



YOUR NOBIVAC® DIGITAL TOOL KIT

This digital tool kit has been created to help you communicate with your clients about the importance of vaccinating their pets. Instructions are provided as to how to use the components of this kit when sending out client emails or when updating your website, social media posts, or blogging platform.

Social Media Posts

Instructions: Copy and paste the desired posts onto your clinic's social media platforms. The files for these images can be found in the appropriate sizes for Facebook, Twitter, and Instagram within this tool kit.

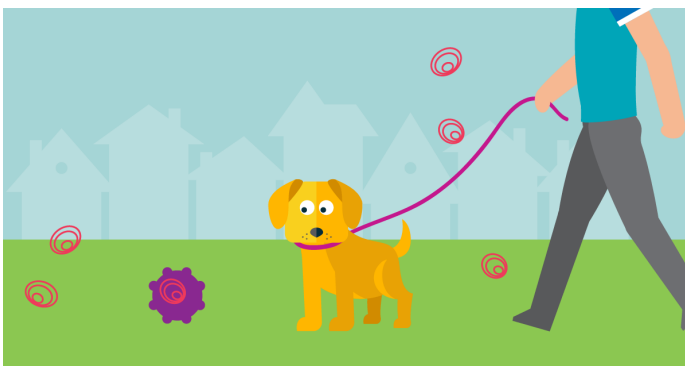
GENERAL VACCINATION POSTS

Post #1



Outside. Inside. Dangerous germs are everywhere. Keep your pet healthy with regular vaccinations. Contact us today.

Post #2



Don't let a walk outside turn into a risky activity. Protect your pet against dangerous germs. Talk with us about vaccination.

Post #3

You'd do anything for your pets. Make sure protecting them tops your list. Talk with us about which vaccines are right for your pet.



GENERAL VACCINATION POSTS (continued)

Post #4—Animated GIF



Happy. Healthy. Vaccinated. Vaccinations are an important part of your pet's health. Make sure your pet's vaccinations are up to date.

CORE VACCINE POSTS

Post #1

Which vaccines does your pet need to stay healthy? Schedule your pet's wellness visit today.

Post #2

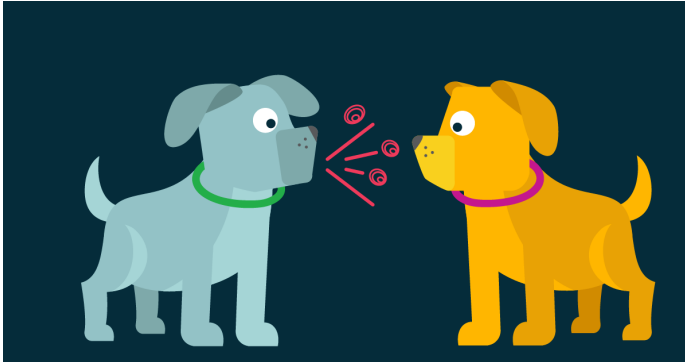


Pets that share food or water can also share dangerous germs. Ask us about which vaccines your pet needs to stay healthy.



CORE VACCINE POSTS (continued)

Post #3—Animated GIF



Pets that play together can spread disease. Keep your pet's vaccinations up to date.

LIFESTYLE VACCINE POSTS

Post #1—Animated GIF



Where you live can affect the vaccines your pet needs. Schedule your pet's visit today and let's talk protection.

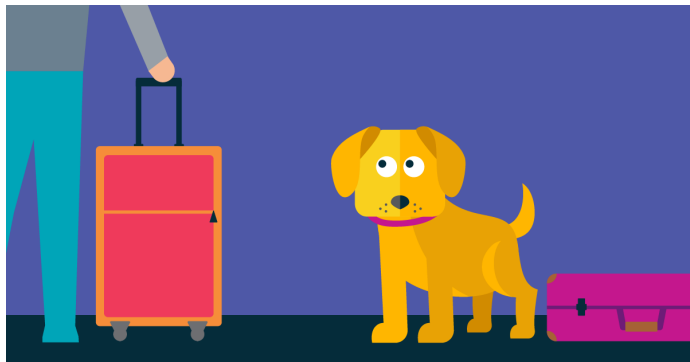
Post #2



Your pet may need extra vaccines depending on where you live and your pet's lifestyle. Talk to us about which vaccines your pet needs.

