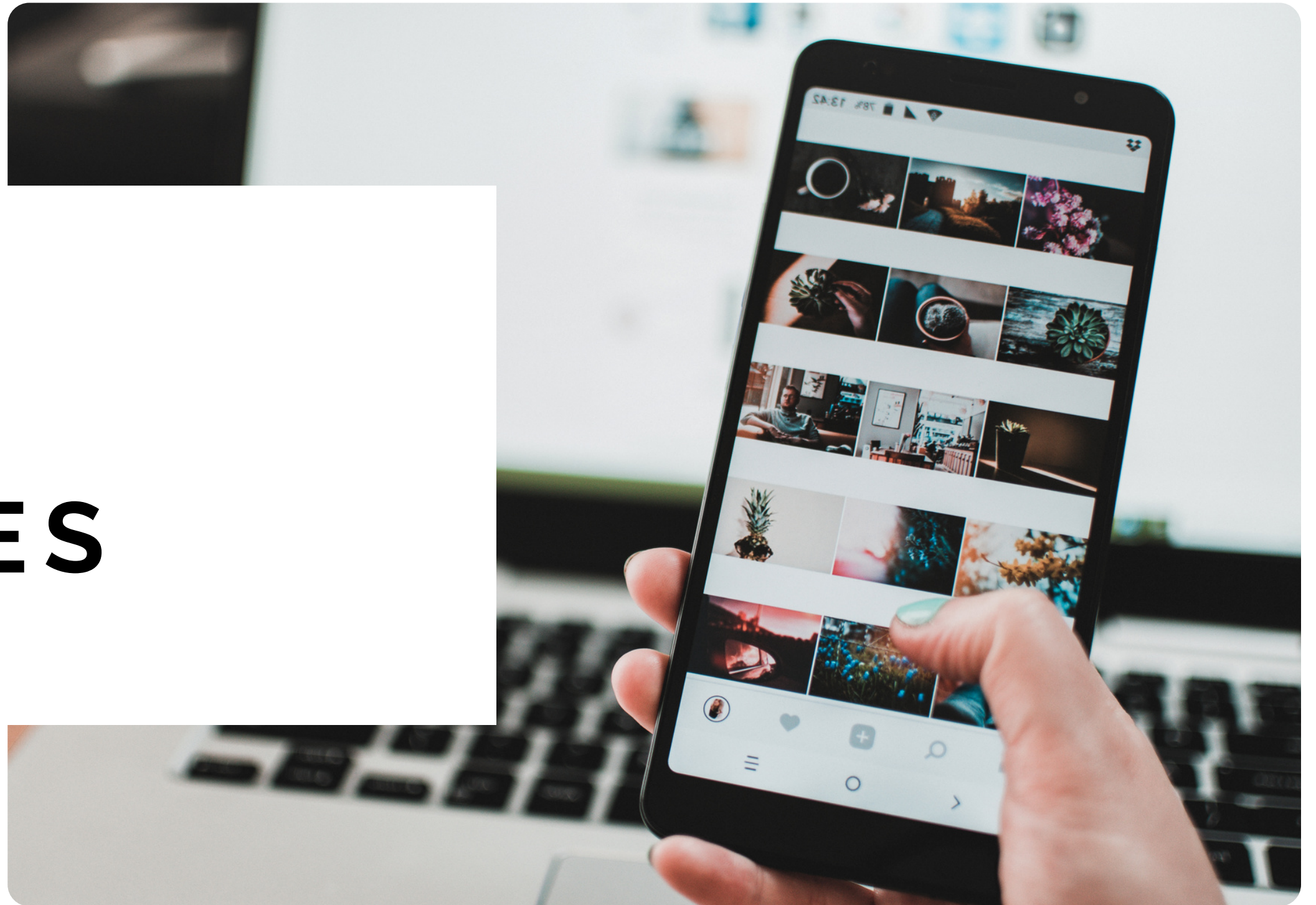


# CASE STUDIES

MEGAN RIDDLE



# CASE STUDY 1

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**Company Ask:** Manage the Kentucky Equine Research social media strategy and accounts: Facebook, Instagram, Twitter, LinkedIn. Additionally, provide content recommendations and review activity for KER Targeted Nutrition accounts (Facebook, Instagram).

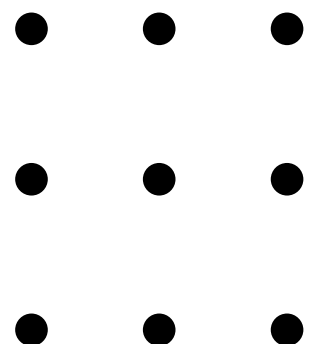
**Personal Involvement:** I currently manage the above-mentioned social media accounts, including developing the strategy, creating all content, writing post copy, engaging with the social media community, and monthly reporting.



