Share your team ‘selfie’ to support dairy, as Merial launches new campaign

Harlow, UK – July 2015

Merial has launched a new social media campaign supporting dairy ‘teams’ and ‘teamwork’. The campaign encourages individuals or groups of people who have some involvement in the dairy industry to take ‘selfies’ showing their ‘team’, before uploading the photo to Twitter with the hashtag #TEAMEPRINEX.

The #TEAMEPRINEX campaign and selfie competition was launched at the Royal Norfolk Show on 1st July and will run until the UK Dairy Day on 16th September.

Victoria Hudson, Large Animal Marketing Manager at Merial, says, “The #TEAMEPRINEX campaign is all about getting behind the dairy industry. We know that many in the sector are facing tough times, so we wanted to celebrate and highlight the hard work put in by all sorts of people who produce the many and varied dairy products that we know and love.

“Teamwork is a major factor in the success of a dairy business – whichever end of the process you are involved in, and it’s not just the obvious farm-teams we’re looking for. We’re urging everyone in the industry to support the campaign and share images that best demonstrate teamwork in their particular fields. To us, teamwork is not just about a positive working environment, but also about getting the best out of your dairy and dairy-related business.”

Examples of #TEAMEPRINEX teams include: dairy farmers with their cows, parlour teams, farm vets, animal health advisers and SQPs, farm advisers, milk tanker drivers and dairy processors; but anyone involved in the sector can show off their teamwork and get involved.

Throughout the 12 week campaign period Merial will choose a number of ‘winning’ teams who they feel best demonstrate #TEAMEPRINEX. The owner of the twitter account who uploads the winning image (or is named in a post uploaded by Merial on behalf of a team) will win an Eprinex branded item. Winners will be announced via the @Eprinex twitter account.

It’s not just about the people. The #TEAMEPRINEX campaign also serves to highlight a vital member of the team – dairy cows!

Keeping dairy cows in optimum health is paramount to a productive dairy team, and removing damaging gutworms is just one of the ways to keep the team at its best. EPRINEX® has been helping farmers to remove gutworms in dairy cows for over 19 years. The benefits of removing gutworm include increased grazing time1,2, increased milk yield3, improved fertility4 and as a result, improved productivity.

Even those without a Twitter account can get involved in the #TEAMEPRINEX campaign. The Merial team will be present at different events throughout the summer with the campaign selfie stick. Visitors can have their team photo taken and Merial will upload it to Twitter using the campaign hashtag. These events include:

- 1st to 2nd July – Royal Norfolk Show
- 20th to 23rd July – Royal Welsh Show
• 29th July – Clogher Valley show
• 29th July – Stranraer Agricultural show
• 4th to 5th August – Fermamagh Country show (Ireland)
• 1st August – Dumfries Agricultural show
• 31st August – Aylsham show
• 16th September – UK Dairy Day

For more information about the #TEAMEPRINEX competition visit www.ukdairyday.co.uk/sponsors-eprinex

References:

EPRINEX® Pour-On for Beef and Dairy Cattle contains eprinomectin. EPRINEX® and the steerhead® logo are registered trademarks of Merial Ltd.© Merial 2015. All rights reserved. Advice on the use of these or alternative medicines must be sought from the medicine prescriber. Legal Category: LM (ROI) POM-VPS (UK). For further information refer to the datasheet or call the Merial Customer Support Centre on 1850 783 783 (ROI) or 0800 592699 (UK).

Use medicines responsibly.

ENDS

About Merial
Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health and well-being of a wide range of animals. Merial employs 6,100 people and operates in more than 150 countries worldwide with over €2 billion of sales in 2014.

Merial is a Sanofi company.

More info on merial.com.

Media Contact
Rebecca Dawson, Ware Anthony Rust
rebecca.dawson@war.uk.com
Tel: +44 (0) 1223 272800
Mob: +44 (0) 7584 216629