



GASTROINTESTINAL TRACT

PARTNER MEDIA PACK



VHN GASTROINTESTINAL TRACT

Royal Canin have created a number of assets to support you in your conversations with pet owners around the advancements to our range of Gastrointestinal Tract diets.

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*
- Video post 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
- Video content for your practice waiting room TV



*Terms of Use: The Gastrointestinal Tract 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 information on the range of Gastrointestinal Tract diets.

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

Read through the document

Download the image(s)/video that you want to share

Upload the image/video 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 share

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!

To start using the waiting room TV asset, follow these simple steps:

Read through the document

Download the video

Upload the video to your TV*

Share the video!

*This video is also available on Vision4Vets and The Vet Channel if you are signed up to use these platforms

STATIC POSTS

**WITH GASTROINTESTINAL
PROBLEMS, EVERY
MOUTHFUL COUNTS**



Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the diets available to support their cat or dog with a digestive disorder.

Recommended post caption:

When your cat or dog is dealing with a digestive upset, a bland homemade diet may lack the essential nutrients to help get them on the road to recovery. Royal Canin offers a range of Gastrointestinal diets to help support healthy digestive function. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS

PUPPY AND KITTEN DIGESTION: A SENSITIVE SUBJECT DURING EARLY LIFE

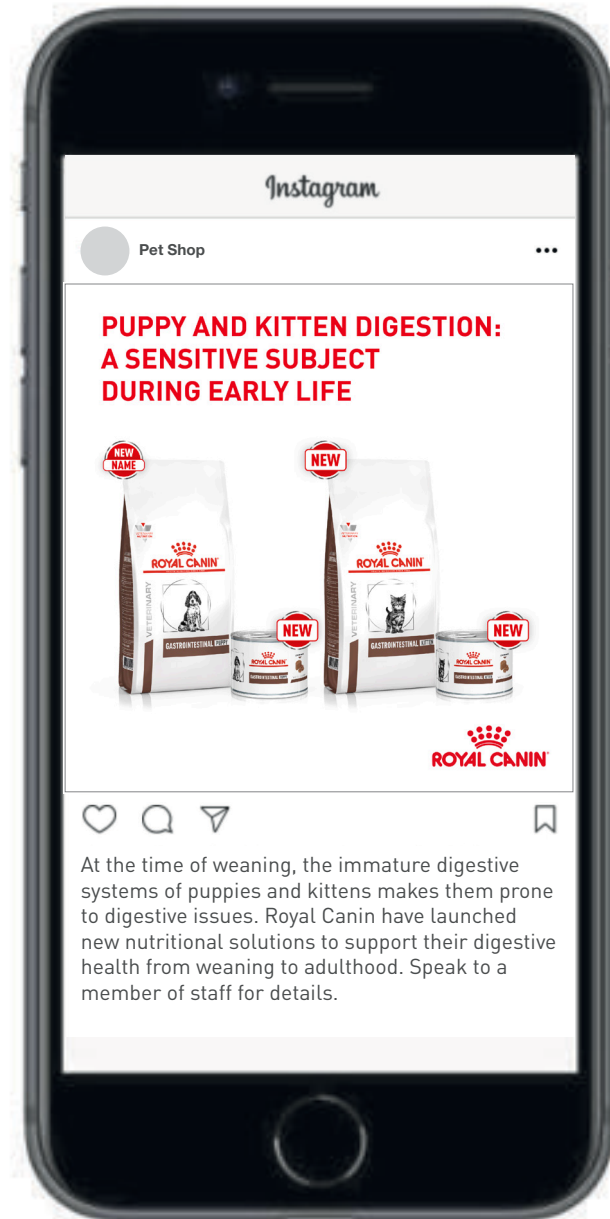


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the needs of puppies and kittens with digestive issues and promote the new nutritional solutions.

