



Hill's Vet Conference Experience

BACKGROUND

Today's veterinarian faces fatigue, debt and other daily struggles. We wanted to provide an environment where attendees could feel appreciated for everything they do.

IDEA

Our "heart of the matter" campaign was designed to show how Hill's supports the veterinary healthcare team in transforming the lives of pets.

EXECUTION

Warmer type treatment gave the campaign a more approachable feel, while print and digital materials reminded visitors how special they really are.

RESULTS

The conference theme created an encouraging tone to the conference, allowing us to connect with visitors on an individual level.

SIGNAGE



COLLABORATION



INTERACTIVE



COLLATERAL

