

# MORE

Merck Animal Health Official Retail Expert

## CATTLE FOCUS: Spring Calf Health

Vaccinate • Deworm • Control • Grow



NASALGEN® 3, SAFE-GUARD® (fenbendazole) 290 gm, SAFE-GUARD (fenbendazole) 1 liter, RALGRO® (zeranol)

# HAVE YOU HERD THE MOOS?

Meet Mertle, the newest member of the Merck Animal Health team.

Talk to your Merck Animal Health Retail Representative or visit [MoreRetailPower.com](http://MoreRetailPower.com) to learn how you can get her for your store.



### MERCHANDISING OPTIONS:

Check the box next to the tools you are interested in for your store.



Mertle Tower



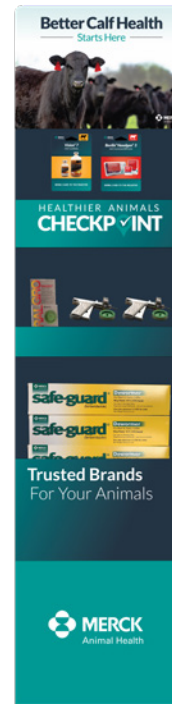
Mertle Dangler



Mertle Aisle Invader



Mertle with Motion



Calf Health solution center

# EQUINE FOCUS: Spring Horse Health



Products shown: SAFE-GUARD® (fenbendazole) EQUI-BITS®, SAFE-GUARD (fenbendazole) 25g, SAFE-GUARD (fenbendazole) 92g, PRESTIGE® 5 + WNV

## MERCHANDISING OPTIONS:

Check the box next to the tools you are interested in for your store.



PRESTIGE Pop Up Tower



PRESTIGE Danglers



PRESTIGE Aisle Invader



Mode of Action Shelf Kit



Mode of Action Ad



Equine Powerwing



# GOAT FOCUS: Better Goat Health

Control • Deworm • Vaccinate



Products shown: ULTRA BOSS®, SAFE-GUARD® (fenbendazole) 125 mL Goat Suspension, VISION® CD-T

## MERCHANDISING OPTIONS:

Check the box next to the tools you are interested in for your store.

Social Media:

Digital Ads:

Dose & Done SAFE-GUARD Rebate Resources

Better Goat Health Dangler

Better Goat Health Resources

# PET FOCUS: Dog Internal Parasite Control

SAFE-GUARD® (fenbendazole) helps assure your customers there's no need to worry about dangerous intestinal parasites getting in the way of enjoying outdoor adventures together with their dogs.



Shown: SAFE-GUARD (fenbendazole) Canine Dewormer family



## MERCHANDISING OPTIONS:

Check the box next to the tools you are interested in for your store.



Canine Shelf Module



Canine Powerwing

Canine Proxy Cards



Canine Brochure



Digital Ads:

Canine Digital Resources



Social Media:



Canine Training Module

[http://quadia.webtvframework.com/intervet/\\_app/player/?id=2538195](http://quadia.webtvframework.com/intervet/_app/player/?id=2538195)

Dealer Store Name: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Send to your rep or email [RetailTeam@merck.com](mailto:RetailTeam@merck.com)

\*Campaign tools and merchandising materials available while supplies last.

## Make MORE Noise with Campaign Tools

Please connect with your Merck Animal Health Representative to develop a plan for your store.

### Campaign Tools

- Consumer Rebates and Coupons (when available)
- Print and Digital Banner Ads
- Social Media Posts and Images
- Email Newsletter Templates
- Educational Articles and Blog Content
- Product Information and Images for eCommerce Set-up

Horse

Cattle

Pet

See the following pages for details about Campaign Tools.

