

## NEW POUR-ON OFFERS “DEAD FAST, DEAD EASY” LICE CONTROL

Animal health company, Elanco, has launched its new sheep lousicide, Extinosad Pour-On, with a hard-hitting media campaign that aims to achieve high-level awareness and sales this spring.

The open selling product is being billed as the only knockdown pour-on available for controlling lice in sheep, both off-shears and in long wool, according to Elanco national sheep sales consultant, **Graeme Aust**.

Mr Aust, who has nearly 30 years experience in the animal health industry, said Extinosad Pour-On should have immediate appeal with sheep and wool producers.

“It’s no secret that the sheep lice market is dominated by pour-ons,” he said.

“However, off-shears treatments typically contain insect growth regulators, which can take weeks to work, and to which resistance has been identified.

“At the other end of the scale, synthetic pyrethroids remain popular for controlling lice in long wool even though there is widespread resistance to these compounds.

“Extinosad Pour-On is unique in that it kills lice – even resistant strains – within hours in both off-shears and long wool sheep, thereby providing a more effective alternative to existing pour-ons.”

Elanco new product development manager, Dr **Vereena Rooney**, said the launch was being supported by one of the largest promotional campaigns yet undertaken by Elanco in Australia.



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Created by Wordsmith Marketing & Communications, Dr Rooney said the Dead Fast, Dead Easy campaign reinforces Extinosad’s unique position as being the only pour-on that provides knockdown control of lice in both off-shears and long wool situations.

Television commercials, which depict moribund lice succumbing to the haunting strains of Chopin’s funeral march, will run over a three month period throughout NSW, Victoria, South Australia and Western Australia.

The television schedule is being supported with high impact print advertising in key rural publications throughout spring, as well as a range of quality point-of-sale displays and promotional literature.

“The creative concepts were examined in a number of market research groups, which confirmed that the message was spot-on in terms of its impact and memorability,” Dr Rooney said.

“Quality programming and professional media planning techniques means that every sheep and wool producer in the chosen footprints is going to see these commercials at least 16 times before Christmas!”

In addition to attractive buy-in deals being offered to distributors, Elanco will also conduct a highly targeted direct marketing campaign during the launch phase.

“This program is aimed at strengthening the relationships between resellers and their customers instead of the more traditional route of cannibalising sales between different outlets in the same town.”

Extinosad Pour-on is part of the growing range of parasiticides being developed by Elanco. Other members of the Extinosad family include: Extinosad Lice, Fly and Maggot Eliminator and Extinosad Aerosol.

Elanco is a global leader in the research, development and commercialisation of products that improve livestock health and performance.