



# SENIOR CONSULT STAGE 2 TRANSITION

PARTNER MEDIA PACK



# SENIOR CONSULT STAGE 2 TRANSITION

Royal Canin have created some assets to support you in your conversations with pet owners around the discontinuing of Senior Consult Stage 2 diets.

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

## **This Partner Media Pack includes:**

- Social media post to share on your social media channels\*
- Recommended post caption
- 'An update from Royal Canin' assets to share on your website, within your own newsletter or email to customers

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

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**Read through the document**

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**Download the image that you want to share**

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**Upload the image to your social media account**

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**Copy and paste the recommended post caption**

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**Share the post!**

**To start using the update asset,  
follow these simple steps:**

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**Read through the document**

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**Download the image that you want to share**

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

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**Share your update!**

\*Terms of Use: The Senior Consult Stage 2 Transition 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.

# STATIC POSTS

## IS YOUR CAT EATING A SENIOR CONSULT STAGE 2 DIET?



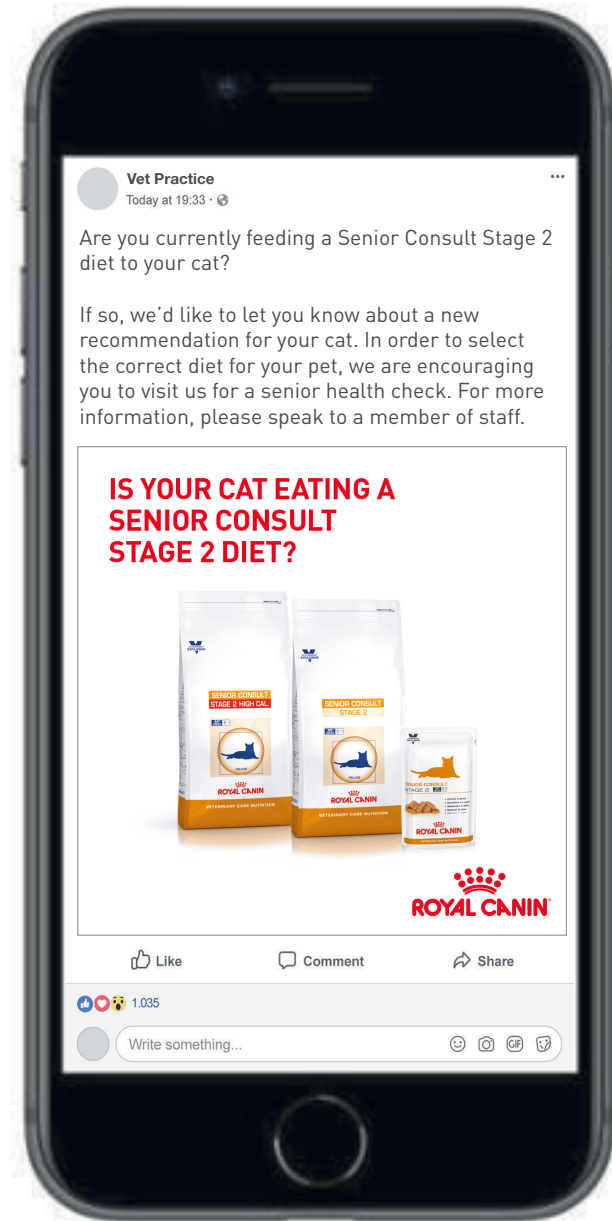
### Where to use:

Use on your social media channels such as Facebook or Instagram.

### Recommended post caption:


Are you currently feeding a Senior Consult Stage 2 diet to your cat?

If so, we'd like to let you know about a new recommendation for your cat. In order to select the correct diet for your pet, we are encouraging you to visit us for a senior health check. For more information, please speak to a member of staff.



[Download the image here](#)

# AN UPDATE FROM ROYAL CANIN




**ROYAL CANIN**  
INCREDIBLE IN EVERY DETAIL

## AN UPDATE FROM ROYAL CANIN

### IS YOUR CAT EATING A SENIOR CONSULT STAGE 2 DIET?

If your cat is on a ROYAL CANIN® Senior Consult Stage 2 diet, we'd like to let you know about a new recommendation for your pet.

