

BRANDING SUCCESS STORY

EVSCO PHARMACEUTICALS

CHALLENGE: EVSCO Pharmaceutical profits were dropping dramatically. They were a small company in an industry of better known and better capitalized manufacturers. Lacking a clear corporate identity, the company resorted to discounting for quarterly sales goal achievement, greatly affecting profitability. Additionally, one or two products were pulled by the regulators annually as unsafe, which also greatly affected profits. The company needed to better address the underlying factors that influenced demand.

SOLUTION: A comprehensive change in strategic initiatives designed to improve product profitability, and improve market share.

Repositioned branding to add value to the overall line and support premium pricing in the face of growing generics.

Creation of the credible positioning tagline. The Veterinary Standard became the core to establishing a differentiating image. Two products, Nutri-Cal and Laxatone, were indeed standards that other companies tried but failed to copy.

Creation of the Evsco Guaranteed program which offered both veterinarians and their clients guaranteed pet acceptance. While it was a common occurrence to take back product that was not accepted by the pet, there was no official program in the entire industry...until I created and publicized one.

Revamped the sales and marketing processes.

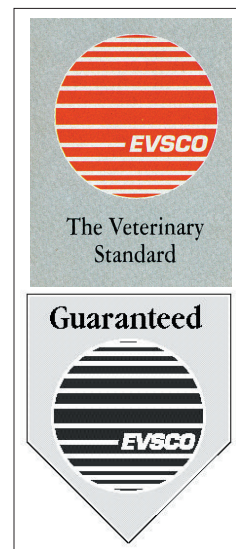
Reorganization of product categories to match those used by veterinarians (as opposed to the delivery format previously used by the manufacturer).

Newly designed and written detail sheets consolidated the content of various sources and created a more streamlined sales approach. Incorporating competitive product information into these documents positioned Evsco product in a most favorable light and offered an educational resource not found elsewhere.

Pull-through sales materials - brochures, office posters and product displays - were created for the first time and distributed through veterinary offices to create end-user demand.

RESULTS: EVSCO sales on two products jumped over 100% for each in a single year, and overall aggregate sales increased approximately 20% each year. At the same time we reduced the number and frequency of specials to maximize profits.


EVSCO Pharmaceutical advertising won both AD-Q and readex awards in 1993 for highest reader recall. That someone from outside the industry could compete with ad agencies working with the giants and achieve this is extraordinary.
--- Veterinary Forum



GARY ZENKER




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Newly designed sales detail sheets



Allerspray™ with Bittran™ II

Topical anesthetic

Allerspray™ with Bittran™ II

- Topical anesthetic
- Non-steroidal formulation
- Antiseptic action
- Promotes wound healing
- Lidocaine Hydrochloride 2.5%
- Aloe and Lanolin provide soothing, healing effect
- Bittran™ II inhibits compulsive licking and chewing
- Reduces self-inflicted trauma
- Pump spray application
- Convenient packaging
- Economical
- Available in hospital and dispensing sizes

Allerspray™ with Bittran™ II is a topical anesthetic which provides fast relief of pain and itching from minor skin irritations and provides an immediate antiseptic action.

Allerspray™ with Bittran™ II works effectively on a variety of conditions, including hot spots, flea and insect bites, burns, and abrasions. It is also recommended for minor allergic problems including contact allergies, such as those to grass, carpets, synthetics and other items. Allerspray™ II's bitter taste reduces scratching, biting, and self-inflicted injury.

Allerspray™ with Bittran™ II features a non-steroidal formulation. Lidocaine Hydrochloride anesthetizes the area to relieve pain on contact. Aloe and Lanolin help soothe the inflamed skin, and added healing agents to the area. Bittran™ II's bitter taste effectively keeps animals from licking or chewing on treated areas.

Allerspray™ with Bittran™ II is available in two convenient sizes: 4 oz size for dispensing and a more economical 12 oz size for hospital use.

Allerspray™ with Bittran™ II	4 oz	1949
Allerspray™ with Bittran™ II	12 oz	1950

EVSCO Pharmaceuticals, affiliate of IGL, Inc.
PO Box 685, Harding Highway, Bova, NJ 08110 (800) 225-6270 • (609) 691-2577 • FAX (609) 697-9711

Ingredients

Contains: Lidocaine Hydrochloride 2.5%
Compounded in a vanishing liquid base containing lanolin, myristalkonium chloride and quaternium-14, also, cetethylmmonium bromide, allantoin and denatonium benzoate (Bittran II).
Stabilized at the pH of normal animal skin

Instructions for use

Allerspray can be sprayed on localized irritated areas as required. Allerspray provides a fine mist to the sensitive area, adheres easily to the skin (no messy run-off) and vanishes, leaving the coat dry without sticky residue. Animals that are highly allergic should be bathed regularly for optimum skin and tissue health.