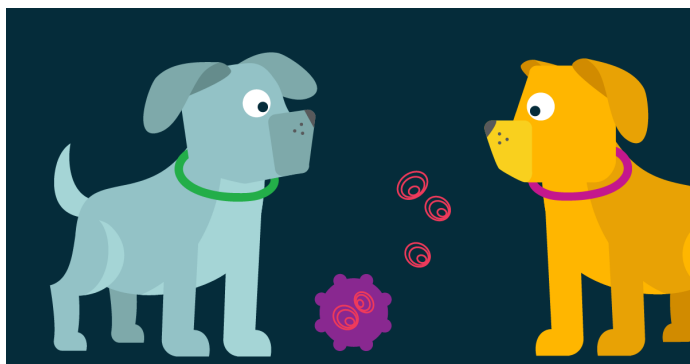
SOCIAL DOG POSTS

Post #1



Keep your dog safe when travelling. Ask us which vaccinations your pet needs for your trip.

Post #2



Protect their playtime. Make sure your dog's vaccinations are up to date.

Post #3

Daily walks. Dog parks. Doggy day care. Germs can spread anywhere dogs interact. Talk to us about your dog's vaccination needs.

INDOOR CAT POSTS

Post #1



There's no hiding from dangerous germs. Even indoors. Vaccinate your cat. Schedule your visit today.

Post #2

Visiting houseguests. Germ-ridden shoes. A trip to the groomer. Even indoor cats can be exposed to disease. Protect your cat with vaccination.

DISEASE-SPECIFIC POSTS

Leptospirosis

Post #1



That 'harmless' puddle could spell trouble for your dog. Protect your dog from leptospirosis. Contact us today.

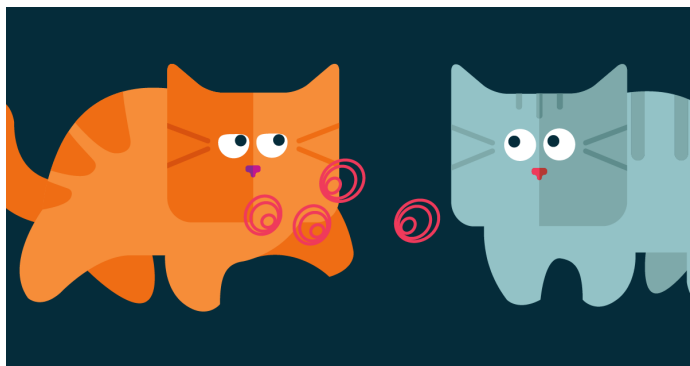
Post #2

Leptospirosis is a serious disease that can spread from dogs to people. Protect your pet and your family. Talk to us about vaccinating your dog against leptospirosis.



DISEASE-SPECIFIC POSTS (continued)**Canine infectious respiratory disease****Post #1—Animated GIF**

It doesn't take long for canine cough to spread. Help protect your dog with vaccination. Schedule your visit today.

FelV**Post #1**

Is your cat at risk from feline leukaemia virus? Schedule your visit today to discuss your cat's vaccination needs.



IMPACT OF PROTECTION POSTS

Post #1



When you vaccinate your pet against disease, you protect other pets, too. Share the protection. Schedule your pet's wellness visit today.

Post #2



Our clinic is proud to use vaccine products that support the fight against rabies in underserved communities in Africa, Asia, and beyond.



Website Content

Instructions: Use the following content on your clinic's website or in your clinic's e-newsletter.

Example #1

Dangerous germs are everywhere. Is your pet protected?

It doesn't take much for your pet to be exposed to germs that can cause serious diseases. A walk down the street. A trip to the park. A lick of a puddle. An unexpected visit from a neighbouring pet. We can't realistically prevent our pets from coming into contact with germs. But we CAN help protect them from the diseases that germs cause. **Vaccination offers a safe, reliable way to help protect your pet from widespread, serious, and potentially fatal diseases.** To learn more, please contact us today.

Example #2

Which vaccines are right for your dog?

