

USB2U

The Branded Tech Experts

CASE STUDY: DOLOREX

Intervet/Schering-Plough Animal Health is a global leader in the research, development, manufacturing and sale of veterinary medicines. One of their key products is Dolorex which is an aqueous, colourless solution used for pain relief and sedation in horses and dogs – a pain eraser.

To emphasise the pain erasing capabilities of Dolorex, Intervet/Schering-Plough Animal Health commissioned a Custom USB Memory Stick in the shape of a “eraser”. This is a novel idea and one that certainly paid dividends for them in terms of awareness and brand recognition.



DOLOREX®

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