

VET CANDY™

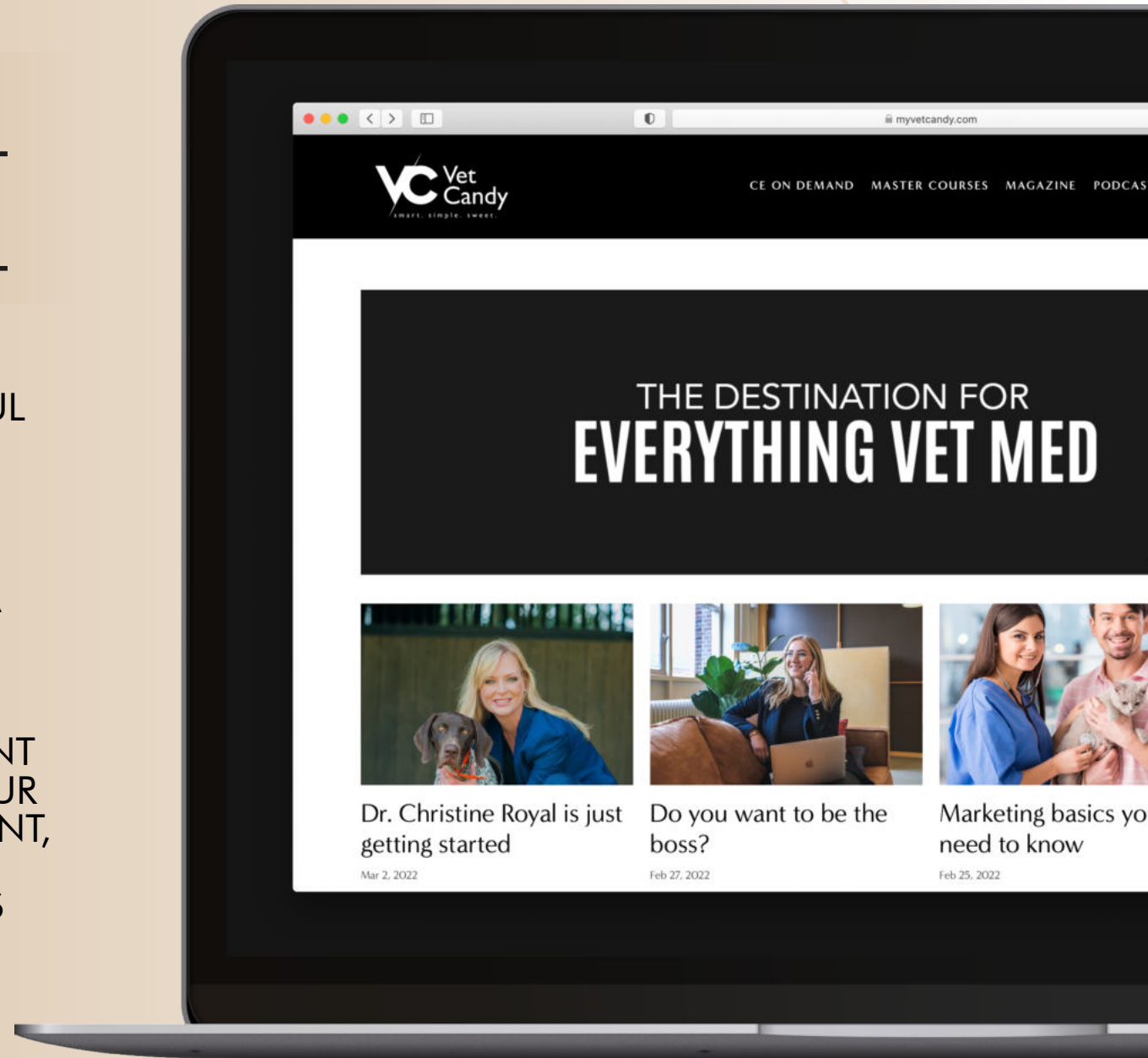
INFLUENCER MARKETING FOR PET CARE BRANDS

WHO WE ARE

VET CANDY IS HOME TO A POWERFUL VETERINARY ENTERTAINMENT AND EDUCATION PORTFOLIO

WE ARE COMMITTED TO BOLD AND CONTINUOUS INNOVATION WITH A FOCUS ON THE GEN Z AND MILLENNIAL AUDIENCE

WE CREATE AUTHENTIC ENGAGEMENT BETWEEN OUR AUDIENCES AND YOUR BRAND WITH HIGH QUALITY CONTENT, EXPERT STORY - TELLING, AND ENTERTAINING AND DIVERSE VOICES



WHAT WE DO

Create high quality content using experts and influencers to tell your story

Launch custom campaigns featuring exclusive content across a host of digital channels and social media to spread awareness for your brand or product

Customize campaigns – from laser-focused campaigns focusing on specialty care, to the general veterinary audience (100,000+), to the wider pet owner audience (approx. 87M in the U.S.)