# CASE STUDY 1

## Strategy:

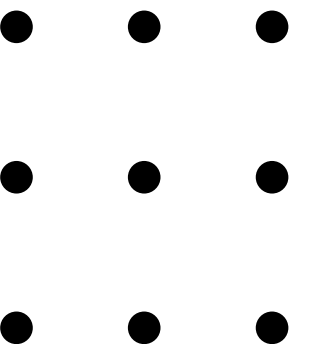
- Tailor content for each platform, a change from cross-posting exact or similar posts as per previous strategy.
  - Facebook - Focus on educational content and company news with direct links to ker.com.
  - Instagram - Focus on more personal content, including behind the scenes at the research farm, content involving the horses, employee and intern spotlights, and research content.
  - Twitter - Share content from our Equine news library, coinciding with the featured topic of the month.
  - LinkedIn - Focus on corporate news, published research, the internship program, and job postings.
- Lean on new content avenues for each platform. For Instagram, this meant producing more Reels content.



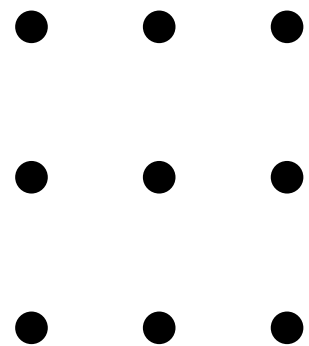
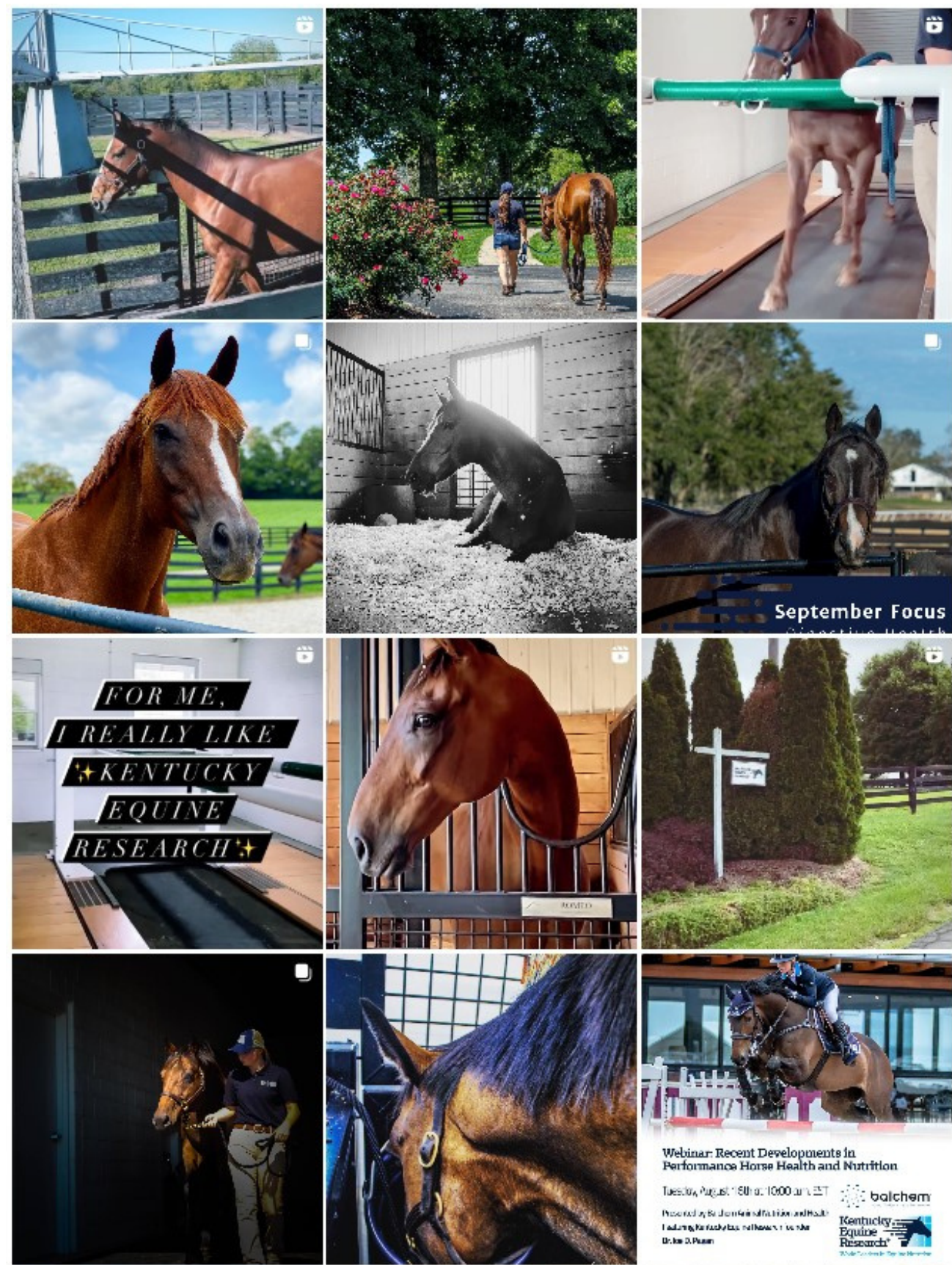
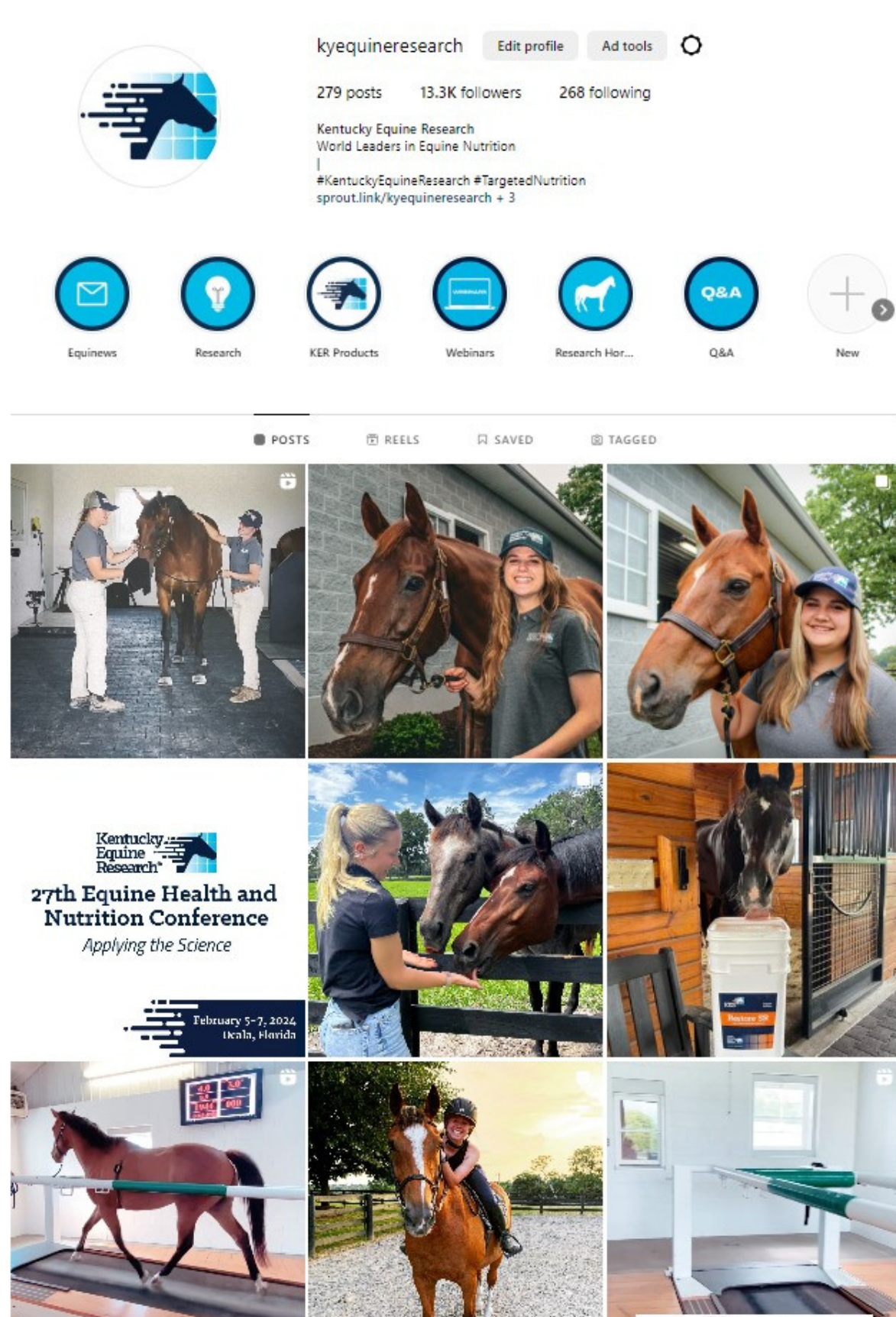
# CASE STUDY 1

