

# Victory at VMAs

**A BURGEONING veterinary group has won two accolades at the Veterinary Marketing Association (VMA) awards.**

The annual awards, which celebrate creativity, innovation and originality in animal health marketing, took place at the capital's Lancaster London Hotel in March.

Family-run White Cross Vets – a 12-strong practice with branches across the north and midlands – won the PR Award for a campaign involving a foul-mouthed parrot, while the firm's marketing manager, Justin Phillips, was named Best Young Marketeer, beating off stiff competition from some of the brightest talent in the profession. Mr Phillips, who joined White Cross Vets in 2013, won £2,500, made up of £500 cash and a £2,000 bursary to put towards his ongoing training and development.

Speaking of his work, Mr Phillips said White Cross had "worked hard" to integrate a marketing-led approach, which aims to "put our clients and their pets at the centre of everything we do" into each of its practices.

"This translates into all aspects of our practice, from client service through to our family-run



**Justin collecting his award from last year's winner Anna Prest (Lintbells).**

ethos and how we look after our teams," he said. "Winning this award is recognition of this and being acknowledged by our peers as the best in the industry is a huge achievement. We are all delighted."

Boehringer Ingelheim was the big winner of the VMA Awards with its Semintra campaign, featuring cats Nacho and Socks, winning six accolades, including the President's Award.

Other campaigns from the company, for Seraquin and Metacam, came up trumps in their respective categories.

Other winners included Bayer Animal Health for its "It's a Jungle" campaign, its "Focus On" series and its use of "Slime Watch" in its lungworm marketing.

XL Vets, meanwhile, came top in the Practice Marketing Award for its work on publicising its equine service, while Vets4Pets took home the Digital Award for the campaign for its veterinary services.



**The team behind the Semintra campaign.**