CREATE A CAMPAIGN

Create a campaign tailored to your business goals.



SELECT INFLUENCERS

We choose the perfect influencer to deliver your brand message.



REVIEW CONTENT

Review campaign drafts and receive high quality content for use in your marketing efforts.




MEASURE SUCCESS

Receive clear performance metrics and reporting that measures the success of your campaign.

How we do it



A woman with long hair, wearing a white lab coat and glasses, is sitting at a desk. She is looking at a laptop screen. On the desk, there is a potted plant on the left, a laptop in the center, and a small, fluffy white dog on the right. The background is a plain wall. The entire scene is dimly lit, with a dark overlay. The text is overlaid on the scene.

Vet Candy is the fastest growing
portfolio in a competitive
veterinary focused landscape

100k + subscriber base



WITH WE CONNECT VETERINARY PROFESSIONALS



FEMALE



22-38 YRS

WEBSITE

250K

Monthly visitors

VIDEOS

25K

Average video views

PODCASTS

250K

Average monthly listens

MAGAZINES | EBOOKS | AUDIOBOOKS

40K

Average downloads



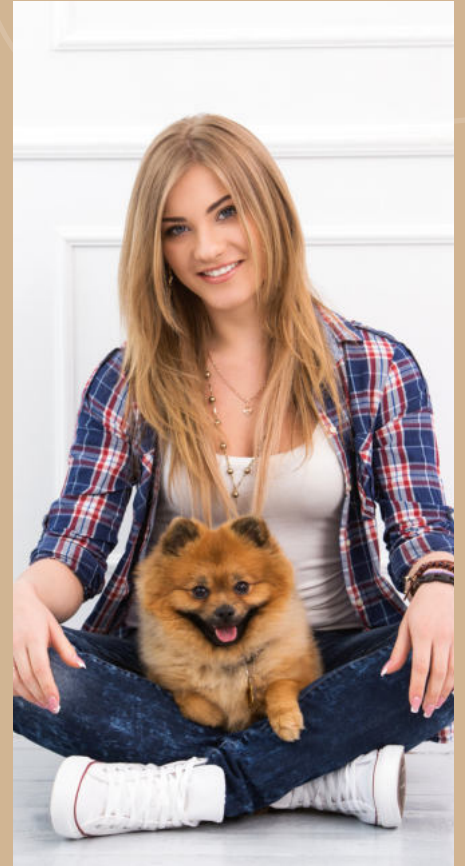
A person is shown in profile, working on a laptop in a dimly lit office. The person is wearing a white shirt. The background is dark with some blurred office equipment and a lamp. The text is overlaid on this image.

CONTENT FOR EVERYONE

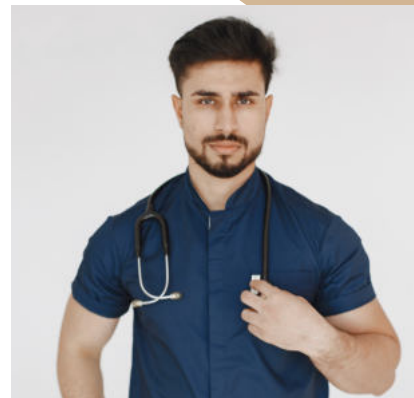
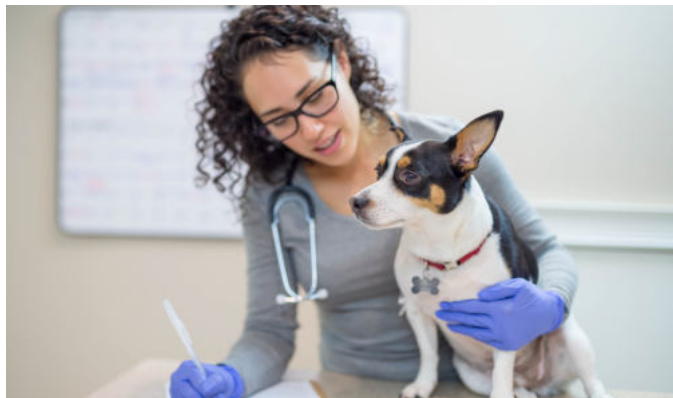
WE PUBLISH ON OUR PLATFORMS AND CHANNELS WITHOUT PAYWALLS