Senior Consult Stage 2 is being **discontinued**, but don't worry – you can still support your cat's health with a tailored ROYAL CANIN® diet.




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### SUPPORTING YOUR AGEING PET

Signs of ageing may be too subtle for us to see. Your senior cat might look healthy but there is often something happening beneath the surface.

To ensure your cat receives the most appropriate diet, we would recommend that you bring them in for a senior health check.

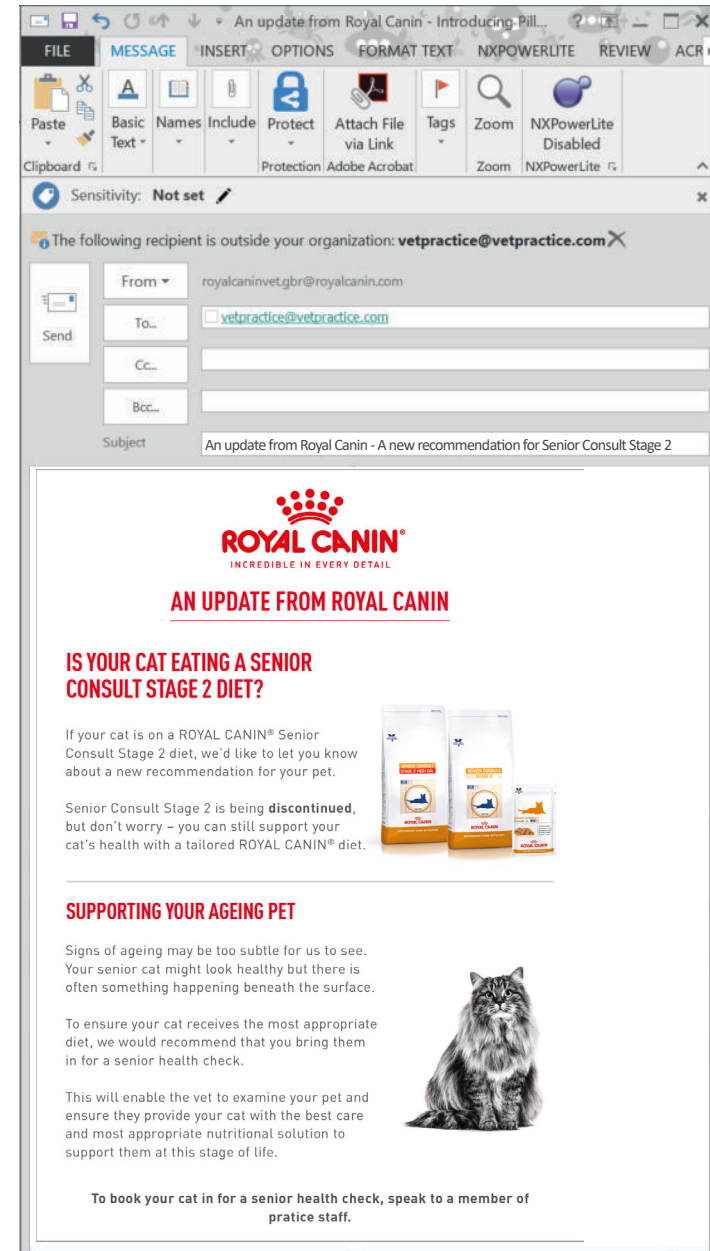
This will enable the vet to examine your pet and ensure they provide your cat with the best care and most appropriate nutritional solution to support them at this stage of life.



**To book your cat in for a senior health check, 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.



The screenshot shows an email client interface with the following details:

- Subject: An update from Royal Canin - A new recommendation for Senior Consult Stage 2
- From: royalcaninvetgbr@royalcanin.com
- To: vetpractice@vetpractice.com
- Subject line: An update from Royal Canin - A new recommendation for Senior Consult Stage 2

The email content is a duplicate of the asset shown on the left, featuring the Royal Canin logo, the headline "AN UPDATE FROM ROYAL CANIN", the sub-headline "IS YOUR CAT EATING A SENIOR CONSULT STAGE 2 DIET?", a paragraph about the discontinuation of the diet, a section titled "SUPPORTING YOUR AGEING PET" with a photo of a cat, and a call to action: "To book your cat in for a senior health check, speak to a member of practice staff."

[Download the image here](#)

# THANK YOU

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