



CAPInnoVet

CAPInnoVet is a fast-growing companion animal products company with a diverse portfolio. Its mission is to be a key provider of differentiated companion animal health products providing better access to high quality and affordable pet medications.

BUSINESS CHALLENGE

Since its founding in 2015, CAPInnoVet has been providing pet owners access to high quality and high-value medications. The company utilizes several different go to market strategies in order to fuel its growth. CAPInnoVet turned to Team Fleisher Communications to create and implement a public relations strategy focused on its product Provecta, a topical that repels and kills ticks, fleas and mosquitos. The initial campaign was narrowed to two markets, Ohio and North Carolina.

TEAM FLEISHER COMMUNICATIONS PR STRATEGY

The following elements played a role in the development of a unique strategy and outreach plan designed to rapidly deliver results.

- **Differentiators**—Provecta is not the only repellent on the market, but its proven efficacy and value set it apart.
- **Relevancy**—A growing health concern around the Asian longhorned tick made it an ideal time to launch a public relations initiative aimed at capturing the attention of target audiences.
- **Timing**—As winter was breaking across much of the country, Team Fleisher knew that pet owners would be spending more time outside with their animals, thus their awareness of vector-borne diseases would grow.



CAMPAIGN ELEMENTS

- Creating a comprehensive database of all relevant media contacts that would be interested in pet related stories.
- Identifying the components necessary to secure earned media in the selected markets. This included finding veterinarians and pet owners in multiple cities across both Ohio and North Carolina.
- Writing a high-quality news release to kick off the initiative and raise awareness of the threat tick season poses to pets and their owners and the protection repellants like Provecta provide.
- Developing a compelling pitch that would garner attention from both influencers and outlets and lead to impactful coverage.
- Building a proactive, ongoing and aggressive media relations program aimed at securing earned media placements.
- Working with company principals and veterinarians to ensure our core messages were clearly conveyed.
- Assisting CAPInnoVet with social media posts in order to leverage all placements secured.

RESULTS

Two Month Results

7 Earned Media Placements

2 Newspaper Placements

1 Radio Placement

EARNED MEDIA SECURED

In less than eight weeks, Team Fleisher secured comprehensive coverage across all media channels and in top tier outlets that reached thousands of individuals within our target audiences.

Outlets included:

Ohio: ABC22, Fox45, WTVN, WTTE, WBNS-TV



North Carolina: WRAL, Spectrum News



“Team Fleisher understood our objectives from the start and hit the ground running. We were thrilled and impressed with how quickly they began to secure the earned media we were looking for. They worked closely with our team to ensure every placement was as impactful as it could be and continue to deliver results. We couldn’t be happier to have Team Fleisher as our PR partner.”

Leslie Oliver Cash, *Chief Marketing Officer, CAPInnoVet, Inc.*