As a loving pet owner, you know the importance of vaccinating your pet against disease. But which vaccines are right for your dog? Some vaccines are recommended for all dogs. These are called core vaccines, and they protect against serious, widespread, and potentially fatal diseases. And depending on where you live or your dog's lifestyle, your dog may also need additional vaccines to stay healthy. **Not sure which vaccines are right for your dog? Contact us today and let's talk!**

Example #3

Why vaccinate your indoor cat?

Most pet owners understand the importance of vaccinating pets that come into contact with other animals. But what if your cat is the stay-at-home type? **You may be surprised to learn that even indoor cats can be exposed to dangerous germs...**whether it's from visiting houseguests, a trip to the groomer, germ-ridden shoes, or a quick outing to explore the back garden. Protect your cat from serious, widespread, and potentially fatal diseases. Schedule a visit today to discuss your cat's vaccination needs.



Email Content

Instructions: Send your clients a monthly email or letter on a relevant topic. Just copy and paste the content below into your clinic's email program or onto your letterhead.

Email #1

*Subject line: **Are your pet's vaccinations up to date?***

Preventive healthcare starts with vaccination.

Regular wellness visits are an important part of keeping your pet healthy. During these visits, we check your pet's overall health, monitor any changes in weight or diet, and look for any early signs of disease.

An essential part of your pet's check-up is receiving needed vaccinations. Many vaccines require regular booster doses in order to continue protecting your pet from disease. Your pet's vaccines may even change from one year to the next depending on whether there have been any changes to your pet's activities or where you live.

If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.

Email #2

*Subject line: **Show your love for your pet.***

Protect your pet's health with vaccination.

As devoted pet owners, there's nothing we won't do for our pets. We bring them with us on holidays. Include them in our family photos. Splurge on fancy toys and bedding. But the most important thing we can do for our pets is to keep them healthy.

By vaccinating your pet regularly, you are protecting your pet from widespread diseases that can cause serious health problems. Our office will administer the right vaccines your pet needs to stay healthy.

If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.



Email Content (continued)

Email #3

Subject line: It's **[holiday] [vacation]** time! Is your pet ready to travel?

Before you leave, make sure your pet is properly vaccinated.

There's nothing quite as exciting as taking some much-needed time off from your busy schedule and getting away. And when your pet comes along with you, a trip can be even more rewarding!

Just make sure as you prepare for your travels, your pet is ready for the trip. That means ensuring that your pet's vaccinations are up to date. In many instances, your pet will need an up-to-date rabies vaccine in order to travel. But some airlines and countries may also have additional requirements about the health and vaccination history of travelling pets.

Not sure which vaccines your pet needs for your trip? Contact us today at *[customise with clinic's phone number, email, and/or website]*.

Email #4

Subject line: **Why your indoor cat needs vaccination**

Protect your cat from hidden threats.

Here at our clinic, we are often asked by owners of indoor cats whether vaccination is really necessary. To that we say, 'Absolutely!'

Even if your cat spends most of the time indoors, there are still many ways to be exposed to disease. A trip to the groomer or a boarding facility. A weekend visit from houseguests. You can even unknowingly track germs inside on your clothing or on the soles of your shoes.

Vaccination offers a safe, reliable way to protect your cat from serious diseases. If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.

Banner Ads

Instructions: Place the following animated banner ads on your clinic's website. The files for these banner ads can be found in the provided tool kit. Sizes provided are 300x250, 728x90, 320x50.