## Tactics - Instagram:

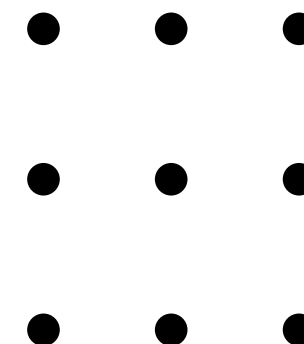
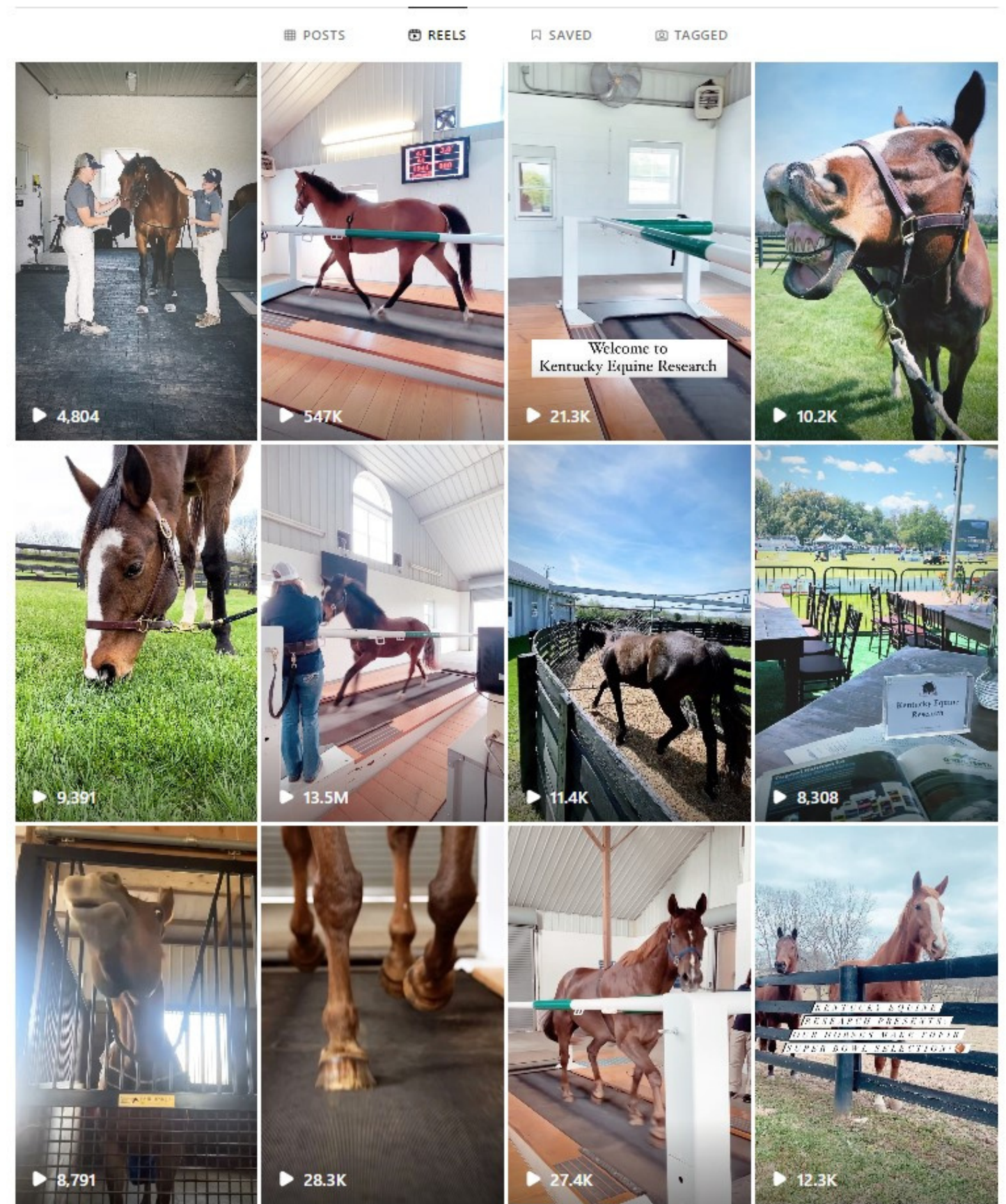
- Developed a consistent brand aesthetic for posts promoting new research, Equine news articles for Story cards, events, and more.
- Published Reels on a regular basis to give users an active look behind the scenes at the research farm (treadmill videos proved very popular).
- Created fun, light-hearted content centered around our research horses.
- Engaged with sponsored riders to produce promotional content for the brand and KER Targeted Nutrition products.



