



Adam Keller

User Experience
Design & Direction

Case Study: Simparica Digital Marketing

Client: Zoetis Animal Health

Business Objective: To create a series of tactics that raise product awareness and facilitate discussion between vet and pet owner

Solution: Created a tactical ecosystem diagram coordinating all of the related tactics. We then built out or redesigns several of the tactics in the ecosystem.

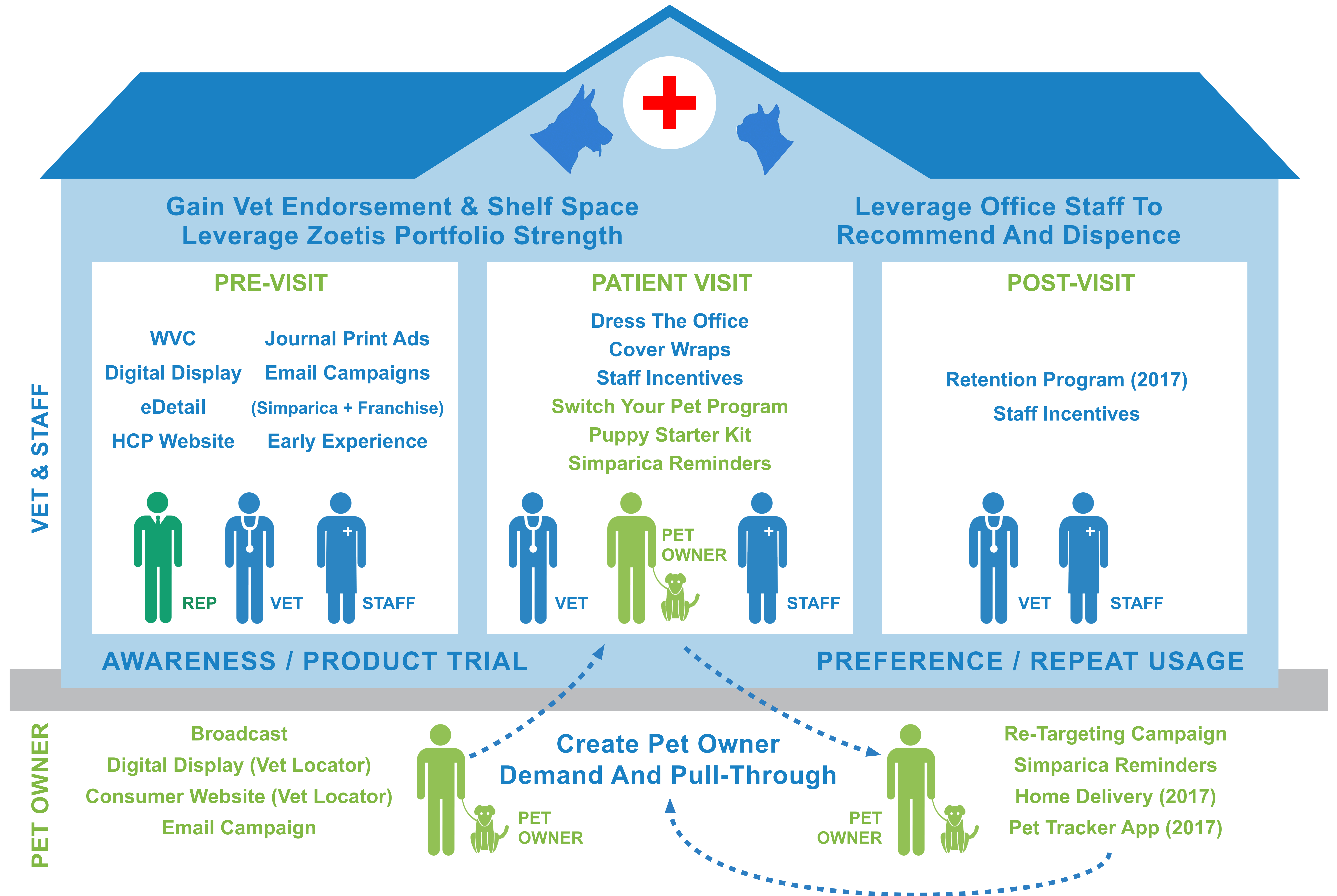
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Simparica Digital Marketing Tactics Tactical Ecosystem

The tactical ecosystem plays a very important role in marketing strategy, showing all of the marketing touchpoints that a user interacts with.

Each tactic is shown where it fits into each user's awareness journey.



Simparica Digital Marketing Tactics Pet Owner Website Wireframes

Once all of the tactics are identified, we can start building them out, making sure they are aligned to meeting the marketing objectives.

This wireframe was created for the consumer website.

This site showcases both disease state and product information.