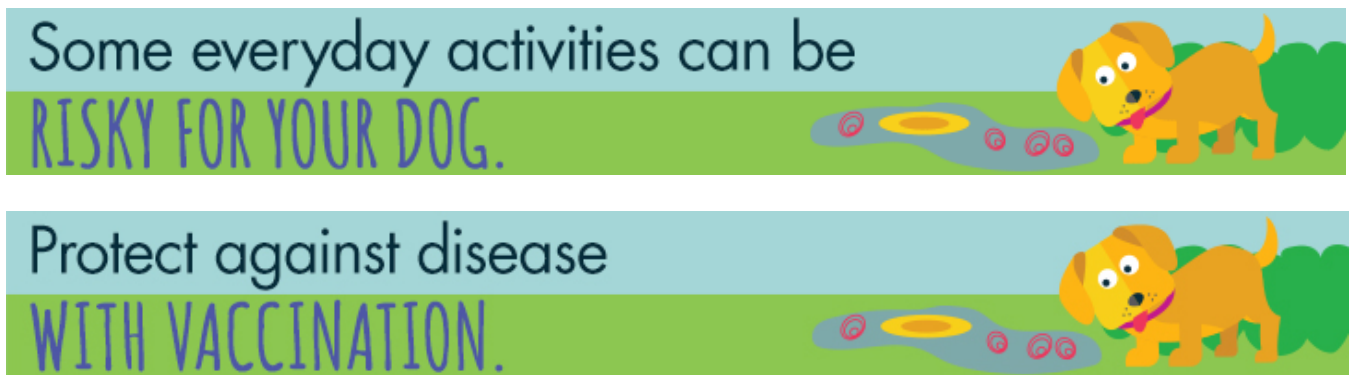
Option #1—Animated GIF



Option #2—Animated GIF



Option #3—Animated GIF



Blog Posts

Instructions: Use the content below for your clinic's blog. Simply copy and paste the desired information into your blogging platform.

Example #1

Planning a trip with your pet? Check this item off your list.

Proper planning is critical when travelling with your pet. In addition to the many items you need to pack—food and water bowls, pet carrier, medicine, and treats—there's something else your pet needs to have a safe and happy travel experience. Protection against disease.

Travelling brings with it exposure to all kinds of germs. The last thing you want on your holiday is for your pet to become ill. In many instances, your pet will need an up-to-date rabies vaccine in order to travel. But some airlines and countries may also have additional requirements about the health and vaccination history of travelling pets.

If you're planning a trip, schedule a visit with our office. We can make sure your pet is fully prepared to make the most of your journey.

Happy travels!

Example #2

Your cat is at risk for disease. Even inside your home.

Some cats rarely venture outside. Yours may be one of them. But that doesn't mean your cat is protected against disease. There are any number of situations in which even 'indoor cats' can be exposed to disease. A trip to the groomer or a boarding facility. A weekend visit from houseguests. You can even unknowingly track germs inside on your clothing or on the soles of your shoes.

The best way to protect your cat from disease? Vaccination. Vaccination offers a safe, reliable way to protect your cat from disease-causing germs. There are some vaccines that are recommended for all cats and others that may also be needed depending on where you live and your cat's lifestyle.

Help keep your cat safe at home with vaccination. Ask us which vaccines are right for your cat.



Blog Posts (continued)

Example #3

It doesn't take long for canine cough to spread.

When you hear the words 'canine cough', what comes to mind? Places where large numbers of dogs come together, such as a boarding facility or day care centre?

It's important to know that canine cough can happen *any time* dogs interact—during daily walks, at the dog park, during playdates. This highly contagious respiratory disease can even spread if the contact between dogs is very brief, such as during training classes or in an elevator.

The best way to protect your dog from canine cough is with vaccination. Schedule your dog's visit today, and keep your pet safe when socialising.

Example #4

We're supporting the fight to eliminate rabies across the globe.

Thanks to routine vaccination, rabies is no longer a problem in much of the world. However, in developing nations, rabies is responsible for an estimated 59,000 deaths per year, many of them children.¹

Our clinic is proud to use vaccine products that support the fight against rabies in underserved communities of Africa, Asia and beyond. Our choice to use these vaccines helps bring life-saving rabies vaccines and education to those who need it most.

Your decision to vaccinate your pet in our clinic serves a dual purpose. Not only are you protecting the health of your pet, you're also improving the life and health of animals and people around the world.

Together, we're making the world a healthier place!

Reference: 1. Hampson K, Coudeville L, Lembo T, et al. Estimating the global burden of endemic canine rabies. *PLoS Negl Trop Dis*. 2015;9(4):e0003709.

On-hold Messaging

Instructions: Using the script provided, record a message that can be played on your phone system when your clients are on hold.

An important part of keeping your pet healthy is staying up to date with all vaccinations. Certain vaccines are recommended for every dog and cat. And depending on where you live or your pet's lifestyle, additional vaccines may also be needed. Find out how best to protect against disease. Schedule your pet's annual wellness visit today.