# CASE STUDY 1



# CASE STUDY 1

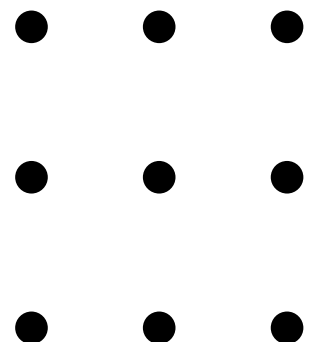


# Results

In six months (June - December 2022) of managing the Kentucky Equine Instagram account, I achieved the following results in KPI categories:

	Total Engagements	Total Organic Impressions	Total Followers
2022	210,197	11,719,805	8,540
2021	2,144	43,265	2,011
% Change	+9,704%	+25,952.1%	+324.7%

\*results calculated against the same period of the previous year

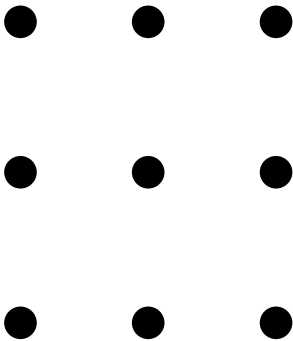


# Results

In the first half of 2023, I have achieved the following results in KPI categories for Kentucky Equine Research's Instagram account:

	Total Engagements	Total Organic Impressions	Total Followers
2023	39,373	850,540	11,757
2022	1,705	56,294	2,109
% Change	+2,209.3%	+1,410.9%	+457.5%

\*results calculated against the same period of the previous year



# CASE STUDY 2

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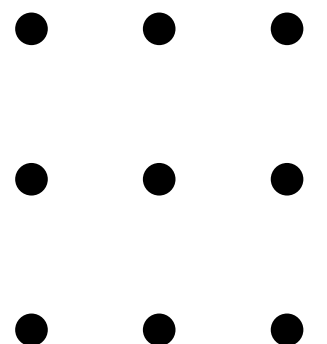
**Company Ask:** Evaluate the Peterson & Smith (now Peterson Smith) brand, provide strategic brand recommendations, and design and implement new creative.

**Personal Involvement:** I led the research phase, created Phase 1 & Phase 2 presentations, owned creation of the digital and social media strategy and creative examples, and coordinated all projects for the new brand launch.



## Social & Digital Media Strategy:

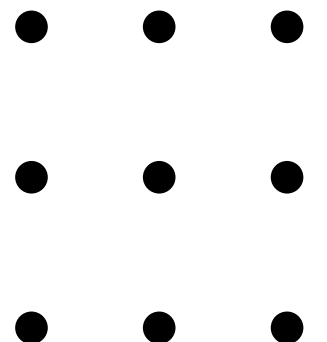
- Evolve the Peterson & Smith brand to better communicate the practice's mission and excellence in equine veterinary care in the Ocala, Florida community.
- Use social media to:
  - Increase awareness of practice services, specialties and expertise.
  - Educate horse owners on seasonal health concerns to drive business.
  - Showcase veterinarians and staff to build relationships with target audiences.
  - Market practice events and community involvement.