YOU PUBLISH CO-BRANDED COLLATERAL ON YOUR CHANNELS

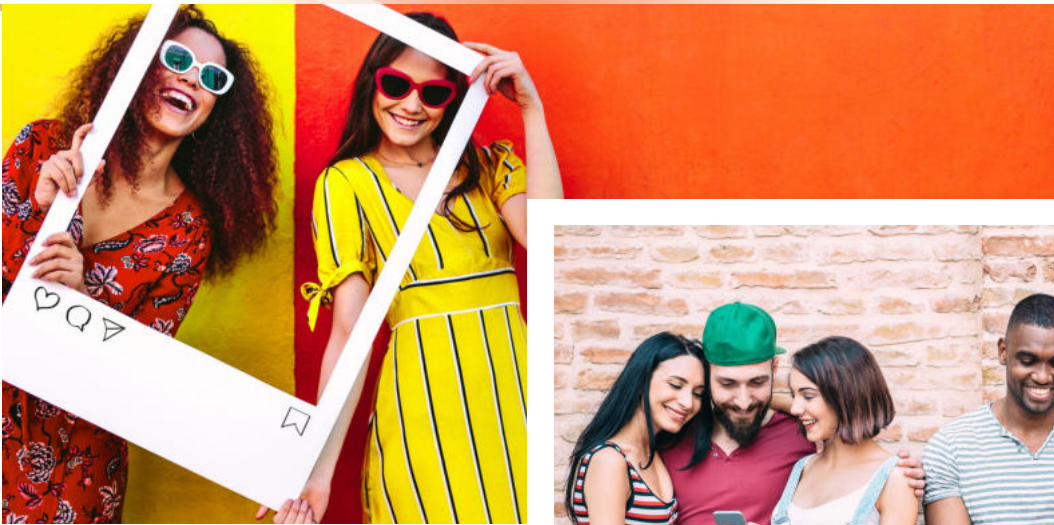
WE DISTRIBUTE CO-BRANDED TOOLKITS FOR YOUR CLIENTS



WE UNDERSTAND THE NEEDS OF YOUR CUSTOMER



SOCIAL MEDIA LISTENING



CONCEPT TESTING



TREND MONITORING



ADVISORY PANEL



THOUGHT LEADERSHIP

