

S&A



CASE STUDY

A new beginning

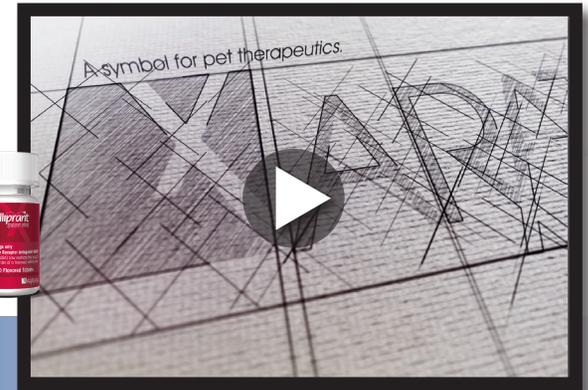
Building an exceptional brand

In the fiercely competitive pet pharmaceutical marketplace, Aratana Therapeutics was a new company in need of a marketing partner. Aratana means “new beginning” and it defined the company’s genuinely unique potential for pets. It would take an equally unique brand building agency, one with a keen understanding of how to communicate, educate and establish trust in novel therapies and medical advances for pets. With 30+ years of building brands for top animal health companies, Stephens & Associates was the obvious choice. S&A could quickly devise an effective strategy and execute a 360-degree initiative that would launch Aratana from zero recognition to a bold and lasting brand.



Where do advances in
human science
connect with better solutions
for inappetent pets?

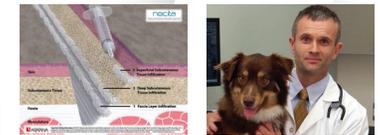
Package design with bold graphics established branding for initial products and therapeutics to come.



Making medical science accessible

Introducing *entirely* new compounds for the veterinary industry is something of a rarity in the U.S. animal health industry. Understanding how Aratana's advanced therapeutics work, and what they mean for veterinarians and pet health was paramount to acceptance. It would be critical to recruit leading veterinary specialists to try these new products and help educate veterinarians about the breakthroughs in medical science and the implications for their practice.

Top animal health conferences provided a venue to introduce the brand with scientific facts and high impact.

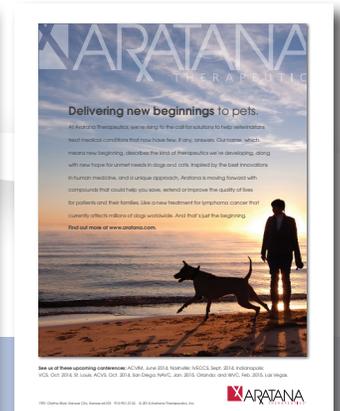


Creating face-to-face & digital interactions

Veterinary conferences were prime opportunities to connect with a range of animal health professionals. To make Aratana's introduction top-notch, the S&A team created the Aratana Engagement Table and Virtual Library, a custom, app-based tool that proved invaluable as veterinarians discovered the high-level science and technical product info in an intellectually engaging way. S&A made sure the new brand resonated at an emotional level, too. When Aratana had the chance to host a main event at one of the industry's largest conferences, S&A was instrumental in driving excitement and captured a huge turnout for *Zoobiquity*. Book signings at the booth featured *New York Times* bestselling authors. A VIP pre-event encouraged personal introductions. Everything pointed toward Aratana as the talk of the show and beyond.

A main event attracted a crowd for Aratana's launch at "The Intersection of Human Science and Veterinary Medicine."

Millions of impressions made with highly educated audiences of veterinarians, clinical staff and trade media.



Generating lasting impressions

More than 3,500 veterinary professionals participated in Aratana Therapeutic events as the brand officially launched at the North American Veterinary Conference 2016.

- The new company's scientific CE sessions were some of the most highly attended.
- A strong connection made with nearly 1,000 veterinary professionals at the VIP reception and main event.
- Visitors to the booth asked to be kept informed about novel therapeutic solutions in development.
- Post-show eblasts with links to Aratana digital resources helped build lasting, dynamic relationships.

Post-launch strategy included direct mail, eblasts, scientific white papers, and key opinion leaders to nurture brand.

"We're very excited about bringing our first FDA-therapeutics to the veterinary market. The positive response has been overwhelming." — Dr. Steven St. Peter, Aratana Therapeutics, Inc. Co-Founder/President & CEO

Aratana Therapeutics, Inc. (NASDAQ: PETX), won Animal Pharm's **Best Company in North America 2016**.

Brand strategy and launch powered by Stephens & Associates. thebrandwhisperers.com 913-661-0910