



Voicing United 2021

What?

A singular, consistent narrative that defines United Animal Health and our offerings.

What?

Unified Corporate Messaging

- Who We Are
- What We Do
- Why We Do It
- How We're Different

Robust Product Messaging

- What does each product do?
- How does each work?
- Efficacy: Why it's the best

Why?

- We are inconsistent with our corporate and product messaging and have weak links between the two.
- We struggle to articulate the relationships between United, MDG and Prairie Systems.
- There is confusion as to how each product relates/interacts with the United Animal Health brand

Why?

At completion, we will have:

- A unified corporate message, including:
 - Key points of difference
 - Brand promises and proof of the promises
 - A compelling story for each product
 - Product promises and proof of the promises
- Tangible Brand Assets
 - Corporate brand book and video(s)
 - Brand book for products by species
 - Consistent product sales package: press release, presentation deck, video, one-sheeter, etc.
 - HR tools: onboarding, employee acquisition message (EVP)

Why?

At completion, we will also have:

- Clarity and unity in how we ALL speak about our brand
- Internal engagement and buy-in

How?

PHASE 1: DISCOVERY (4 to 6 weeks): Jointly executed by Marketing + Product Management

Step 1: Audit of all current corporate and product messaging

Step 2: Audit of competitor messages in marketplace

Step 3: Hold Stakeholder Intake Sessions

- Leadership Team
- KOLs: Vets, Higher Education, Customers
- Field Force: Sales & Tech Service for Swine, Dairy, Poultry and International
- Research
- Operations
- Research Farms
- General Sessions followed by Anonymous Email Survey: *(All employees, optional)*

Step 4: Using information collected:

- Identify common themes / pains
- Form “big bucket” list of deliverables:
 - Strategy Work: i.e., Define relationship with MDG, Define differentiators, Define Product Roadmap
 - Creative Deliverables: i.e., Brand Book, Brand Video, Product Guides, Sales Tools, etc.

How?

PHASE 1: DISCOVERY (4 to 6 weeks)

Sample Questions for Employees

- What is unique about our company?
- What makes us industry leaders?
- Where could we improve?
- What do we as an organization believe?
- How does this company treat its customers?
- What word(s) come to mind when you think of our company?
- What should our brand stand for in the minds of consumers?
- What makes our products easy to sell?
- What makes our products difficult to sell?
- When you explain our company to family and friends, how do you describe it?

Sample Questions for KOLs

- What is unique about UAH?
- What is the perception of UAH inside your company?
- What is the single biggest value we bring to your organization?
- What makes us different than others you have purchased from?
- Describe your system before and after meeting us?
- How could UAH help you more?

How?

PHASE 2: EXPLORATION + EXECUTION OF MESSAGING (4 to 6 weeks)

Marketing:

Create corporate messaging:

- Who We Are
- What We Do
- Why We Do It
- How We're Different

Create conceptual product creative and messaging:

- Headlines that get customers' attention fast

Product Management:

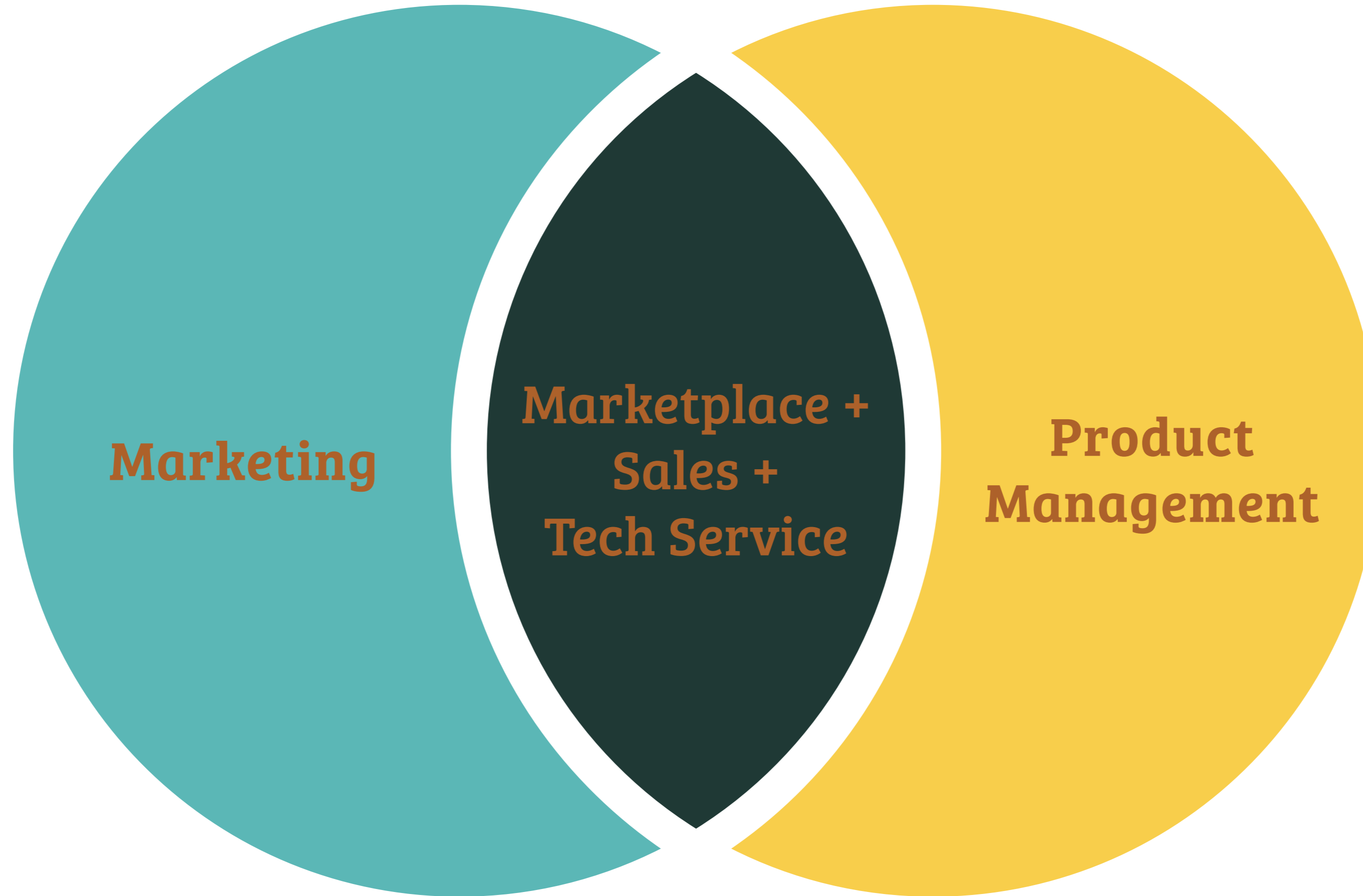
Create tactical product messaging:

- What problem does the product solve?
- How does the product work?
- What is its unique selling proposition?
- Define three ways this product is different (better) than its competition.
- What is the dosage?

Create a product statement

- Regulatory approves

How?



How?

PHASE 3: CREATIVE PRODUCTION (8-12 Weeks)

Marketing:

- Corporate Brand Book
- Corporate Videos: Who We Are / Why We Do It
- HR Tools: Onboarding, Employee Acquisition
- Brand Books for each product in portfolio
- Consistent Product Sales Tools:
 - Slide Decks
 - 101, 201, 301 Videos
 - One-Sheet

How?

PHASE 4: IMPLEMENTATION (Ongoing)

- How to utilize messaging across all audience segments
- Employee onboarding