Vet Candy is getting noticed

www.myvetcandy.com

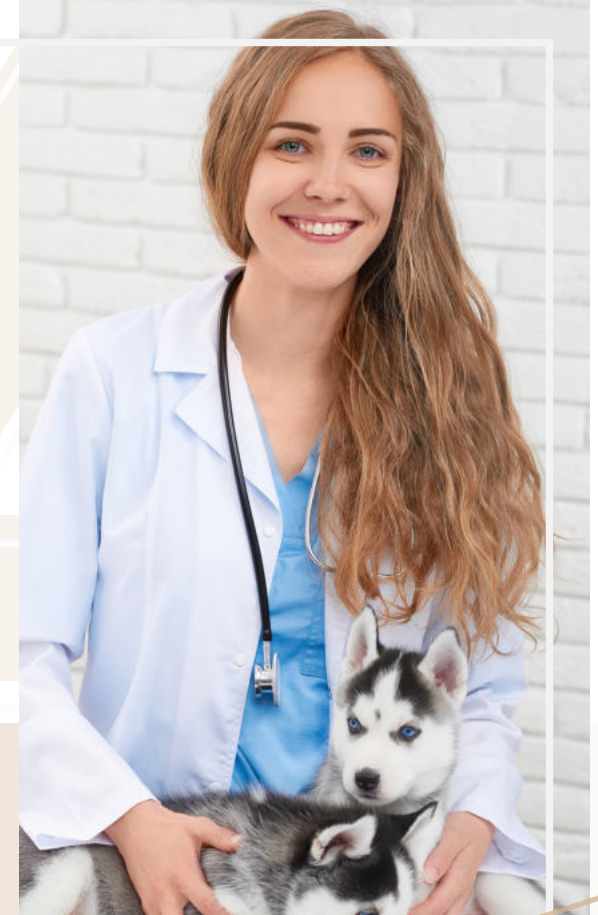




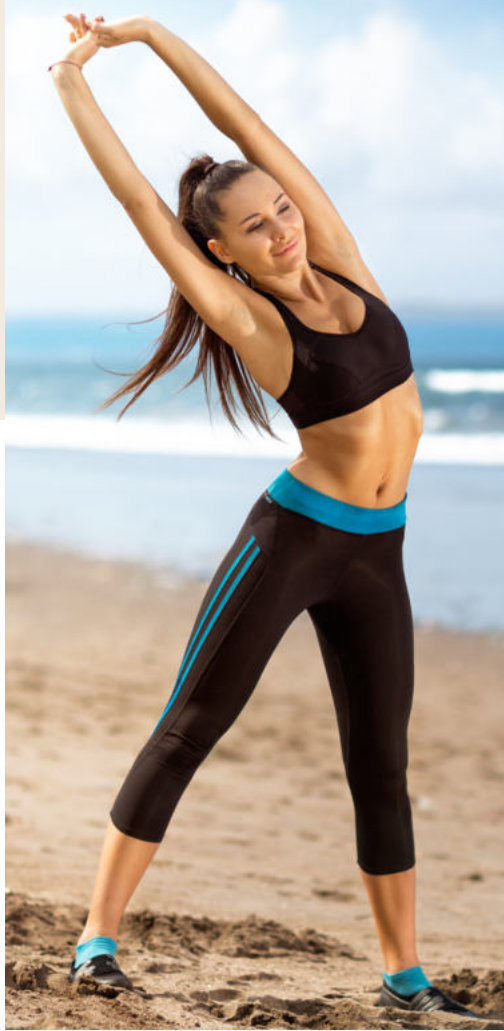
WE TOUCH
EVERY LIFE STAGE



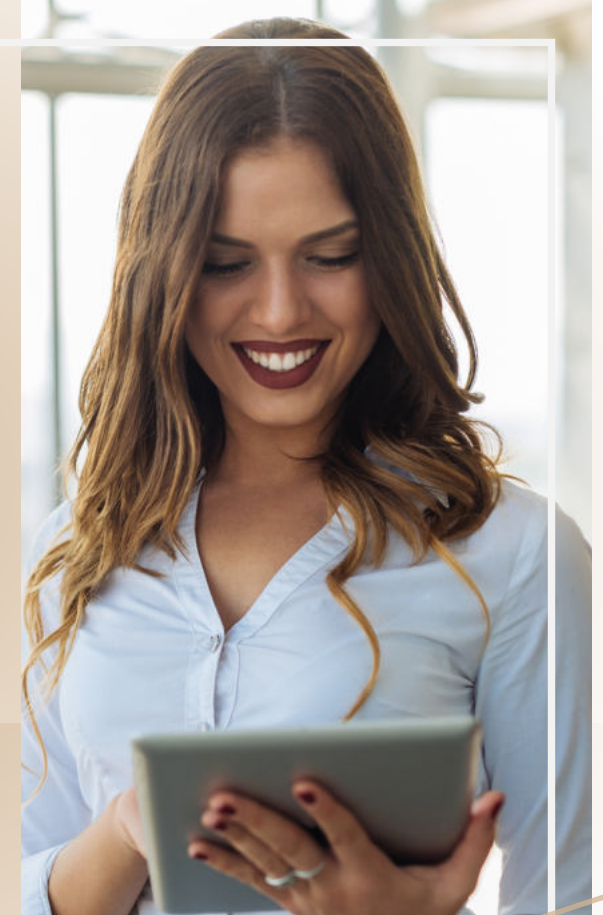
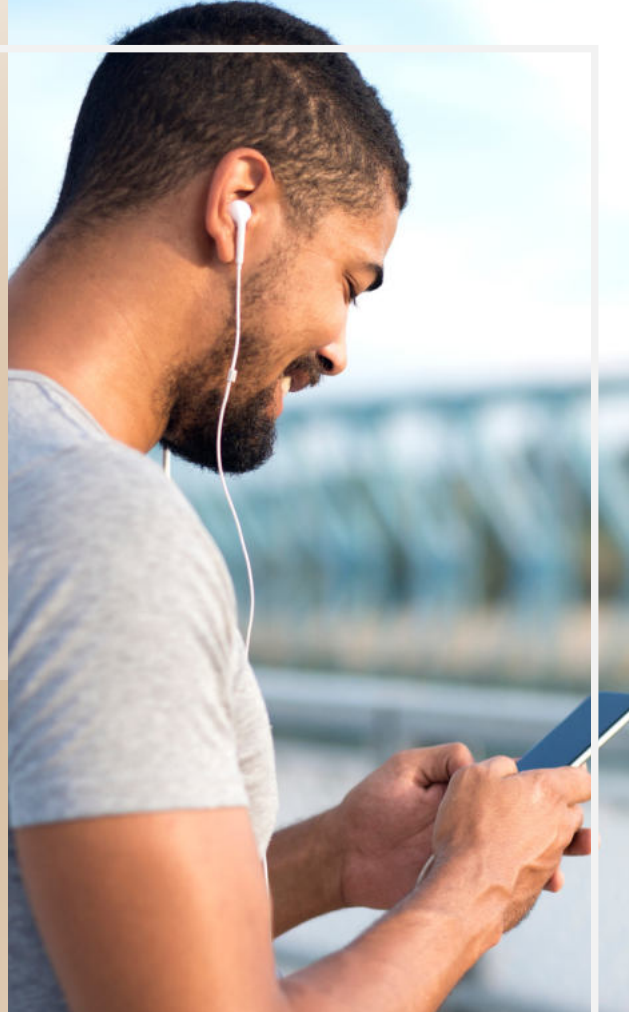
GEN Z VETERINARY STUDENTS