The wireframe illustrates the layout of the Simparica Pet Owner Website. At the top, there is a header with the SIMPARICA LOGO on the left, and two navigation links: "Prescribing Information >" and "healthcare professionals >". Below the header is a main navigation bar with links: "What is Simparica?", "How Does Simparica Work?", "Special Offers", and "Dosage Reminders". A secondary navigation bar includes "Simparica Kills Fleas", "Simparica Kills Ticks", "Why Switch?", and "Satisfaction Guarantee". The "Why Switch?" link is highlighted with a downward arrow.

Below the navigation, the main content area is titled "Why Switch to Simparica?". To the left of this section is a vertical social media sharing bar with icons for Facebook (f), Twitter (t), Email (e), and a plus sign (+). The content area contains several horizontal lines representing text blocks. To the right of the text is a search box titled "Find a Simparica Vet Near You" with a "zip code" input field and a "search" button.

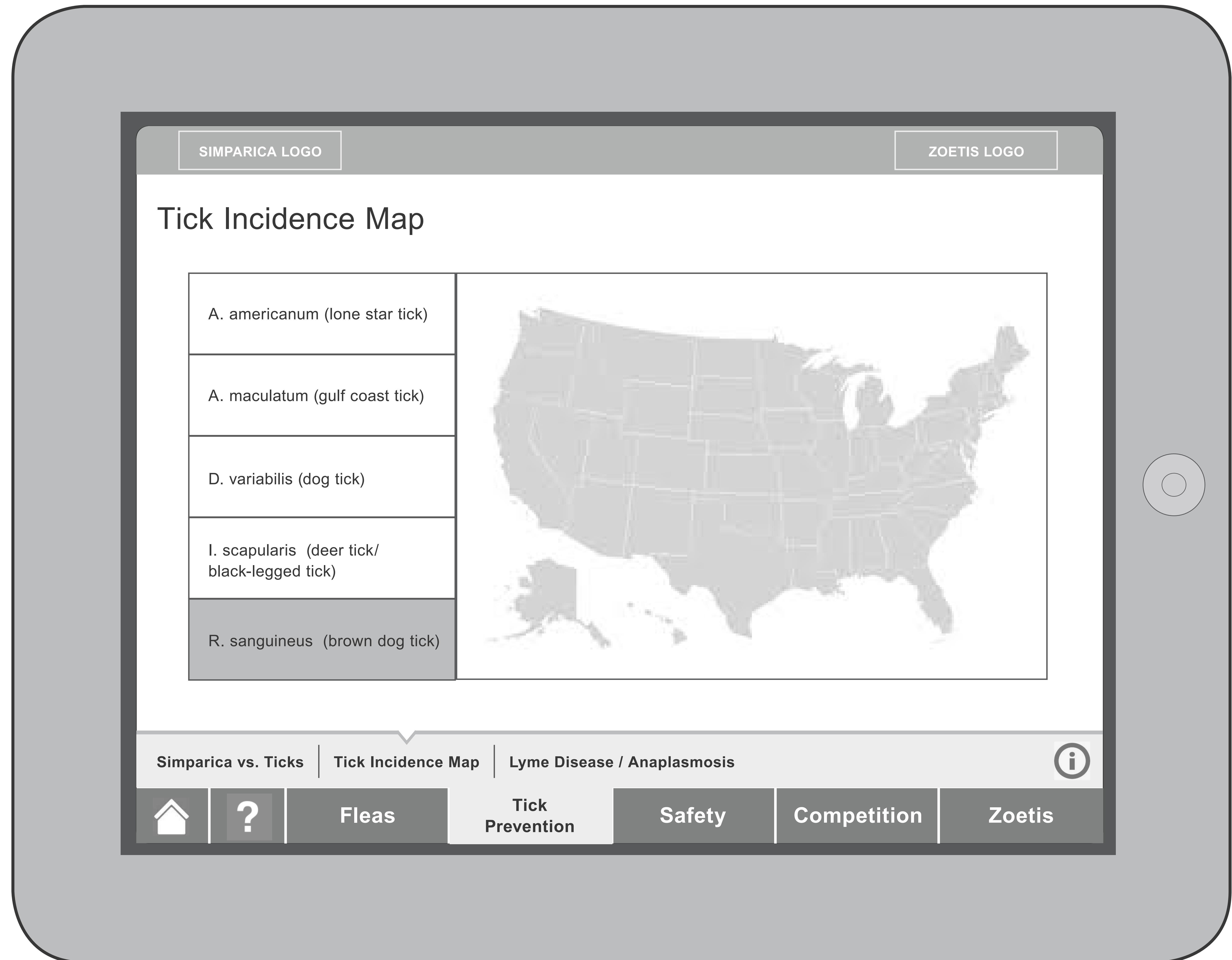
Below the text is a comparison section titled "Simparica vs. Nexgard (Fleas)". This section features a grid of tabs. The top row has tabs for "vs. NexGard", "vs. Bravecto", and "vs. Trifexis". The "vs. NexGard" tab is selected. Below this, there are sub-tabs for "Fleas" and "Ticks", with "Fleas" selected. The main content area of this section is labeled "CHART VS. NEXGARD" and contains a large empty space for a chart, with diagonal lines indicating the chart's boundaries.

