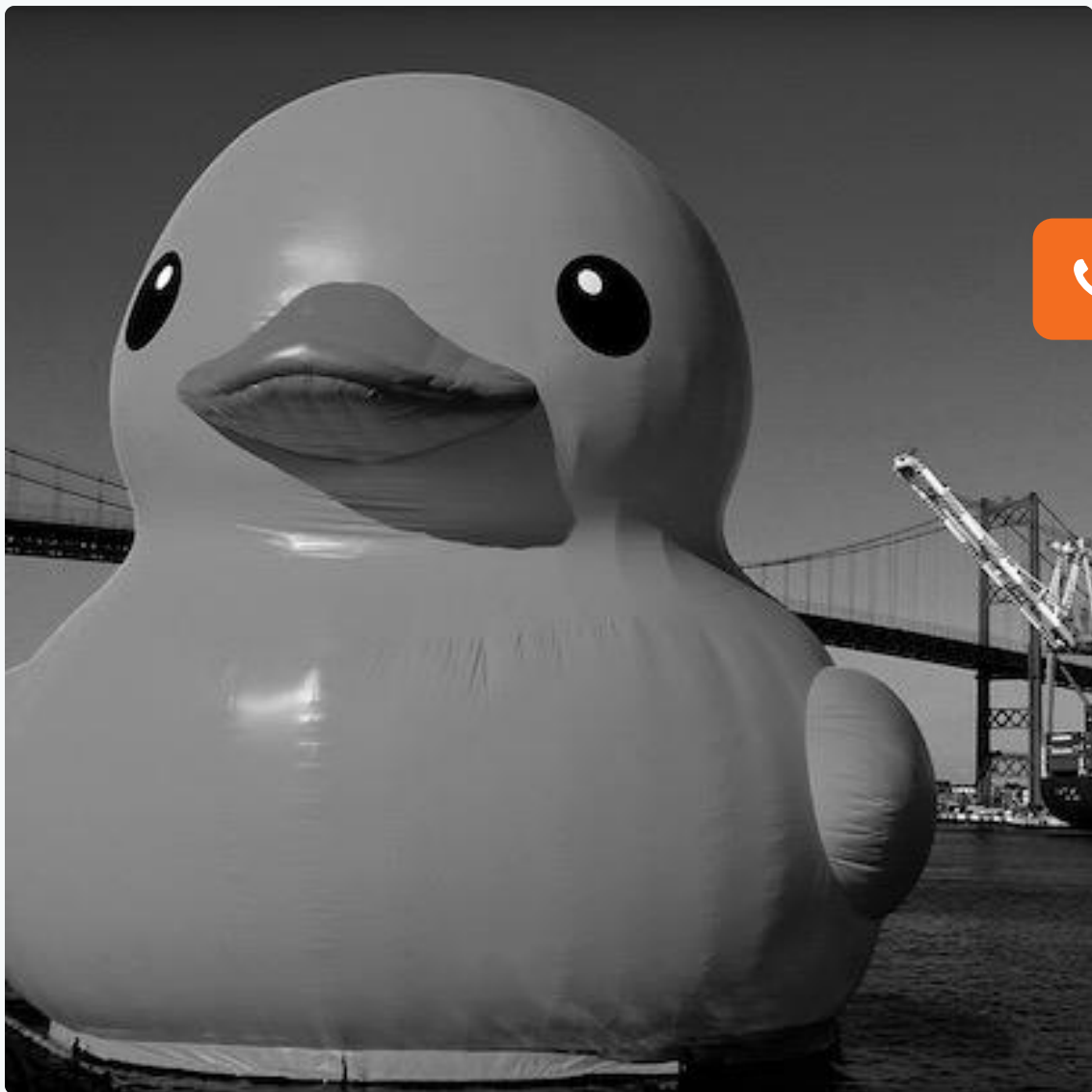
[Login](#)

[Contact](#)

TIME TO

VACCINATE





A BBN case study

Intrigued?

For more information on BBN in the Americas, please contact:

Ed Davis, Business Development

E: ed@bbn-international.com

T: [+1 281 250 4871](tel:+12812504871)

Or complete the form on our site:

hopeformarketers.com



Thank you