MILLENNIAL VETERINARY PROFESSIONALS



AND THE CE OBSESSED





VET CANDY MAGAZINES | 2022

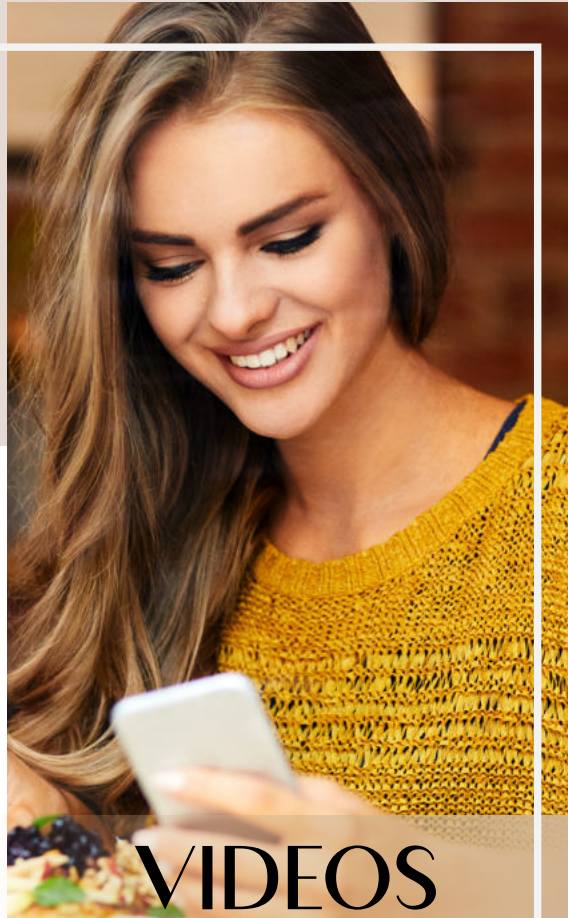


WE DELIVER YOUR MESSAGE ON EVERY PLATFORM



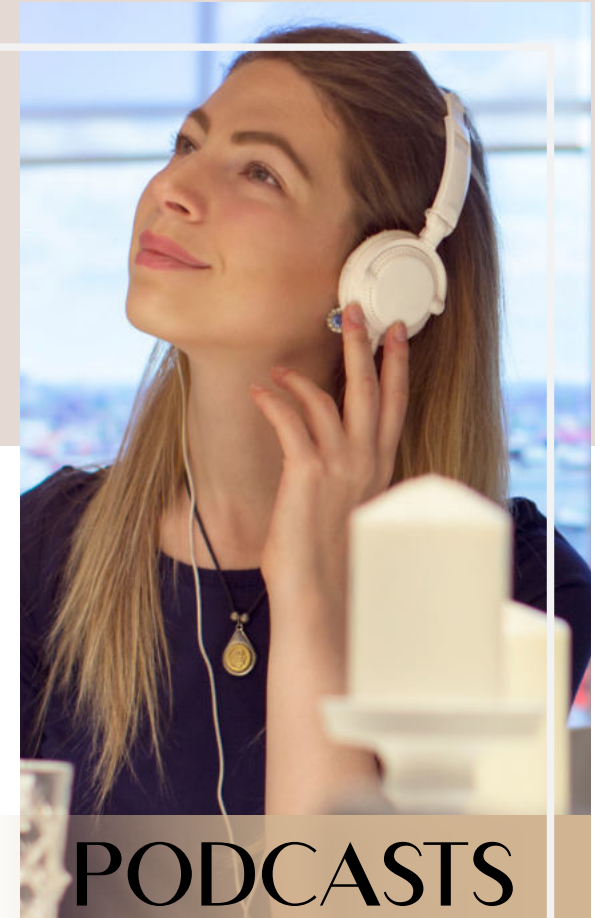
EBLASTS

Informative and engaging must reads delivered straight to your inbox.



VIDEOS

