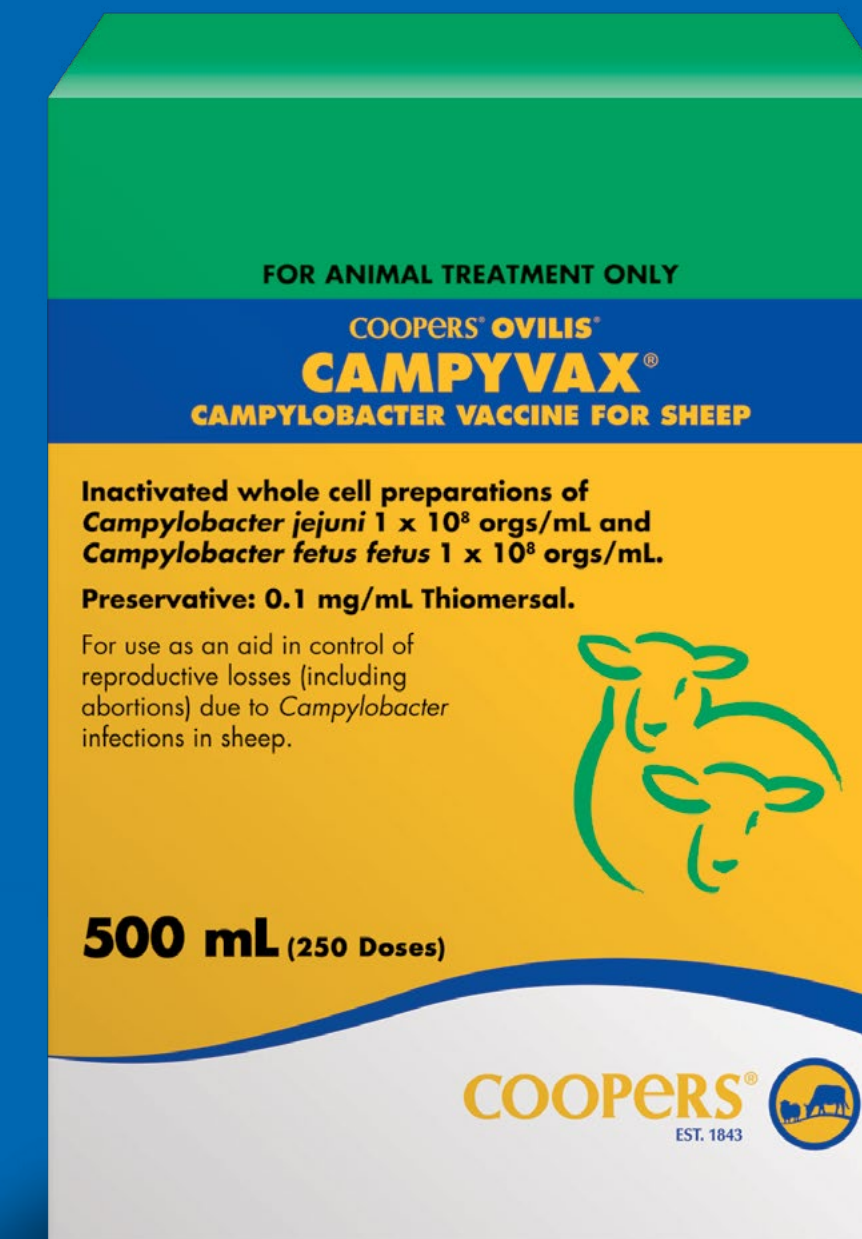


# COOPERS CAMPYVAX CAMPAIGN ASSETS TOOL KIT

OCTOBER 2023







Print ads – For sales reps – 210mm width x 297mm high\_3mm bleeds

# COUNT LAMBS, NOT LOSSES

Safeguard your flock against Campylobacter losses with Campyvax®.