Precautions


Consult your veterinarian immediately if swelling occurs, or redness and irritation persists for five days or more. Care must be taken to avoid spraying into animal's eyes. For external animal use only. Keep out of reach of children and pets.

Product Comparison

Alternate Products		Allerspray™ comparison
Cortispray (DVM)	Contains steroids Does not deter biting, self-inflicted wounds Available only in 2 oz size	Contains NO steroids Bitter taste deters self-inflicted trauma Available in 4 oz and 8 oz sizes Less expensive per ounce
Dermacool (Allerderm)	Does not deter biting, self-inflicted wounds Available only in 8 oz size	Bitter taste deters self-inflicted trauma Available in both 4 oz and 12 oz sizes
Hexa-Caine (PBN)	Available in 4 and 8 oz sizes	Available in more economical 12 oz size Proven record of successful application

All trademarks are property of their respective holders

EvSCO product overview showing revised product line organization



For over 50 years, a leading supplier of high quality veterinary pharmaceuticals.

Continuously researching and developing new products that benefit veterinarians and their clients' pets.

FDA inspected facility, assuring safe and consistently high quality products.

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Dermatologicals	Diagnostics	Nutritionals	Supplies
<p>Allerspray™ with Bittran™ II</p> <ul style="list-style-type: none"> • For relief of pain and itching from minor skin irritations • Topical anesthetic • Contains 100% lanolin • Helps promote wound healing • Promotes healing of wound sites • Contains moisture, and softens skin <p>Indice Shampoo</p> <ul style="list-style-type: none"> • Reduces, anti-itching, dandruff • Cleans superficial wounds and itches • Non-irritating • Contains Aloe Vera <p>Mercer Pearls™</p> <ul style="list-style-type: none"> • Benzoyl Peroxide Shampoo™ • Contains 3.5% benzoyl peroxide • High washing formula • Deep cleansing and degreasing • Non-irritating and degreasing • Non-irritating • Relieves dry skin and hair <p>Coal Tar Shampoo</p> <ul style="list-style-type: none"> • Contains 1% coal tar solution • High washing formula • Anti-itching and degreasing • Anti-pruritic • Relieves dry skin and hair <p>Sulfide-Sulfate Acid Shampoo</p> <ul style="list-style-type: none"> • Contains 2% sulfuric acid • High washing formula • Anti-itching • Anti-odoriferous • Relieves dry skin and hair <p>Skin & Coat Moisturizer</p> <ul style="list-style-type: none"> • For moisture conditioning of normal or sensitive skin • High washing formula • Hypoallergenic, pH balanced • Relieves dry skin and hair <p>Cream Rinse</p> <ul style="list-style-type: none"> • For moisture conditioning of dandruff • Paraben free preservative • Relieves dry skin and hair <p>Coal Tar Spray 3.5%</p> <ul style="list-style-type: none"> • 3.5% Coal Tar solution • Anti-itching • Anti-odoriferous • Relieves dry skin and hair <p>Humectant Spray</p> <ul style="list-style-type: none"> • 2% Glycerin Acid derivative • For between shampoo use • Relieves dry skin and hair • Relieves dry skin and hair 	<p>DH-Tect™ Kit</p> <ul style="list-style-type: none"> • For the identification of Bacteroides, Clostridia, and other anaerobic bacteria • Contains methylene blue, disodium borate, and enough methylene blue, ferric chloride and iron for 100 tests • Permits clear microscopic examination • Two test procedures • Highly effective and inexpensive <p>DH-Tect™ Lysing Solution</p> <ul style="list-style-type: none"> • Lyses RBC, permits clear examination of intracellular parasites • 1/2 gallon lysing solution for up to 200 tests • High quality and economical <p>DH-Tect™ Membrane</p> <ul style="list-style-type: none"> • Fine membrane for identification of bacterium membrane • High quality, convenient 3 piece per set • Economical • Highly palatable <p>PHED™</p> <ul style="list-style-type: none"> • For high intensity supplemental energy system • Rapidly digested source of calories, vitamins, and minerals • Highly palatable, convenient gel formulation • Available in both tubes and cans <p>DH-Tect™ Strain</p> <ul style="list-style-type: none"> • For the identification of Bacteroides, Clostridia, and other anaerobic bacteria • High quality, convenient gel formulation <p>Proprylin™</p> <ul style="list-style-type: none"> • High potency vasoconstrictor • Complement for coronary bypass • Highly palatable, convenient gel formulation 	<p>Canine™</p> <ul style="list-style-type: none"> • High potency vasoconstrictor • Complement for coronary bypass • Highly palatable, convenient gel formulation <p>Feline™</p> <ul style="list-style-type: none"> • High potency vasoconstrictor • Complement for coronary bypass • Highly palatable, convenient gel formulation <p>Feline™ II with Taurine</p> <ul style="list-style-type: none"> • High potency vasoconstrictor • Contains liver oil • Water dispersible • Highly palatable <p>Hi-View™ Drops</p> <ul style="list-style-type: none"> • Multi-stain supplement • Contains liver oil • Water dispersible • Highly palatable <p>Nutri-Gel™</p> <ul style="list-style-type: none"> • High intensity supplemental energy system • Rapidly digested source of calories, vitamins, and minerals • Highly palatable, convenient gel formulation • Available in both tubes and cans 	<p>Grooming</p> <ul style="list-style-type: none"> • Eliplex All-Pet Spray <ul style="list-style-type: none"> • Color and luster for clipper • Easy to apply • Contains oils and silicones • Washes styling lot, reduces repair bills • Blue-Groom All-Pet Shampoo <ul style="list-style-type: none"> • Deep cleaning, conditioning • Enhances natural coat color • Contains lanolin • Supplemental natural oils • Green All-Pet Spray <ul style="list-style-type: none"> • Lustrous conditioning • Contains lanolin • Disinfects, conditions, detangles <p>Household Supplies</p> <ul style="list-style-type: none"> • The Fugitive™ <ul style="list-style-type: none"> • Eliminates carpet stains and odors • Effective on urine, feces, vomit, food and food • Works on carpet, floor, furniture, clothing, on mirrors, cups, etc. • Used for prep in kennel house <p>Surgical/Office Medication</p> <ul style="list-style-type: none"> • Light, liquid, preservative ointment • Eliminates self-inflicted trauma • Contains lanolin • Three adjustable sizes for use in large dogs
<p>Cardiac</p> <ul style="list-style-type: none"> • Cardi-Gel™ <ul style="list-style-type: none"> • Dog's heart drug • For treatment of heart failure, congestive heart failure, atrial fibrillation, and other cardiac conditions • 10 mg/kg (0.5 mg/lb) dose • Liquid form allows accurate dosing • Highly palatable • Cardi-Gel™ 1.5% Spig. Suspension <ul style="list-style-type: none"> • For treatment of heart failure, congestive heart failure, atrial fibrillation, and other cardiac conditions • Liquid form allows accurate dosing • Easy to ingest by animals unable to swallow • Highly palatable <p>Gastro-Intestinal</p> <ul style="list-style-type: none"> • K-9-Kat™ <ul style="list-style-type: none"> • Aids in the treatment of diarrhea • Rapidly effective • Available liquid form • Laxation™ <ul style="list-style-type: none"> • Gentle, effective laxative for use and dogs • For treatment of hard stools • Lidocaine and sulfonamide • Highly palatable, convenient gel 	<p>Ophthalmics</p> <ul style="list-style-type: none"> • Chloroxone™ <ul style="list-style-type: none"> • Chlorhexidine • For treatment of bacterial conjunctivitis and other inflammation • 10 mg/kg (0.5 mg/lb) dose • Preserving quick-acting base • Chloroxone™ <ul style="list-style-type: none"> • Chlorhexidine • For treatment of bacterial conjunctivitis and other inflammation • 10 mg/kg (0.5 mg/lb) dose • Preserving quick-acting base • Opti-View™ <ul style="list-style-type: none"> • For treatment of bacterial conjunctivitis and other inflammation • 10 mg/kg (0.5 mg/lb) dose • Preserving quick-acting base 	<p>Orics</p> <ul style="list-style-type: none"> • Carbamazepine <ul style="list-style-type: none"> • Sodium and bicarbonate salt • Deep-cleaning and non-irritating • Use for minor cleaning or prior to medication • Carbamazepine <ul style="list-style-type: none"> • For treatment of Ovarian luteal phase syndrome • Preserving quick-acting base • Liquor-Block™ with Carbazepine™ <ul style="list-style-type: none"> • For treatment of Ovarian luteal phase syndrome • For treatment of acute sinusitis and pyelitis • For treatment of Ovarian luteal phase syndrome • Preserving quick-acting base • Carbamazepine <ul style="list-style-type: none"> • For treatment of Ovarian luteal phase syndrome • Preserving quick-acting base 	

Redesigned LAXATONE AD incorporating new tag line, EvSCO Guaranteed program logo

Another satisfied client.



Sasha, Leesville, Florida

Sasha is known for her discriminating taste. So when it comes to a barrel laxative, there's really only one choice. Laxatone®. As a barrel remover and a general laxative, Laxatone is generally considered the best in effectiveness and palatability, with 25 years and over a million cats to prove it. And Sasha's owner is happy to know that all their proven effectiveness costs only a few pennies more than routine generics.

Laxatone, the Veterinary Standard from EVSCO Pharmaceuticals, the company that set the standard.



The Veterinary Standard

Show your clients how Laxatone works!

Get free wall posters and brochures telling your clients about the health benefits of Laxatone and the proper care to eliminate them. Mail in FAX your request to EVSCO Pharmaceuticals, or ask your EVSCO sales representative. Supplies are limited. Offer valid while supplies last.

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More about Circle K/Link #127



Guaranteed