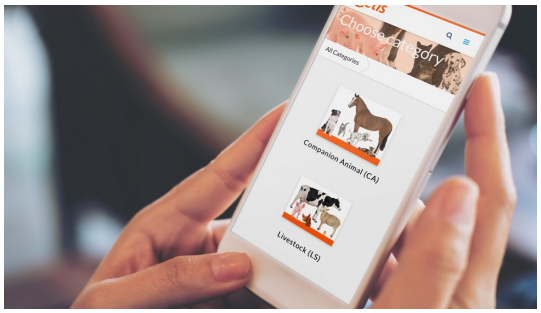
New marketing portal gathers Nordic activities at Zoetis

Zoetis is on a journey to create a way to communicate more effectively and directly with its customers in the Nordic countries. As the leading animal health group globally, dedicated to helping companion animals and livestock, they have chosen a direct sales and marketing model for the Nordic countries: Denmark, Finland, Norway, and Sweden.



One-fit solution

Together with Rosendahls, Zoetis have developed a user-friendly portal that gathers all order history, marketing material and inventory in one place – for all the Nordic countries. The portal is user-friendly and works as a small web shop in which the users can view photos of the merchandise and order it for delivery on a chosen address i.e., at a veterinary hospital.

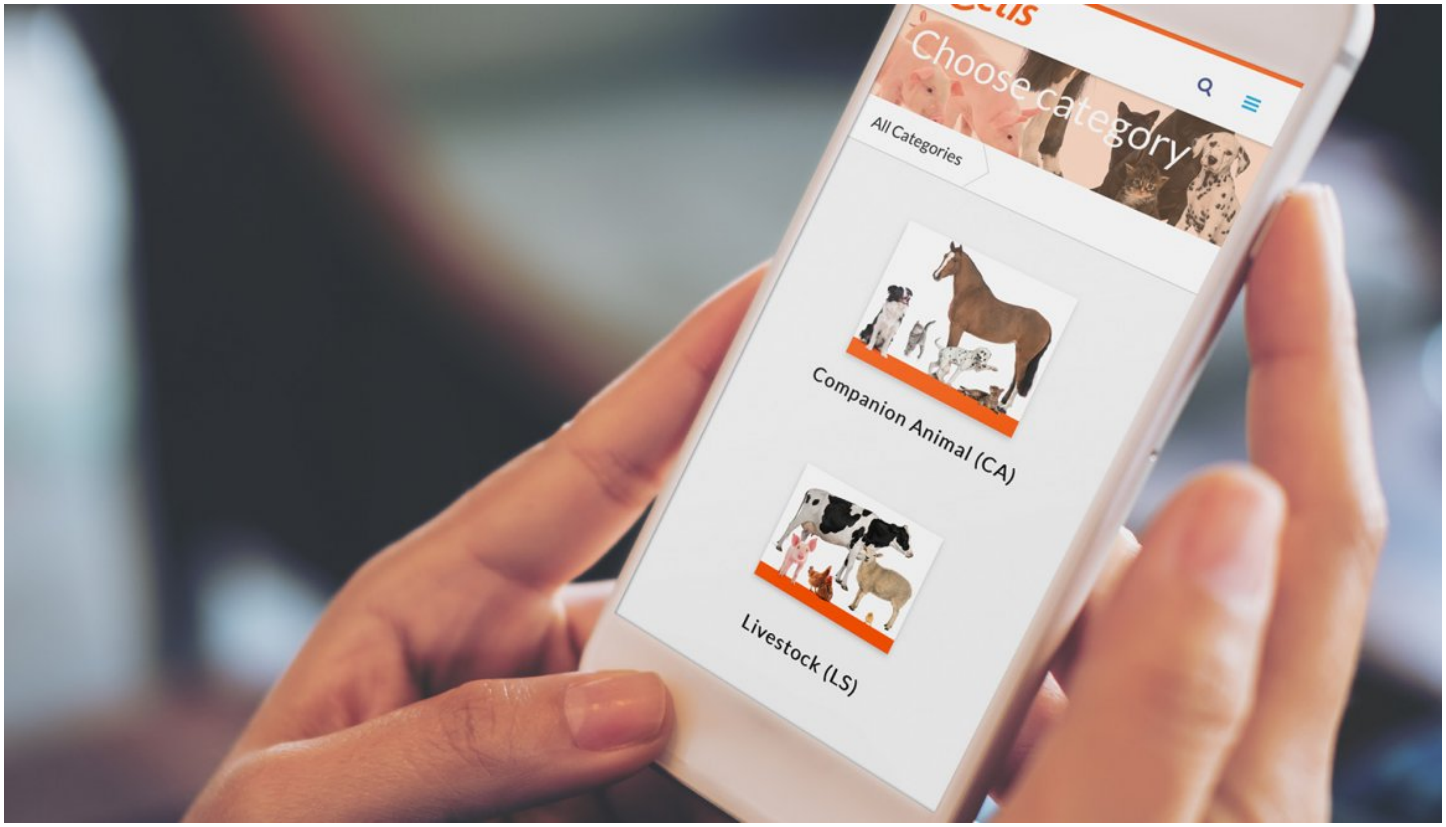
The solution provides Zoetis with an opportunity to store and deliver materials without any day-to-day running. Everything is kept in stock, packed, and delivered straight to vendors and customers.

> *I find great comfort in the fact that the merchandise we get delivered by Rosendahls has been examined and assessed when it arrives at the warehouse. I generally experience a great level of meticulousness and thoroughness in all the tasks and processes we have assigned to Rosendahls.*
>
> **Pernille Hermansen**
> **Marketing Coordinator at Zoetis Animal Health**

Among the greatest in the world

Zoetis have existed for more than 65 years and are among the biggest animal health companies with more than 10.000 employees. Their products are marketed in +100 countries all over the world and did a turnover of more than 6.3 billion dollars in 2019.

GigantPrint®
A Stibo Complete Company



GigantPrint®
A Stibo Complete Company

Case: Zoetis Animal Health