



**MERIAL PROTECTS OUR PETS.**

**Custom Publication educates and drives readers online.**

**CHALLENGE** » Merial wanted to revitalize their *Protector* publication. Not only does *Protector* have to engage and educate a very specific audience - veterinary technicians - Merial wanted it to have incentives to continue the experience online.

**SOLUTION** » After a complete redesign, *Protector's* look is not only more sophisticated and modern, but it is more effective in educating the vet techs who read it. In addition to making the magazine more interactive - games, recipe sharing and surveys - we have integrated a rewards program to encourage continuing education online.

**RESULTS** » The overall reception of the magazine has been wonderful. Subscriptions are up 12% and the feedback has all been overwhelmingly positive.