

VET CANDY

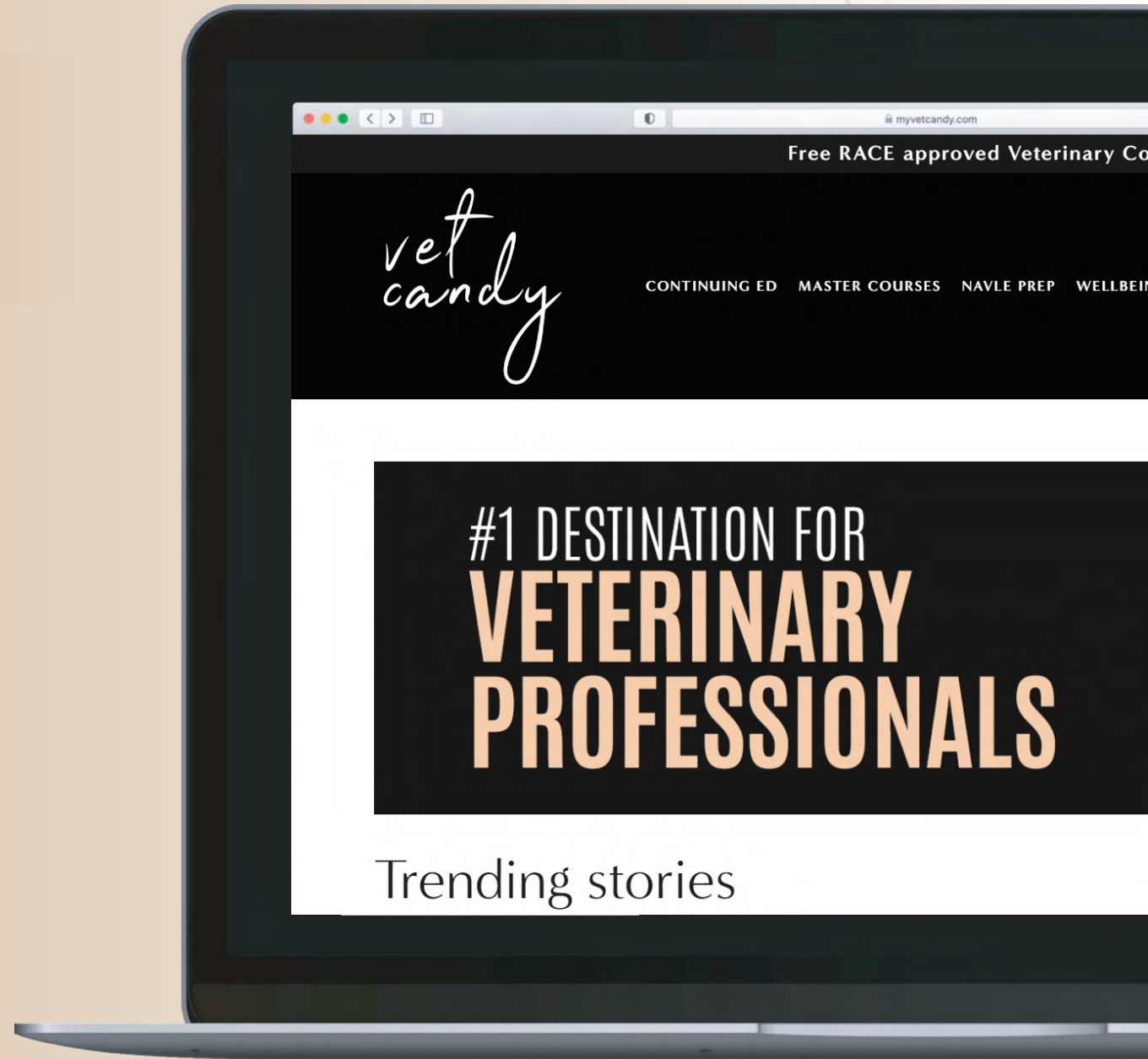
INFLUENCER MARKETING FOR PET CARE BRANDS

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 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.



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WHAT WE DO

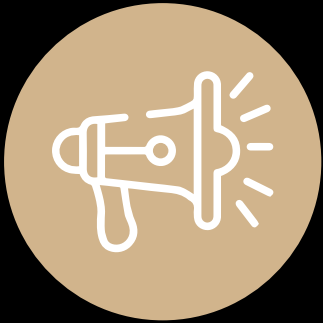
Create high quality content using experts and influencers to tell your story.