Delivering fun, insightful and relatable conversations centered around the biggest veterinary news stories today.

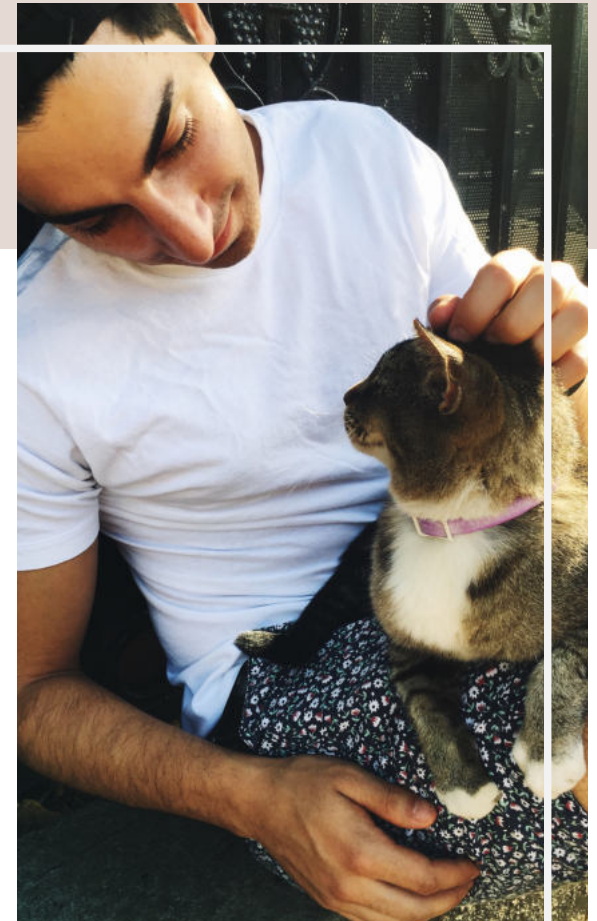
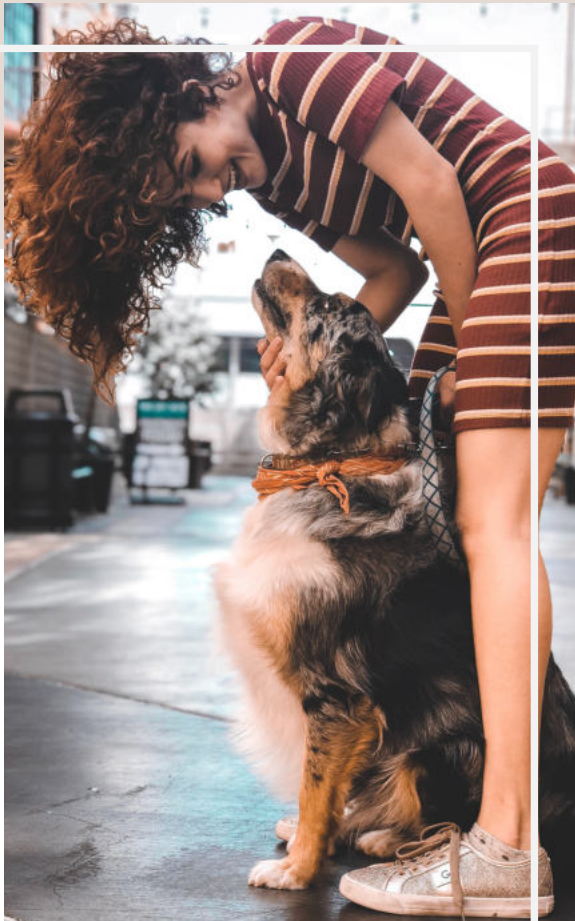


PODCASTS

Intimate and revealing conversations with the most fascinating people in the veterinary industry.