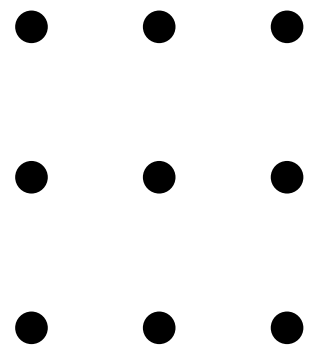
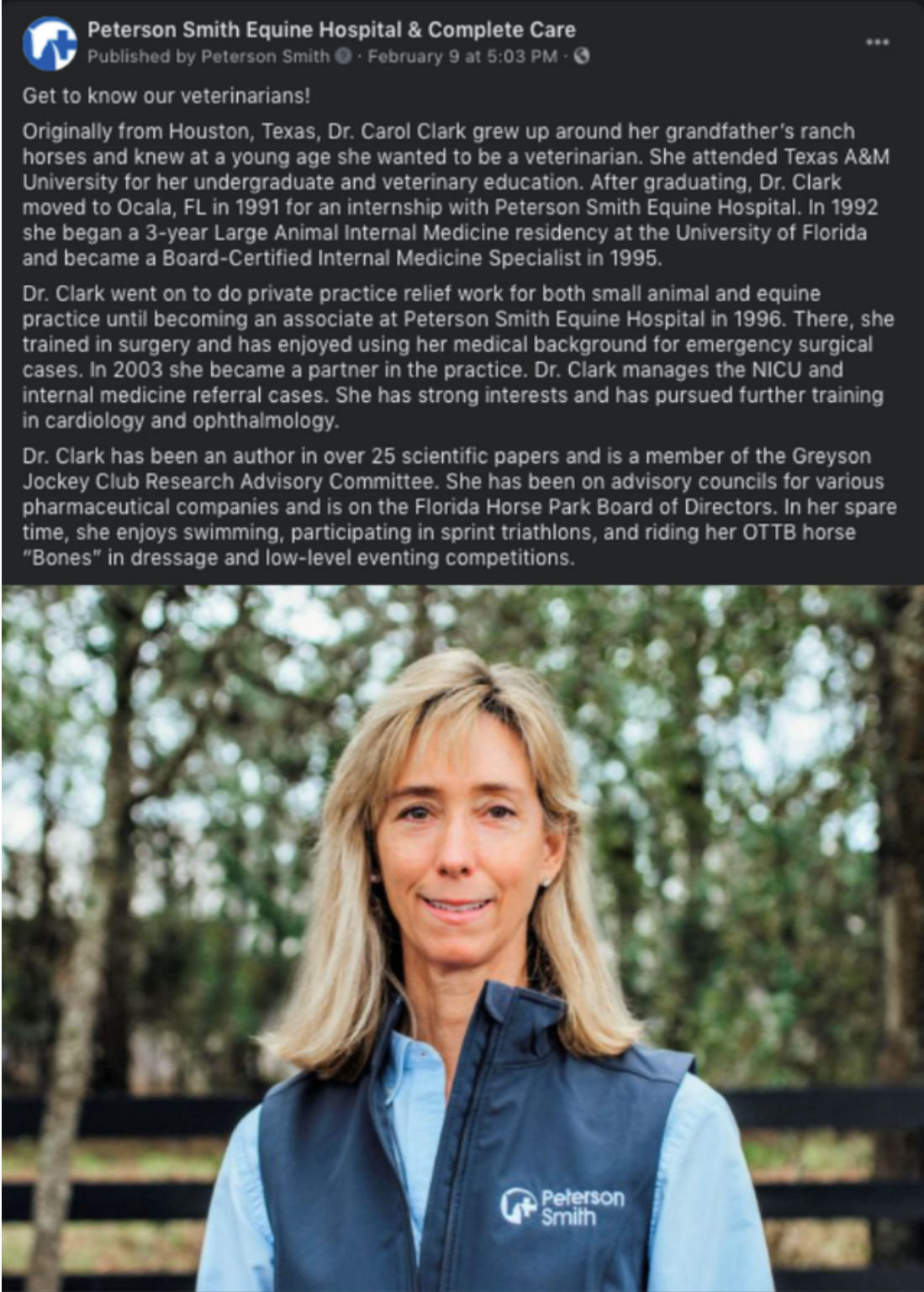
# CASE STUDY 2

## Tactics:

- Recommended and implemented a name change (Peterson Smith), new logo + logotype design, and new company tagline.
- Created and provided post examples along with recommendations for social media and digital advertising campaigns.
- Created and launched a new advertising campaign.
- Managed the design and launch of a new website.
- Provided recommendations for new media opportunities and sponsorships.
- Recommended facility upgrades and provided creative support.



# CASE STUDY 2



# CASE STUDY 2



**Peterson Smith Equine Hospital & Complete Care**  
Published by Peterson Smith · February 5 at 5:27 PM · 🌐

We are proud sponsors of the [Grandview Invitational Inc - Ocala!](#) Today, our VPO, Jose, presented the awards for the Clydesdale Unicorn class. We're happy to support such a fun, family-friendly horse show for these amazing animals! We wish all the competitors and horses the best of luck.

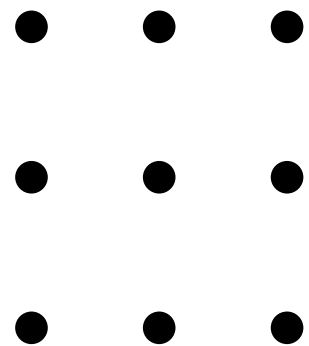
If you weren't able to catch today's show, be sure to watch tomorrow and Sunday!





**Peterson Smith Equine Hospital & Complete Care**  
Published by Peterson Smith · January 13 · 🌐

The Lameness Locator is one valuable tool in our arsenal for determining why your horse is lame. In addition to watching your horse jog, performing flexion tests, and lunging on a circle, the Lameness Locator helps your veterinarian pinpoint possible areas of injury during a lameness examination. The Lameness Locator is a non-invasive measuring device that uses sensors on the horse's head, foot, and hip to detect subtle changes in their gait to the degree of millimeters. The sensors communicate wirelessly with a computer that generates a report saying which legs are affected. If parts of the leg are "blocked," the Lameness Locator helps to detect whether the lameness improved or resolved. In horses with only mild evidence of lameness, the Lameness Locator report also provides an objective evaluation that serves as a great baseline for comparison if the horse's degree of lameness changes over time.