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 (250k+), to the wider pet owner audience (approx. 87M in the U.S.)



How we do it



CREATE A CAMPAIGN

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 TELL THE STORY



VIDEO



PODCAST



EBLASTS



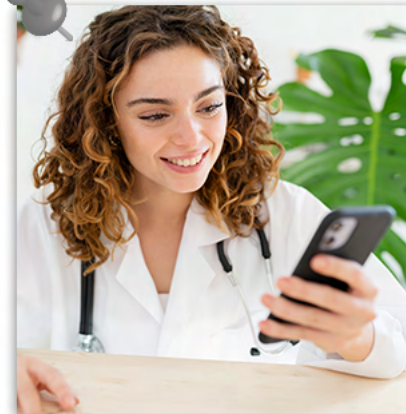
DEMOS



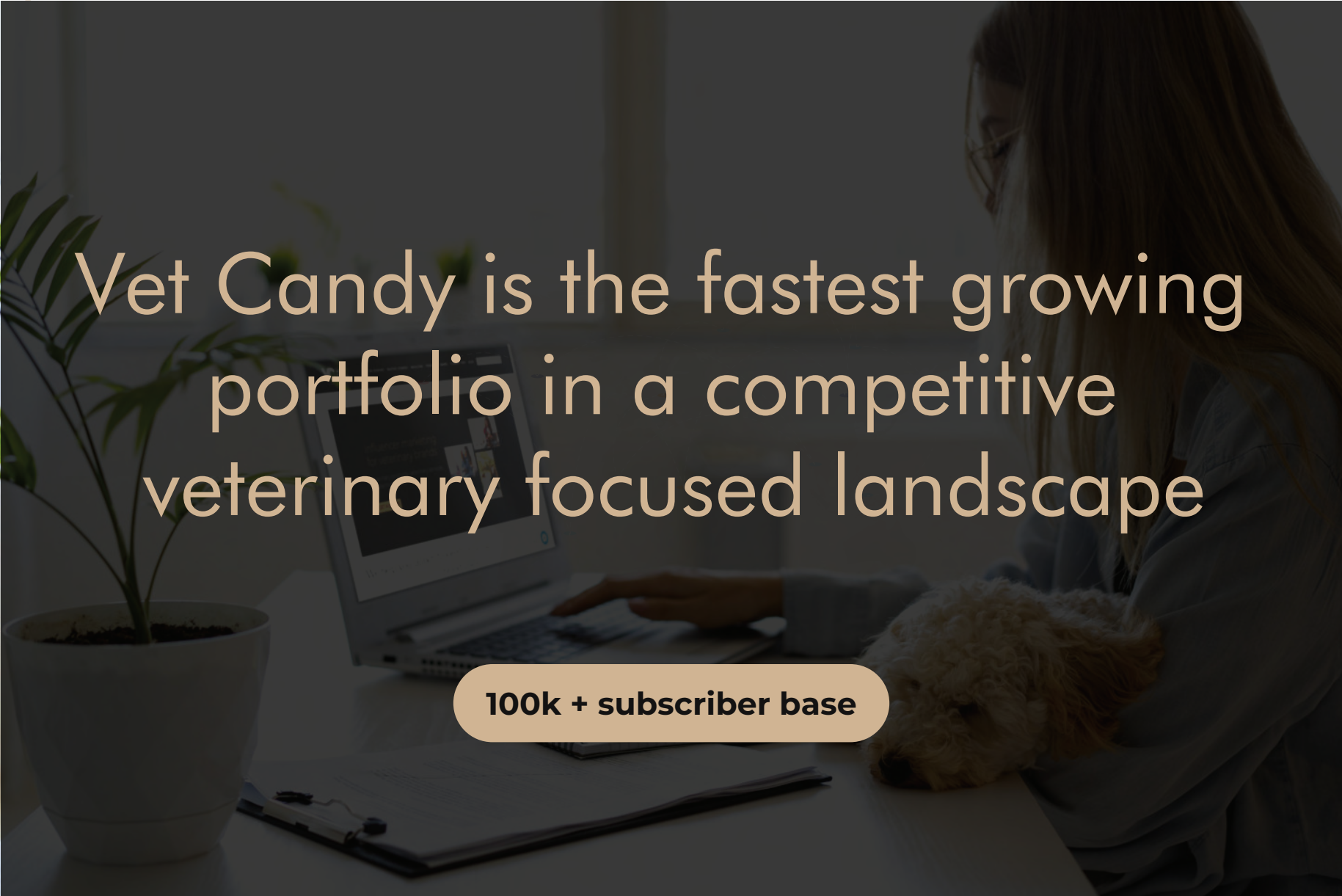
AUDIOBOOKS



SOCIAL



MAGAZINES
& BOOKS

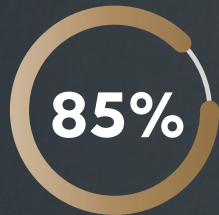
A woman with long hair and glasses, wearing a white lab coat, is sitting at a desk. She is looking at a laptop screen. On the desk, there is a potted plant on the left and a small, fluffy white dog on the right. The background is a plain wall. The overall scene is dimly lit, with the text overlaid in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