Recommended post caption:

At the time of weaning, the immature digestive systems of puppies and kittens makes them prone to digestive issues. Royal Canin have launched new nutritional solutions to support their digestive health from weaning to adulthood. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS

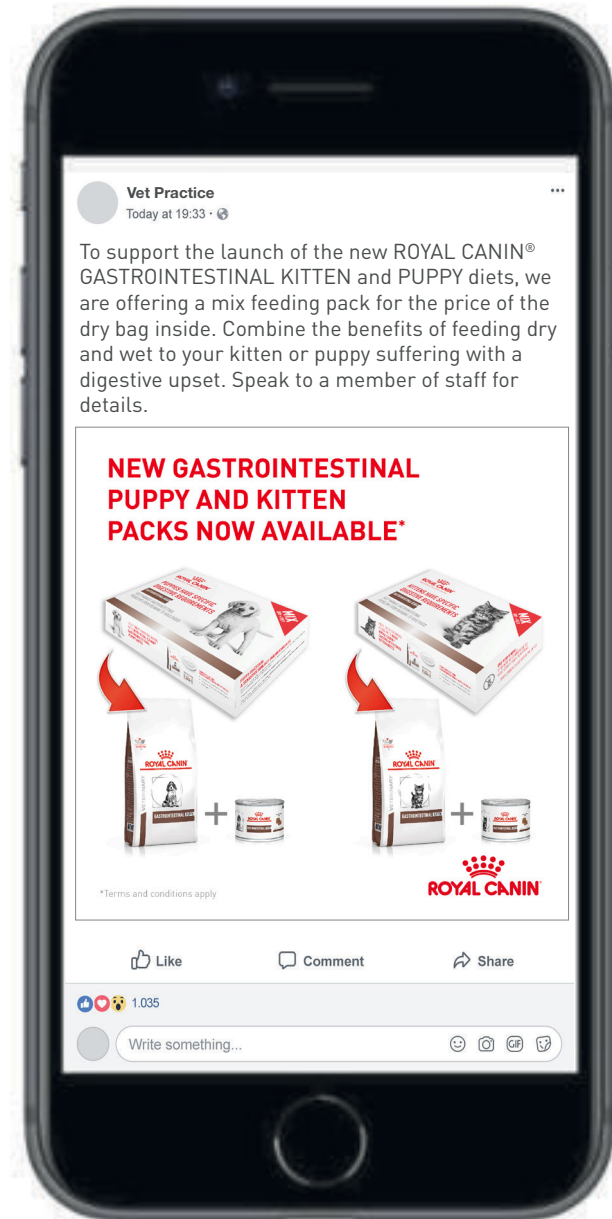


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to share the Gastrointestinal Puppy and Kitten Pack promotion.

Recommended post caption:

To support the launch of the new ROYAL CANIN® GASTROINTESTINAL KITTEN and PUPPY diets, we are offering a mix feeding pack for the price of the dry bag inside. Combine the benefits of feeding dry and wet to your kitten or puppy suffering with a digestive upset. Speak to a member of staff for details.



[Download the image here](#)