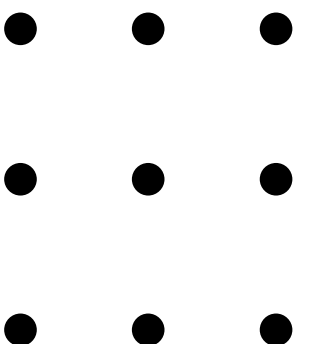


# Results

The new Peterson Smith Equine Hospital brand launched January 6th, 2021. New media campaigns began running as of mid-January 2021 and digital media campaigns were launched in Q2 of 2021.

Social media efforts were ramped up following the brand launch. Content recommendations such as Meet Our Veterinarians, Services Spotlight, Foal Friday and sponsorship support efforts have since been utilized.

**In Q1 of 2021, the Peterson Smith social media activity organically generated 101,692 Total Impressions and 13,897 Total Engagements.**

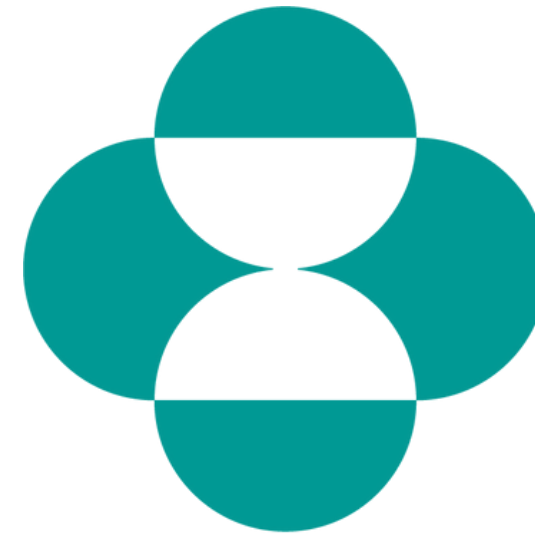


# CASE STUDY 3

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**Company Ask:** Lead a communications and content approach regarding the COVID-19 crisis and provide a strategy for Merck Animal Health dealers looking to engage with customers.

**Personal Involvement:** I created social media content packages to provide dealers with the copy and images to post on their own channels.



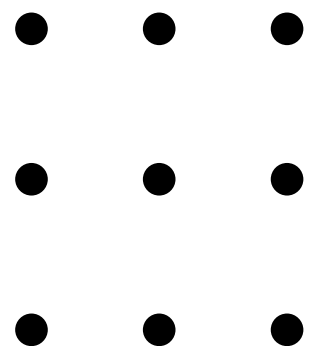
**MERCK**  
Animal Health



# CASE STUDY 3

## Strategy:

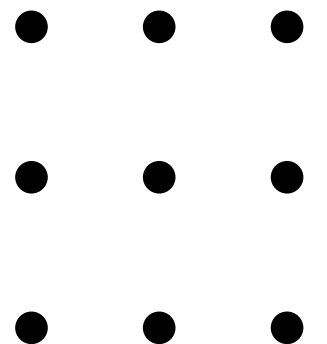
- Create a social media strategy for Merck Animal Health retail partners that would help them engage with customers during the COVID-19 crisis.
- Target Audience: Horse Owners
- Goal: Use social media to help dealers alert their customers to seasonal animal health concerns and drive traffic to online stores.



# CASE STUDY 3

## Tactics:

- Developed a set of social media posts for dealers to use on their own store platforms.
- Created content that addressed seasonal animal health concerns and associated those concerns with a relevant Merck Animal Health product.
- All content incorporated call to actions linking to the retail partner's online store.



# CASE STUDY 3

Keeping your animals healthy is always essential.

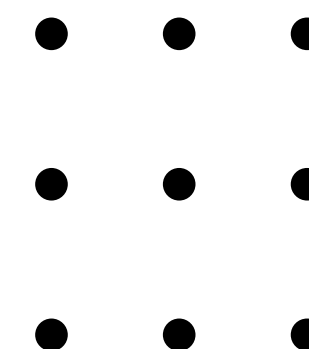
Shop all of your animal health needs in store or online today at [www.palmerfeed.com](http://www.palmerfeed.com).



Like

Comment

Share



# CASE STUDY 3



## Merck Animal Health Equine

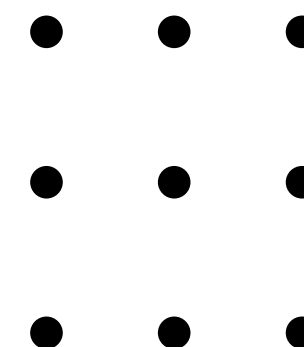
Written by DK Stewart [?] · 🏠 Favorites · February 25, 2021 at 6:57 PM ·



Biosecurity protocols have never been more important to mitigate the spread of disease on your farm. Here are 5 equine biosecurity tips you can implement today:

- 1) Include all horses in your vaccination program.
- 2) Monitor your horse's temperature daily. An elevated temperature is often the first sign of disease.
- 3) Practice good hand hygiene – wash hands after you touch one horse before touching another.
- 4) Minimize nose-to-nose contact and avoid use of communal equipment and water sources.
- 5) Separate and monitor horses post travel, as well as new arrivals for signs of infectious disease.