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

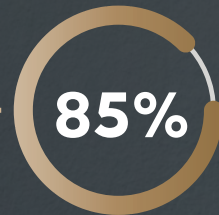
100k + subscriber base

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WE CONNECT WITH VETERINARY PROFESSIONALS



FEMALE



22-38 YRS

WEBSITE

250K

Monthly visitors

VIDEOS

25K

Average video views

PODCASTS

250K

Average listens

MAGAZINES | EBOOKS | AUDIOBOOKS

40k

Average downloads

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WE ARE THE LIFESTYLE DESTINATION FOR VET MED



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WE DELIVER YOUR MESSAGE ON EVERY PLATFORM



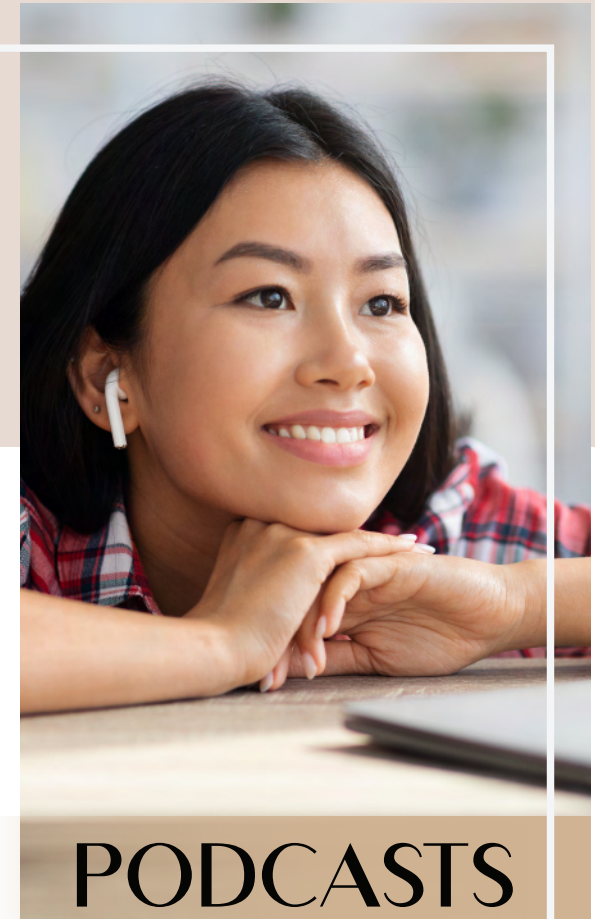
EBLASTS

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.