WE ALSO CONNECT YOUR BRAND WITH MILLENNIAL PET PARENTS



OUR AUDIENCE

Millennials—who have reached ages between 25 and 39 years old in the last decade—have received special attention because of their high rate of pet ownership; they constitute 27% of all pet owners.

84% of millennials say that user-generated content influences what they buy.

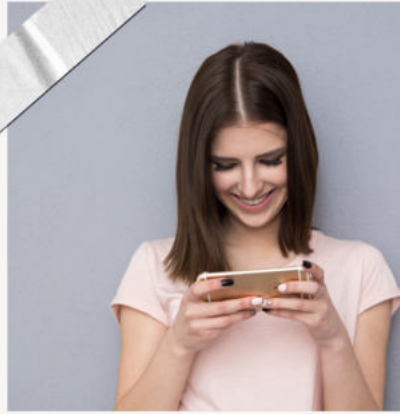
When looking for opinions about products to buy, Millennials are more than three times as likely to turn to social channels than Baby Boomers (22% vs. 7%)



HOW WE TELL THE STORY



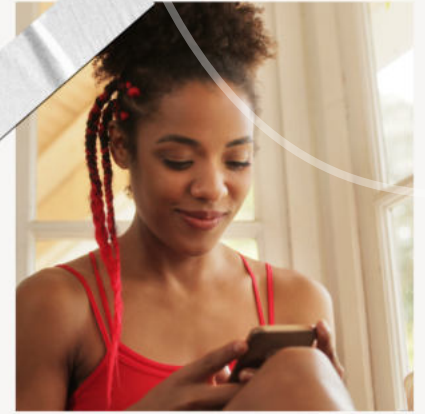
VIDEO



PODCAST



EBLASTS



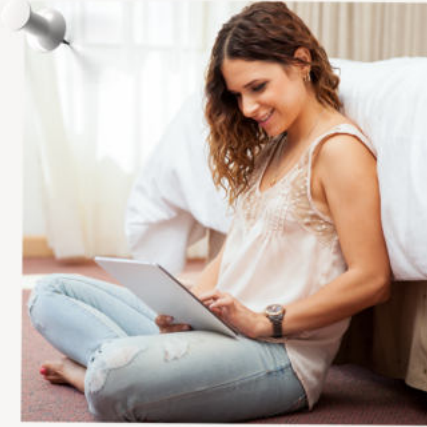
GUIDES



AUDIOBOOKS



SOCIAL



MAGAZINES
& BOOKS



Pet Candy develops the “lower funnel” placements that directly affect pet products purchases. We make pet care advice more relatable with trustworthy and authentic content that can help the consumer make smart choices for their pets.



Vet Candy

Partnership Opportunities

Tier	Price per month	Contract	Video	Podcast	Eblast	Magazine or book
STARTER	\$13,995	MONTHLY	✓	✓	✓	✓
VALUE	\$11,995	3-5 MONTH CONTRACT	✓	✓	✓	✓
PREMIUM	\$8,995	6-12 MONTH CONTRACT	✓	✓	✓	✓

CONTINUING EDUCATION PROGRAMS

\$7,500

add on with any package

Includes RACE and NYS management for 2 years.

Vet Candy Mini

High energy comprehensive review featuring a subject matter expert.

Vet Candy Rounds

Interastive case discussion focused on storytelling and action learning.

Vet Candy Games

We make learning fun by adding gamification into the mix.

Starting at

\$24,495

— Vet Candy Master Courses



Vet Candy Master Courses provides veterinarians, veterinary support staff and veterinary students with focused education on a particular topic. The program delivers a thorough evaluation of the science, medicine and skills needed to master a particular topic. The program is taught by board certified veterinary professionals and subject matter experts and will be managed for two years with an option to renew.





LET'S TALK ABOUT YOUR BRAND

hello@myvetcandy.com

