

# CASE STUDY:

## PUBLIC RELATIONS



### AT A GLANCE

Ceva Animal Health, founding sponsor of Dog Anxiety Awareness Month.

### THE CHALLENGE

Ceva Animal Health sought to **elevate awareness** around canine anxiety and position preventative solutions as trusted resources for pet parents. The goal was to create a campaign that not only generated awareness but **inspired action**.

### THE RESULTS

We developed and launched **Dog Anxiety Awareness Month**, combining media outreach, veterinary expertise, and interactive consumer education tools designed to **engage** pet parents.

The campaign generated 32 online and TV placements, reached more than 7.3 million consumers, secured coverage on **TODAY** and **The Weather Channel**, and drove nearly **8,000 anxiety quiz completions in one month**, demonstrating our ability to transform awareness into meaningful consumer engagement and behavior. [View segment here.](#)

**32** MEDIA  
PLACEMENTS

**7.3M** CONSUMER  
REACH

**8K** CONSUMER  
ACTIONS