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SOCIAL MEDIA LISTENING



CONCEPT TESTING



TREND MONITORING



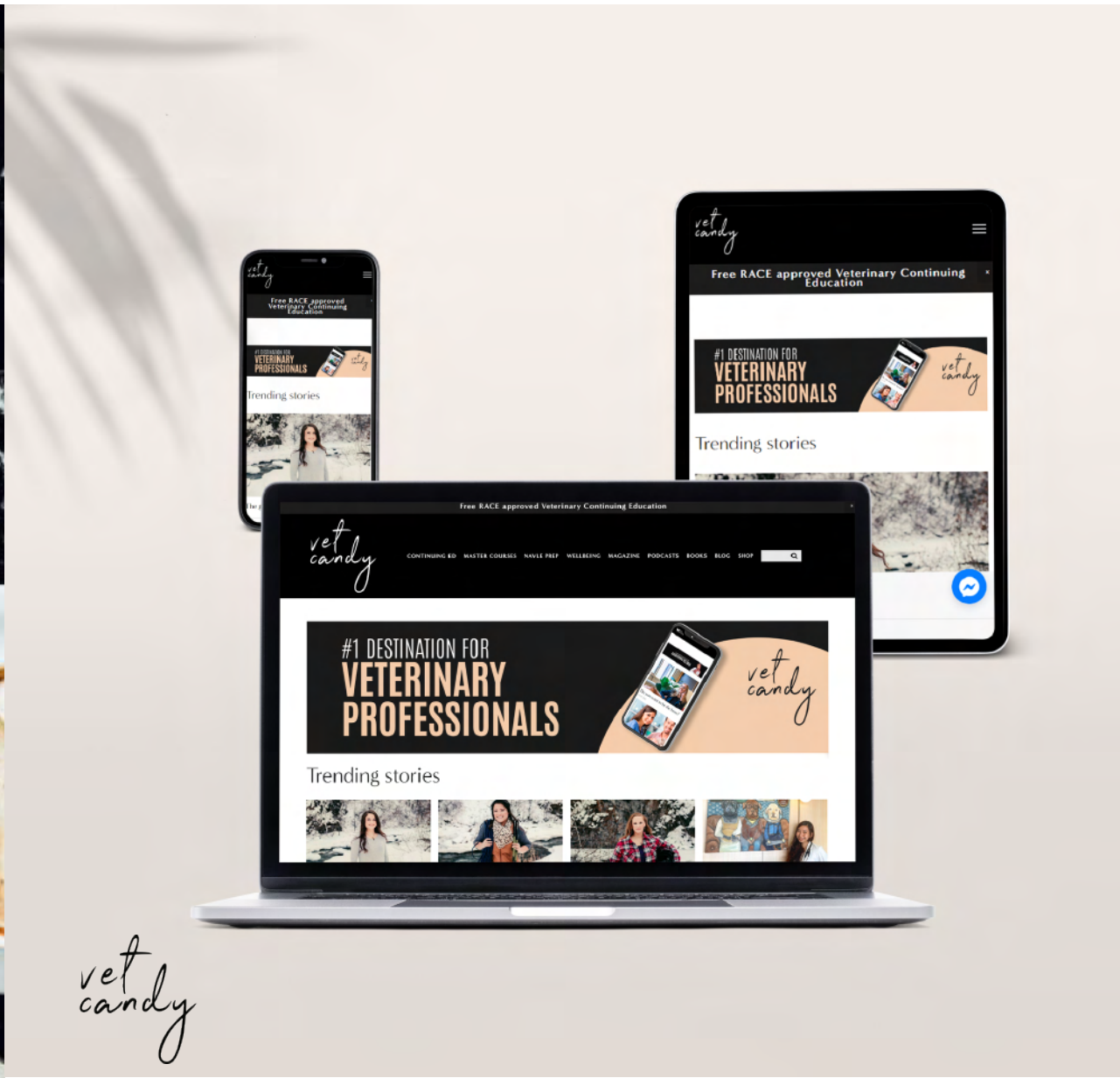
ADVISORY PANEL



THOUGHT LEADERSHIP

Vet Candy gets your brand noticed!

