



PILL ASSIST™

PARTNER MEDIA PACK



PILL ASSIST™ FOR CATS AND DOGS

Royal Canin have created a number of assets to support you in your conversations with pet owners on the topic of our Pill Assist products.

Pill Assist is a functional treat which is designed to help pet owners administer tablets to their cats and dogs with ease.

This document details the assets available including information about how to use them.

This Partner Media Pack includes:

- Static social media posts to share on your social media channels*
- Recommended post captions
- ‘An update from Royal Canin’ assets to share on your website, within your own newsletter or email to customers



*Terms of Use: The Pill Assist™ Partner Media Pack is strictly for use with social media accounts associated with veterinary practices. You agree not to modify, edit, or otherwise change the images in any form and by using them agree to Royal Canin Terms of Use.

GETTING STARTED...

Follow these simple steps to start utilising the range of assets available to you and share the message of Pill Assist.

To start using the social media assets,
follow these simple steps:

Read through the document

Download the image(s) that you want to share

Upload the image to your social media account

Copy and paste the recommended post caption

Share the post!

To start using the update assets,
follow these simple steps:

Read through the document

Download the image(s) that you want to use

**Upload the image to your website / Insert
image in to your newsletter template / Insert
image in to an email communication to customers**

Share your update!

STATIC POSTS

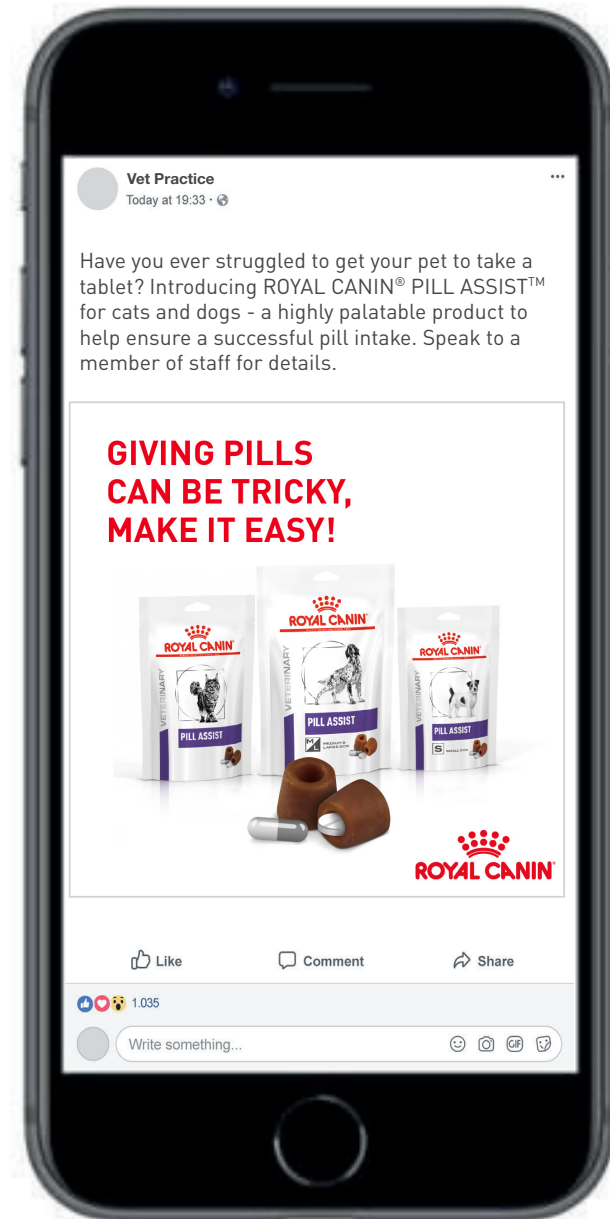


Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be good to use if you are introducing Pill Assist to your customers for the first time.

Recommended post caption:

Have you ever struggled to get your pet to take a tablet? Introducing ROYAL CANIN® PILL ASSIST™ for cats and dogs - a highly palatable product to help ensure a successful pill intake. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS

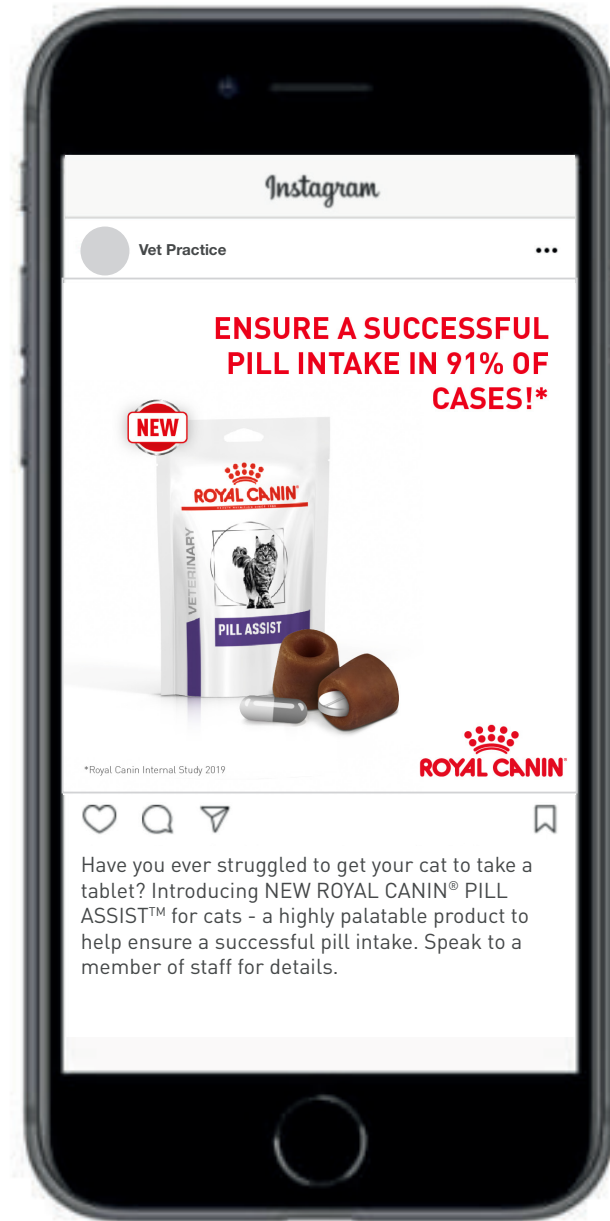


Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be good to use if you want to inform your customers about the new Pill Assist product for cats.

Recommended post caption:

Have you ever struggled to get your cat to take a tablet? Introducing NEW ROYAL CANIN® PILL ASSIST™ for cats - a highly palatable product to help ensure a successful pill intake. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS



Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be good to use if you want to remind your customers about Pill Assist for dogs.

Recommended post caption:

Have you ever struggled to get your dog to take a tablet? Why not try ROYAL CANIN® PILL ASSIST™ for dogs - a highly palatable product to help ensure a successful pill intake. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS

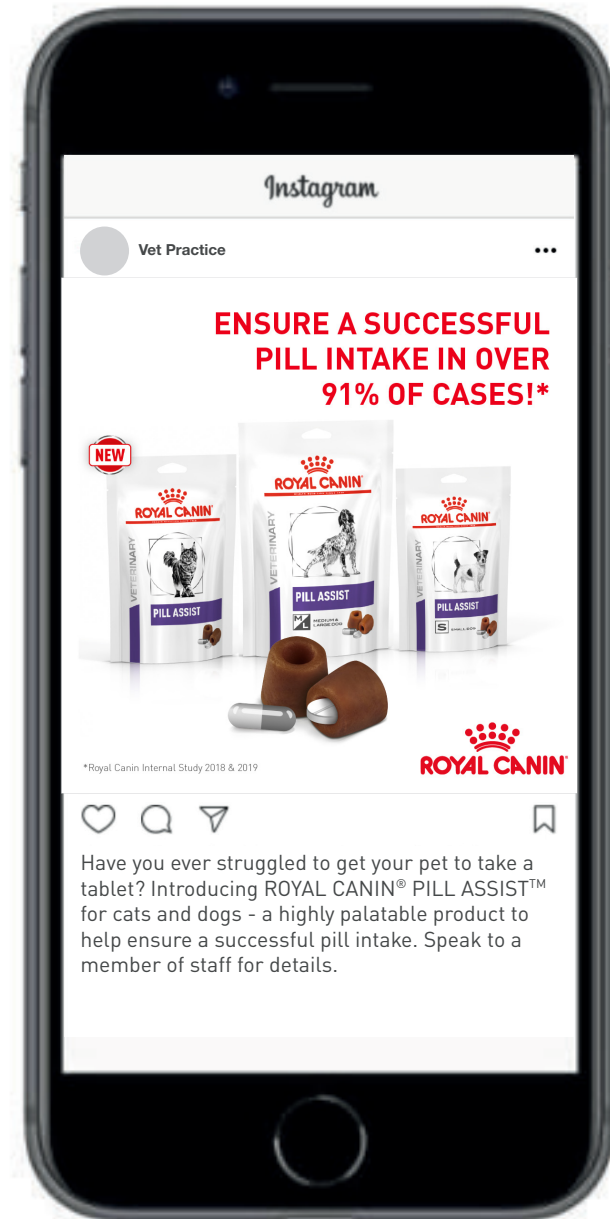


Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be good to use if you already stock Pill Assist for dogs and want to introduce the new Pill Assist product for cats.


Recommended post caption:

Have you ever struggled to get your pet to take a tablet? Introducing ROYAL CANIN® PILL ASSIST™ for cats and dogs - a highly palatable product to help ensure a successful pill intake. Speak to a member of staff for details.



[Download the image here](#)

AN UPDATE FROM ROYAL CANIN




ROYAL CANIN
INCREDIBLE IN EVERY DETAIL

AN UPDATE FROM ROYAL CANIN


GIVING PILLS CAN BE TRICKY, MAKE IT EASY!