To the right of the comparison section are two more boxes. The first is titled "Check Out Special Offers" and contains a "more info" button. The second is titled "Get Dosage Reminders" and contains a "Sign Up" button.

Simparica Digital Marketing Tactics Interactive Detail Wireframes

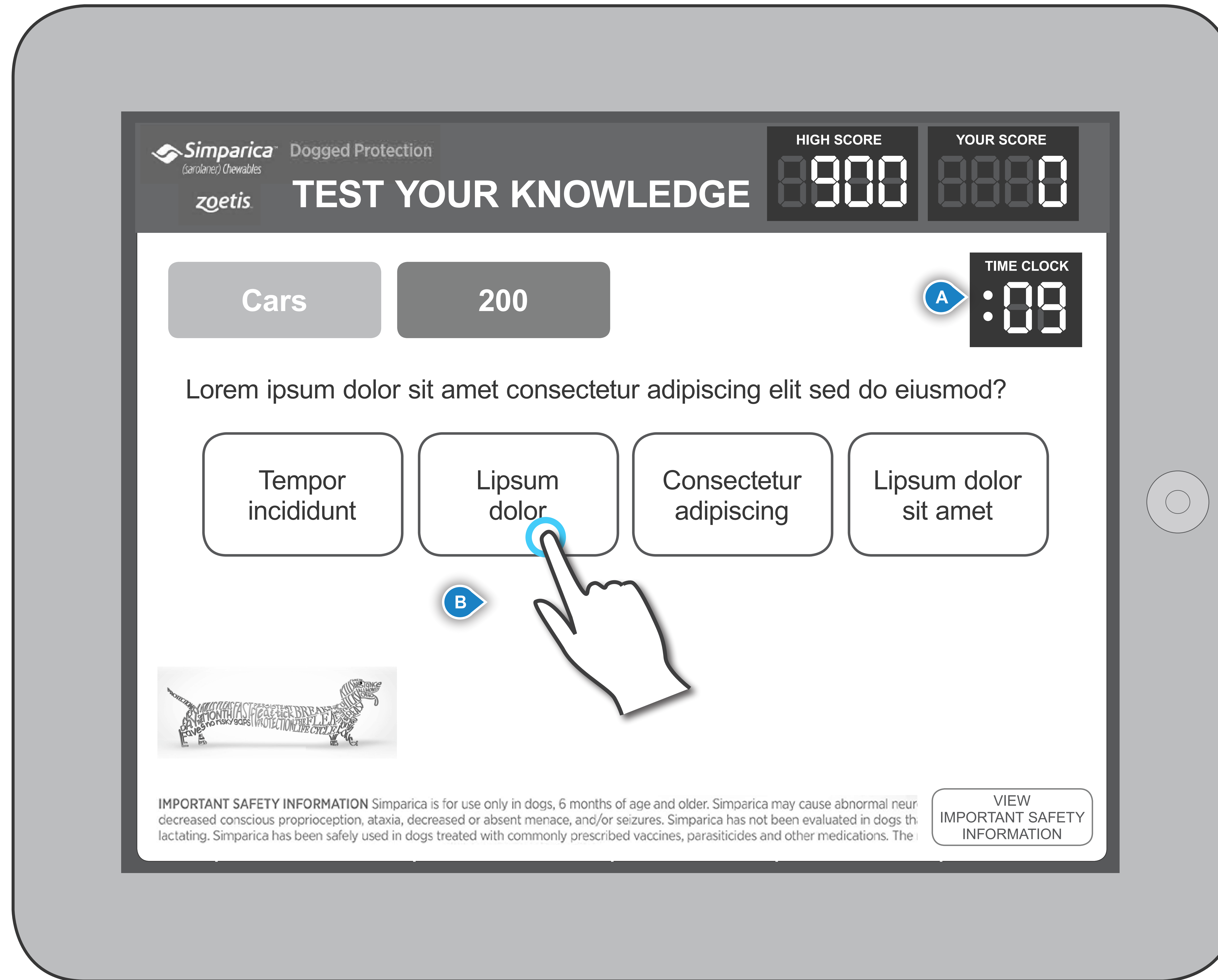
This wireframe was created for an interactive detail aid.

Product field reps can use this interactive presentation to show doctors disease and product information.



Simparica Digital Marketing Tactics
Staff Knowledge Test
Game Wireframes

This wireframe was created for a game that the vet staff can play to learn more about the product and disease state.



Notes:

- A User has 10 seconds to answer each call
- B User chooses from one of the answers