

BLOGGER CAMPAIGN CREATIVE BRIEF

CAMPAIGN NAME: *If This Dog Could Talk*: Canine Influenza Tour Album

We want to continue to raise pet owners' awareness of CIV and the importance of vaccination through messages that target pet owners' emotions, and highlight Merck Animal Health and The Dogist's *If This Dog Could Talk*: Canine Influenza Tour Album

ASSIGNMENT: What have we been tasked with?

Create a blog post that tells an emotional story of the recent CIV outbreaks and how dogs have been affected. The blog post should include messaging about the importance of vaccination as well as a link to our content capsule to download Merck Animal Health and The Dogist's *If This Dog Could Talk*: Canine Influenza Tour Album.

MEASURABLE IMPACT: How are we defining success?

Click throughs to the *If This Dog Could Talk* content capsule; number of downloads of the Tour Album; number of blog views; number of key messages pulled through to each blog.

CONTEXT

The situation, problem or behavior we are addressing, changing, challenging or solving:

Pet owners may not have full knowledge or comprehension of how quickly CIV can spread or how it can affect their dogs. We want to educate our audience about active prevention against CIV in an emotionally compelling way through the launch of Merck Animal Health and The Dogist's *If This Dog Could Talk*: Canine Influenza Tour Album.

BRAND PLATFORM

The idea, belief or behavior that anchors the brand, that we are to leverage:

The best approach to protecting your dog from contracting CIV is prevention through vaccination.

AUDIENCE INSIGHT

What is a truth about your audience that that we want to consider? The belief, behavior, or feeling no other brand is recognizing/talking about:

Our audience has an emotional connection and bond with their dogs. Many pet owners view their dog as an important member of their family. We want to leverage that in order to further educate them about the risks of CIV and the importance of prevention/vaccination.

KEY TAKEAWAY: What is the most important point consumers should take away from this piece?

Dogs are considered a member of our family. Just as you take active measures to protect yourself or a member of your family contracting the human flu, it is important to take active measures to protect your dog from contracting the dog flu. The best approach to protecting your dog is prevention through CIV vaccination. Consumers should also be compelled to download Merck Animal Health and The Dogist's *If This Dog Could Talk: Canine Influenza Tour* album.

ADDITIONAL CONTENT: List additional content (facts, statistics, reasons to believe) that can be included in the blog post.

NOTE: Bloggers cannot include any referenced copy. If you need a block of copy to be referenced, they can hyperlink to a URL containing that study. You want the bloggers to craft their own post given this content.

The *If This Dog Could Talk* campaign is an ongoing campaign from Merck Animal Health and has made stops in Chicago, Atlanta, Charlotte and Gilbert, Arizona to help raise awareness of CIV. As part of the campaign tour, Merck Animal Health will be sharing an *If This Dog Could Talk: Canine Influenza Tour Album* in collaboration with The Dogist to summarize the tour and emphasize the importance of preventing CIV in an emotionally-compelling way.

Important facts about canine influenza (CIV) also known as dog flu:

- What if you were told about a new strain of the flu that could infect close to every human it came into contact with? Surely you would want to learn everything possible about how to stop its spread. Fortunately, humans don't have to worry about this hypothetical scenario. Sadly, that is not the case for dogs. H3N2, a new strain of the dog flu, which emerged in the United States in 2015, has continually caused outbreaks throughout the country, with the most recent outbreak taking place in Chicago in early 2017. Close to 100 percent of dogs are naïve to the H3N2 strain and have no natural immunity to it, meaning virtually all exposed dogs become infected
- Unlike human flu, which is seasonal, CIV can strike all year round, which means our dogs don't get a break. Because canine influenza is a relatively new virus, many pet owners are unaware of its threat to pets
- If you're sick and a friend asks for a sip of your water, would you let him/her drink it? Of course not. The same should apply to dogs. However, you can't always control your dog's behavior the way you can control your own. Just as we share our germs through close interactions, such as handshakes or hugging, dogs can spread CIV by direct contact with respiratory discharge, through the air via a cough, bark or sneeze and by contact with contaminated objects such as dog bowls and clothing
- Common clinical signs of canine influenza include coughing, fever, sneezing, ocular discharge and lethargy. In severe cases, pneumonia can develop, and critically ill dogs may even die from complications
- Almost all dogs are susceptible to CIV, regardless of age. Given CIV is still an emerging disease, dogs in the United States have no prior exposure to the virus and they all lack immunity to it. Dogs at greatest risk for infection and disease are those with increase exposure to other dogs
- When our kids are contagious, they have to stay home from school, get plenty of rest and skip out on a few playdates until they get better. The same principle should apply with your four-legged companions.

- By the time CIV is diagnosed, it is often too late because of how quickly it spreads. Dog owners whose dogs are coughing or showing other signs of respiratory disease should not participate in activities or bring their dogs to facilities where other dogs can be exposed to the virus. Dogs can pass it to other dogs for more than three weeks. Prevention is the best approach. Fortunately, CIV vaccines are now available through U.S. veterinarians to help protect dogs

WHAT ARE THE KEY REQUIREMENTS? This section is for things that must be included in every post.

- (NO) Video to be embedded within the blog post
 - Video embed code:
- (YES) Tour Album to be embedded within the blog post.

NOTE: If this campaign has a Content Capsule associated with it, the Content Capsule will be embedded in every blog post.

 - Content Capsule embed code: (NextWorks to provide)
- (YES) Disclosure message; in addition to the Blogger's personal disclosure
 - ©2017 INTERVET INC., DOING BUSINESS AS MERCK ANIMAL HEALTH, A SUBSIDIARY OF MERCK & CO., INC. ALL RIGHTS RESERVED.
- Each blogger must speak to The Dogist' *If This Dog Could Talk*: Canine Influenza Tour Album and encourage their readers to download it
- Each post must include images from The Dogists' Tour Album
- Each blog post and social post must be provided in a word document for legal approval prior to posting live

SOCIAL MEDIA POSTS

Each blogger is required to post one pre-approved message that is distributed via multiple social media channels. This may include a combination of Facebook, Twitter, Pinterest, etc. Please note that we do not have control over the social media channels or the number of channels utilized, due to blog platform plug-ins.

Social media message	<i>Download @thedogist new photo album & learn more about how you can protect your pup from #dogflu #IfThisDogCouldTalk</i>
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IMPORTANT CONSIDERATIONS:

1. Do not include full blocks of text to be copied and pasted. The bloggers will craft their posts in their own words.
2. To reiterate, we are guaranteeing the social post copy; the combination of social media channels used to distribute that copy is unknown and cannot be controlled.
3. If you require additional social media posts, that can be negotiated with a NextWorks sales representative.
4. Certain bloggers may have paid advertising on their websites. We cannot control the ads that may appear on their blog site. We can, however, control the type of the blog post that precedes and follows your blog post.

5. Certain bloggers' blog platforms may employ plugins that generate summary content, personalized disclosure statements, and/or signatures on the page. We cannot control the content or placement of them.