Dry season conditions mean more trail and confinement feeding, which increases the risk of an outbreak. Campylobacter can cause losses of up to 40%<sup>1</sup> in unvaccinated flocks and on average losses are ~9%.<sup>2</sup>



Toll Free 1800 226 511  
www.coopersanimalhealth.com.au

Average losses in maiden ewes is 9% on Campylobacter-infected farms\*.

1. Nilan, P. (2011): A Review of Campylobacter Abortions in Tasmania. MSD Animal Health. Data on file.

2. Thompson, G. Improving Lamb Survivability. MLA 2011.

\* MLA 2015. Priority list of endemic diseases for the red meat industries. B.AHE.0010.



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COOPERS  
Animal Health

MSD  
Animal Health

Click below to download the A4 press ad

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COOPERS  
Animal Health

MSD  
Animal Health

Click below to download the A4 press ad



## Digital one – Resellers 1080 x 1080px



The advertisement features a blue background with a yellow diagonal stripe. On the left, there is a box of Coopers' Ovilis Campyvax vaccine for sheep. The box is yellow and green, with text indicating it is for animal treatment only and contains 500 mL (250 Doses). It also mentions the inactivated whole cell preparations of Campylobacter jejuni and Campylobacter fetus, and the preservative 0.1 mg/mL Thiomersal. A small illustration of a sheep is on the box. Below the box, a close-up of a sheep's head is shown. The main text 'COUNT LAMBS, NOT LOSSES' is written in large, bold, white and yellow letters. Below this, 'AVAILABLE IN-STORE' is written in yellow. At the bottom, the Coopers and MSD Animal Health logos are displayed.

**COUNT LAMBS, NOT LOSSES**

**AVAILABLE IN-STORE**

**COOPERS** EST. 1843   **MSD**  
Animal Health

### Organic Copy :

Campylobacter spreads faster in high stocking environments. So, with trail feeding season ahead, now is the perfect time to protect your maiden ewes against it. Vaccinate your flock with Campyvax and prevent up to 9% in hidden lamb losses.

Prepare for the dry season. Head in store, pick up Campyvax.

To learn more about Campyvax, visit the Coopers website.

**Click below to download the asset**

# Digital two – Resellers 1080 x 1080px

**SEE IF YOU  
QUALIFY  
FOR A FREE  
BLOOD TEST\***

**AVAILABLE IN-STORE**

\*T&Cs Apply.

**COOPERS**  
EST. 1843

**MSD**  
Animal Health

## Organic Copy:

There’s a high chance Campylobacter is lurking on your property. Extensive blood sampling confirms 2/3rds of farms are affected. Remove the doubt, test your flock and avoid up to an average of 9% in hidden lamb losses.

Head in store and enquire about your free blood testing kit today.

To learn more about Campyvax, visit the Coopers website.

Click below to download the asset



# Digital three – Resellers 1080 x 1080px

SEE IF YOU  
QUALIFY  
FOR A FREE  
BLOOD TEST\*

FIND IN-STORE

FOR ANIMAL TREATMENT ONLY

COOPERS' OVILIS<sup>®</sup>  
**CAMPYVAX<sup>®</sup>**  
CAMPYLOBACTER VACCINE FOR SHEEP

Inactivated whole cell preparations of  
*Campylobacter jejuni* 1 x 10<sup>8</sup> orgs/mL and  
*Campylobacter fetus fetus* 1 x 10<sup>8</sup> orgs/mL.  
Preservative: 0.1 mg/mL Thiomersal.

For use as an aid in control of  
reproductive losses (including  
abortions) due to *Campylobacter*  
infections in sheep.

500 mL (250 Doses)

COOPERS<sup>®</sup>  
EST. 1843

\*T&Cs Apply.

COOPERS<sup>®</sup>  
EST. 1843

MSD  
Animal Health

## Organic Copy:

Campylobacter exposure is silent, you may not know you if you have it. Remove the doubt and prevent up to 9% in hidden lamb losses with Campyvox.

Head in store and see if you qualify for a free blood testing kit.

To learn more about Campyvox, visit the Coopers website.

Click below to download the asset