STATIC POSTS

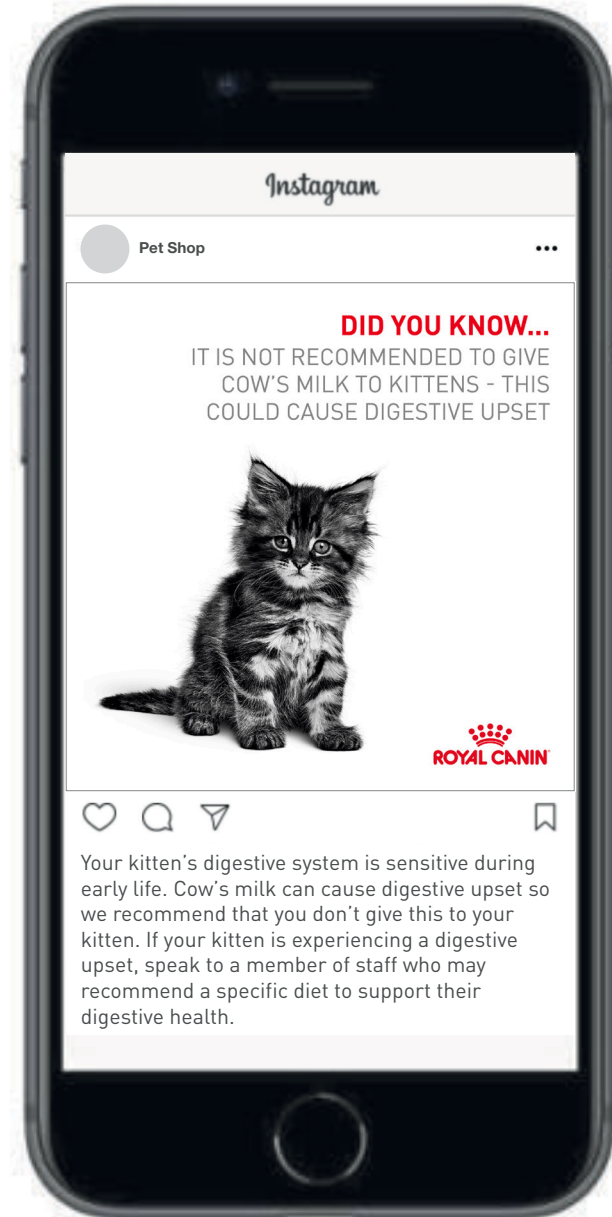


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the risk of giving cow's milk to kittens and a call to speak to the vet if their kitten is experiencing digestive issues.

Recommended post caption:

Your kitten's digestive system is sensitive during early life. Cow's milk can cause digestive upset so we recommend that you don't give this to your kitten. If your kitten is experiencing a digestive upset, speak to a member of staff who may recommend a specific diet to support their digestive health.



[Download the image here](#)

STATIC POSTS

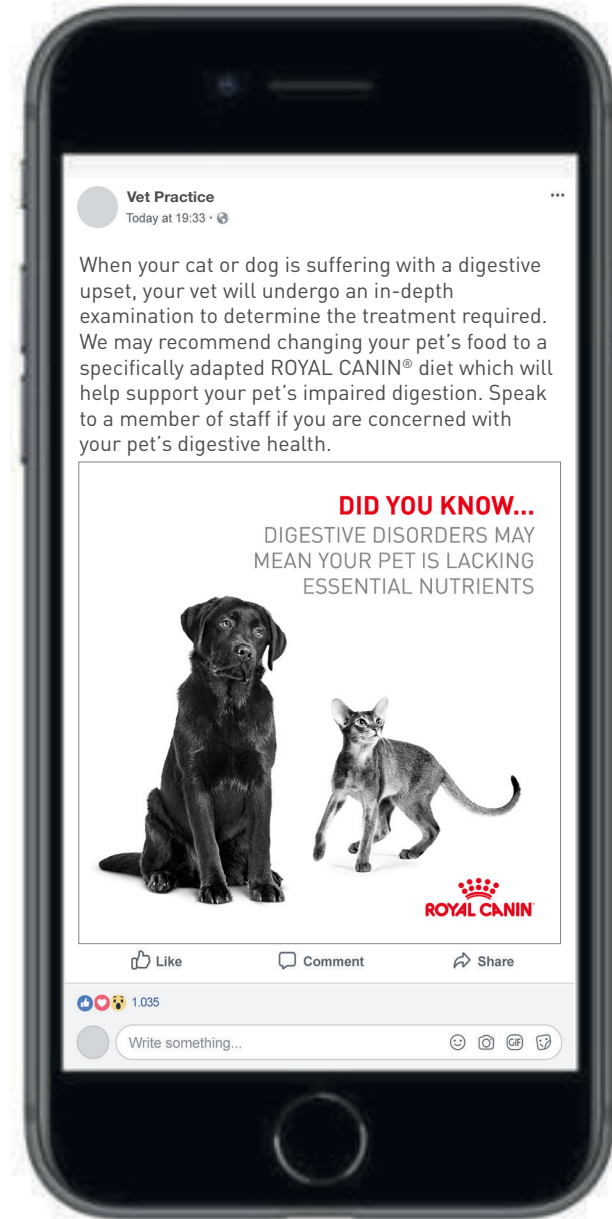


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the risk of an impaired digestive system and the importance of correct nutrition.

Recommended post caption:

When your cat or dog is suffering with a digestive upset, your vet will undergo an in-depth examination to determine the treatment required. We may recommend changing your pet's food to a specifically adapted ROYAL CANIN® diet which will help support your pet's impaired digestion. Speak to a member of staff if you are concerned with your pet's digestive health.