At Royal Canin, we know that giving pills to your cat or dog can be tricky. Did you know that more than 40% of cat owners find the experience of giving pills to their cat complicated and 30% of dog owners admit that they have struggled to give their dog a pill or capsule?*




PILL ASSIST™ ENABLES PILL INTAKE

Now, you can make it easy with Pill Assist!



Pill Assist is shown to enable a daily pill acceptance in over 91% of cases.**

Now, with Pill Assist, turn medication time in to an enjoyable routine for you and your pet.



Speak to a member of practice staff for details.

*Internal data, 2018 – Study carried out with 1800 pet owners in US. Internal data, 2019 – 111 cat owners answered in Japan.
**Pill Assist was shown to enable a daily pill acceptance in 91% of cats, Royal Canin internal study 2019. Royal Canin internal study 2018, 97% of acceptance on medium and large dogs, 98% of acceptance on small dogs.

Where to use:


Use this asset on your website, insert the image in to your newsletter or insert the image in to an email communication to clients. Example on the right is showing the asset used within a newsletter.

This asset would be good to use if you are introducing Pill Assist to your customers for the first time.

VETERINARY PRACTICE NEWSLETTER

JUNE NEWSLETTER

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[Download the image here](#)

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INCREDIBLE IN EVERY DETAIL

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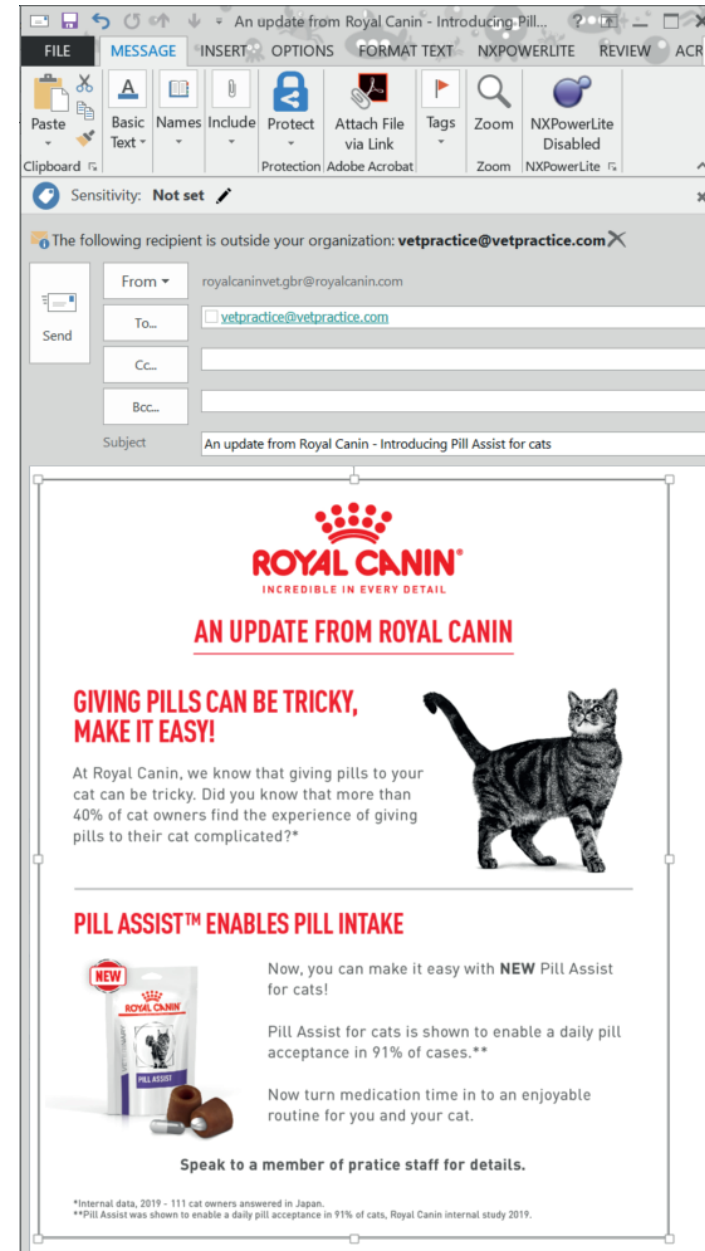
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An update from Royal Canin - Introducing Pill...

FILE MESSAGE INSERT OPTIONS FORMAT TEXT NXPOWERLITE REVIEW ACR

Paste Basic Names Include Protect Attach File via Link Tags Zoom NXPowerLite Disabled

Sensitivity: Not set

The following recipient is outside your organization: vetpractice@vetpractice.com

From: royalcaninvetgbr@royalcanin.com

To: vetpractice@vetpractice.com


Subject: An update from Royal Canin - Introducing Pill Assist for cats

ROYAL CANIN
INCREDIBLE IN EVERY DETAIL


AN UPDATE FROM ROYAL CANIN

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THANK YOU

If you have any questions, please contact your local Royal Canin Veterinary Business Manager