www.myvetcandy.com

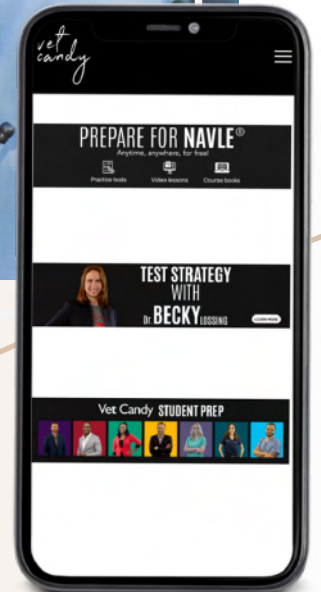




WE TOUCH
EVERY LIFE STAGE

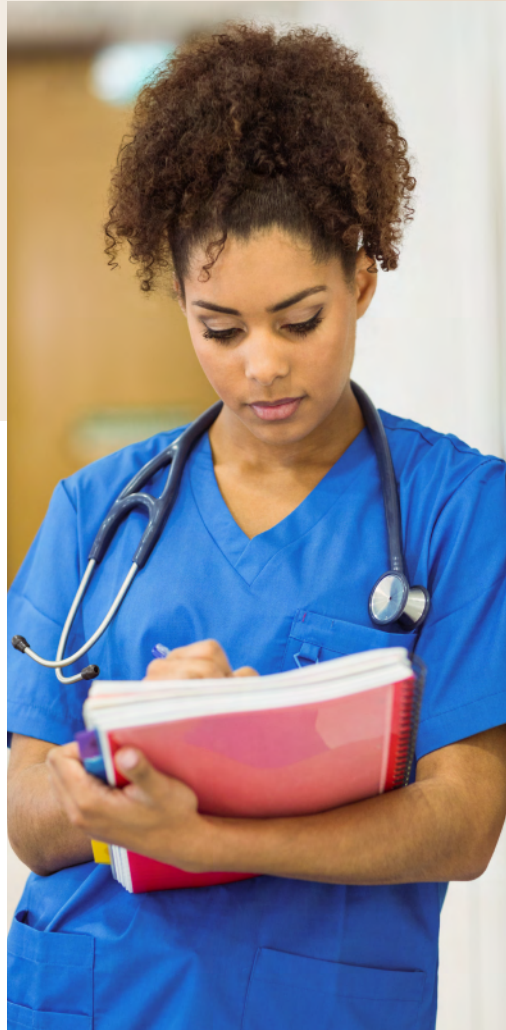
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GEN Z VETERINARY STUDENTS

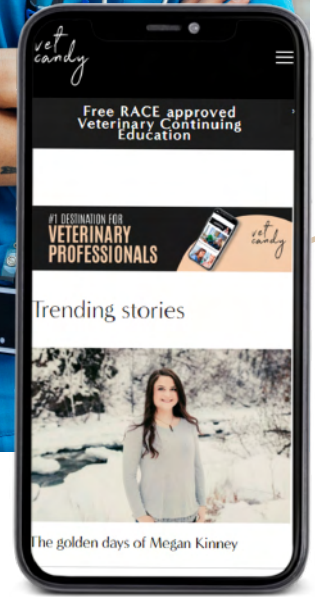


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MILLENNIAL VETERINARY PROFESSIONALS



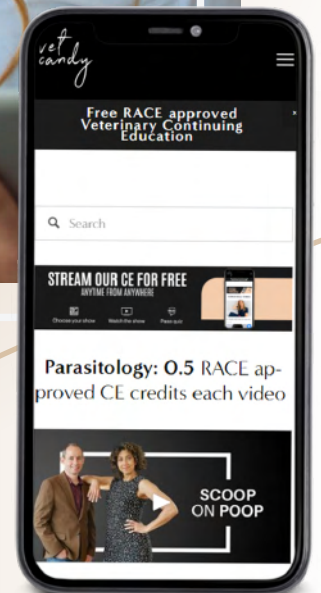
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VET CANDY MAGAZINES

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WE ALSO CONNECT YOUR BRAND WITH MILLENNIAL PET PARENTS



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OUR PET PARENT 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%)





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.

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Vet Candy

Partnership Opportunities

Price (per month)	Contract Duration	Features
\$15,995	SINGLE MONTH	Video ✓ Podcast ✓ Eblast ✓ Magazine ✓
\$13,995	3-5 MONTH CONTRACT	Video ✓ Podcast ✓ Eblast ✓ Magazine ✓
\$11,995	6-12 MONTH CONTRACT	Video ✓ Podcast ✓ Eblast ✓ Magazine ✓ Additional feature (unavailable)

Add on a Pet Candy Campaign for \$5000 a month

CONTINUING EDUCATION PROGRAMS

\$9,500

add on with any package

Vet Candy Mini

High energy comprehensive review featuring a subject matter expert.

Vet Candy Rounds

Interactive case discussion focused on storytelling and action learning.

Vet Candy Games

We make learning fun by adding gamification into the mix.

Starting at

\$32,995

— Vet Candy Master Courses

Includes RACE management for 1 year.



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 one year.



OUR CLIENTS INCLUDE



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LET'S TALK ABOUT YOUR BRAND

hello@myvetcandy.com

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