[Download the image here](#)

VIDEO POST

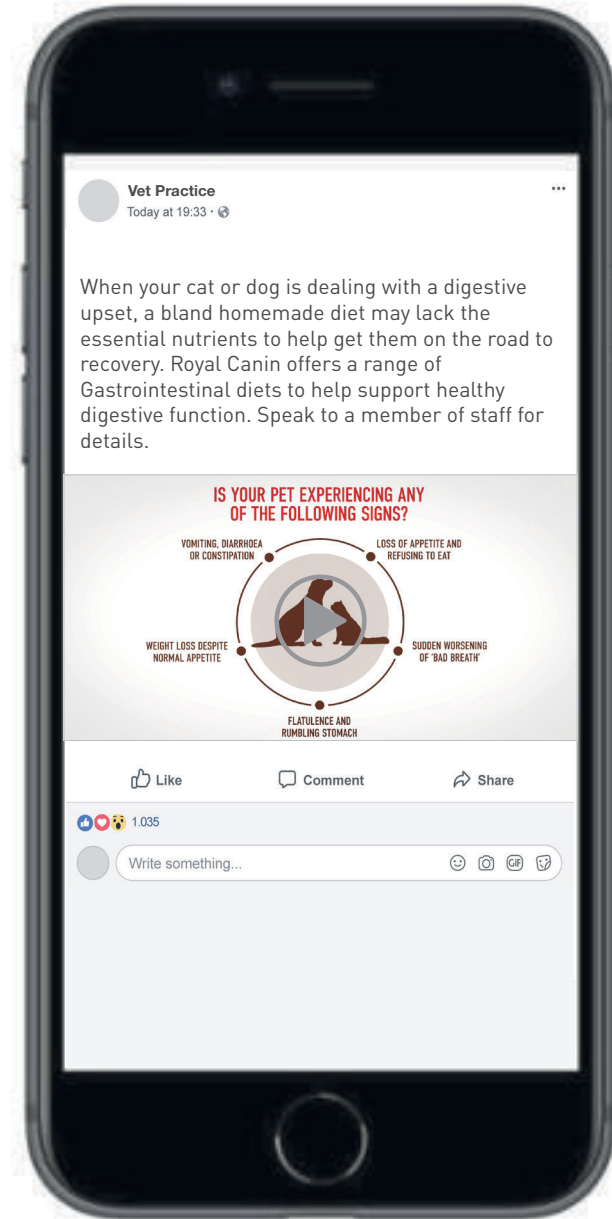


Where to use:

Use this on your social media channels such as Facebook or Instagram. This video would be used to share more details of the signs that your pet is experiencing a digestive issue and the nutritional solutions available to support.


Recommended post caption:

When your cat or dog is dealing with a digestive upset, a bland homemade diet may lack the essential nutrients to help get them on the road to recovery. Royal Canin offers a range of Gastrointestinal diets to help support healthy digestive function. Speak to a member of staff for details.



[Download the video here](#)

AN UPDATE FROM ROYAL CANIN




ROYAL CANIN
INCREDIBLE IN EVERY DETAIL

AN UPDATE FROM ROYAL CANIN

WITH GASTROINTESTINAL PROBLEMS, EVERY MOUTHFUL COUNTS

If you're feeding a ROYAL CANIN® GASTROINTESTINAL diet, we wanted to share some updates with you.


Royal Canin offers the most comprehensive range of gastrointestinal diets, each precisely designed to meet the individual needs of cats and dogs with digestive issues.



NEW LOOK PACKAGING


Discover the brand new pack design across the ROYAL CANIN® GASTROINTESTINAL diets.

Your pet's food now comes in new premium packaging with improved mixed feeding guidelines, where both dry and wet options are available, and improved visibility of product benefits.



NEW DIETS FOR PUPPIES AND KITTENS

Royal Canin have also introduced diets designed for puppies and kittens to help manage gastrointestinal problems from weaning to adulthood.



For more information about the ROYAL CANIN® GASTROINTESTINAL diets, speak to a member of practice staff.

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 used to inform buyers of ROYAL CANIN® GASTROINTESTINAL diets about the new packaging design.

VETERINARY PRACTICE NEWSLETTER

JUNE NEWSLETTER

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[Download the image here](#)

AN UPDATE FROM ROYAL CANIN




ROYAL CANIN
INCREDIBLE IN EVERY DETAIL

AN UPDATE FROM ROYAL CANIN

**PUPPY AND KITTEN DIGESTION:
A SENSITIVE SUBJECT DURING EARLY LIFE**


At the time of weaning, the immature digestive systems of puppies and kittens makes them prone to digestive issues.



Royal Canin have introduced diets designed for puppies and kittens to help manage gastrointestinal problems from weaning to adulthood.

GASTROINTESTINAL PUPPY AND KITTEN

The diets are available in dry and wet formulas to allow for mix feeding.



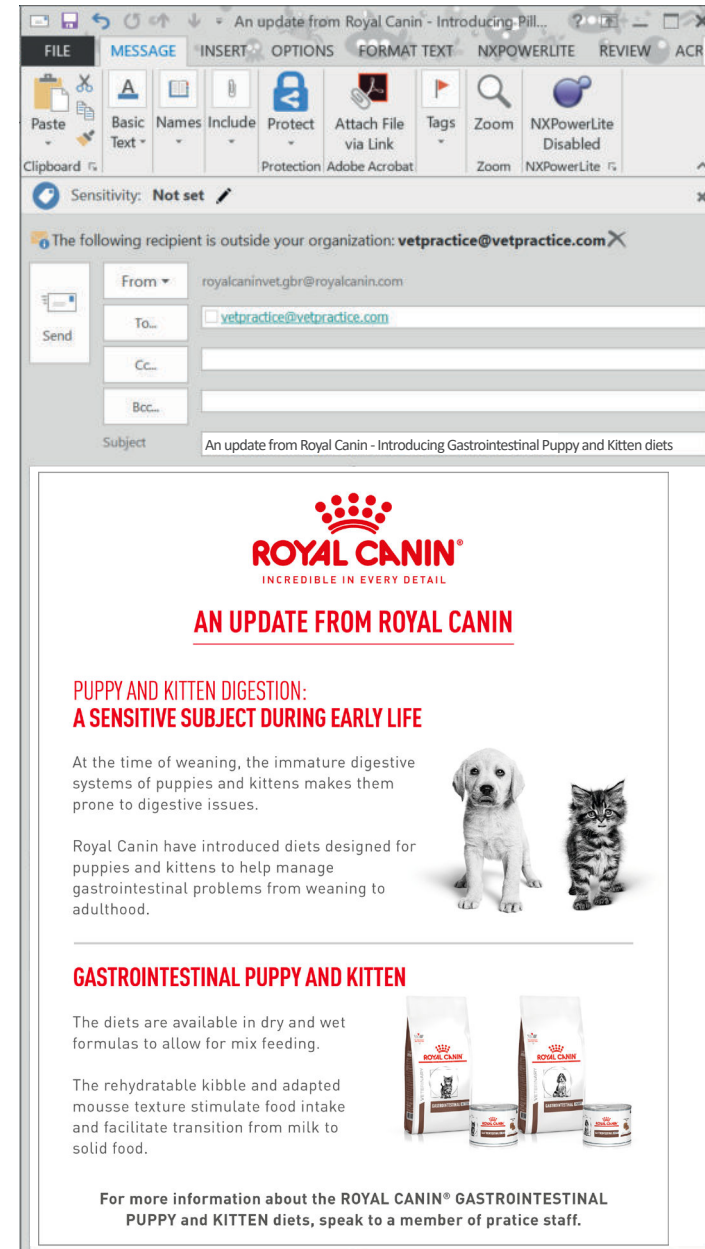
The rehydratable kibble and adapted mousse texture stimulate food intake and facilitate transition from milk to solid food.

For more information about the ROYAL CANIN® GASTROINTESTINAL PUPPY and KITTEN diets, speak to a member of practice staff.


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 an email.

This asset would be good to use if you want to inform your customers about the new Gastrointestinal Puppy and Kitten diets.



An update from Royal Canin - Introducing P...
FILE MESSAGE INSERT OPTIONS FORMAT TEXT NXPOWERLITE REVIEW ACR
Clipboard 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
Cc:
Bcc:
Subject: An update from Royal Canin - Introducing Gastrointestinal Puppy and Kitten diets




ROYAL CANIN
INCREDIBLE IN EVERY DETAIL

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[Download the image here](#)

WAITING ROOM TV VIDEO



Where to use:

Use this video on your practice waiting room TV.

If you are signed up to either Vision4Vets or The Vet Channel, this video is also available via those platforms.



[Download the video here](#)

THANK YOU

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