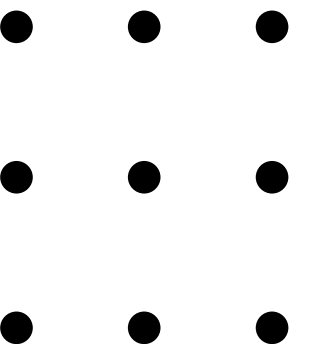
## 5 Biosecurity Tips



# Results

Social media post copy and image assets were provided to Merck Animal Health retail partners through a targeted email blast.

The campaign and assets were well-received and utilized by many retailers.



# CASE STUDY 4

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**Company Ask:** Evaluate the Kentucky Equine Research brand, provide strategic brand recommendations, and design & implement rebrand creative.

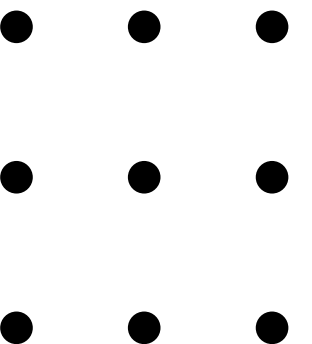
**Personal Involvement:** I conducted internal & external research interviews, created Phase 1 & Phase 2 presentations, provided insights regarding strategic direction, and coordinated all project for the new brand implementation.



# CASE STUDY 4

## Strategy:

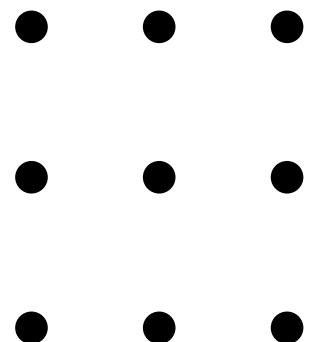
- Distinguish the research arm of the company from the product development arm.
- Structure the feed partner program to showcase that opportunity and communicate the involvement of Kentucky Equine Research to feed manufacturers and horse owners.
- Better align international marketing efforts with those of the U.S. office.



# CASE STUDY 4

## Tactics:

- Created and launch Kentucky Equine Research and KER brands.
- Upgraded the company website, product packaging, business forms and collateral materials.
- Developed email and eNewsletter strategy to communicate new research and products.
- Streamlined international marketing materials to comply with U.S. branding.
- Developed new feed partner program structure to better engage with existing partners and to help land new partners.
- Developed new ad campaigns to support media initiatives.



## World Leaders in Thoroughbred Nutrition



Kentucky Equine Research®

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### Research, Feeds, Supplements

When you see a horse feed or supplement developed by Kentucky Equine Research, you know it's based on over 30 years of science.

Kentucky Equine Research investigates innovative supplements, validates unique feed ingredients, and optimises partner feeds.

Contact us for a consultation, and look for KER products online and through our global partners.

Learn more at [ker.com](http://ker.com)

**Now Available**



**Often imitated.  
Never equalled.**

**The World's Most Tried and Trusted  
Topline Conditioner is Back!**

Equi-Jewel® is a scientifically formulated high-fat, low-starch, and cool-energy conditioner. Equi-Jewel is the original, research-proven stabilised rice bran product for horses and is the only conditioning supplement to include KER BMC™ to buffer the digestive tract. This, combined with Equi-Jewel's proven track record, make it the go-to topline conditioner for horse owners, leading trainers, and breeding farms around the world.

**Now available at a stockist near you!**

*Elite Advice*

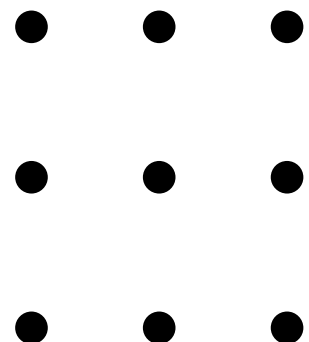
"Equi-Jewel is my go-to in order to keep my horses in peak condition! The best fuel comes from high-fat, slow-release sources. Equi-Jewel does all of this, plus the inclusion of KER BMC helps keep their digestive system healthy."

**Amanda Ross**  
Olympic Equestrian

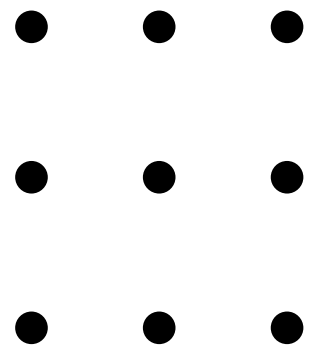
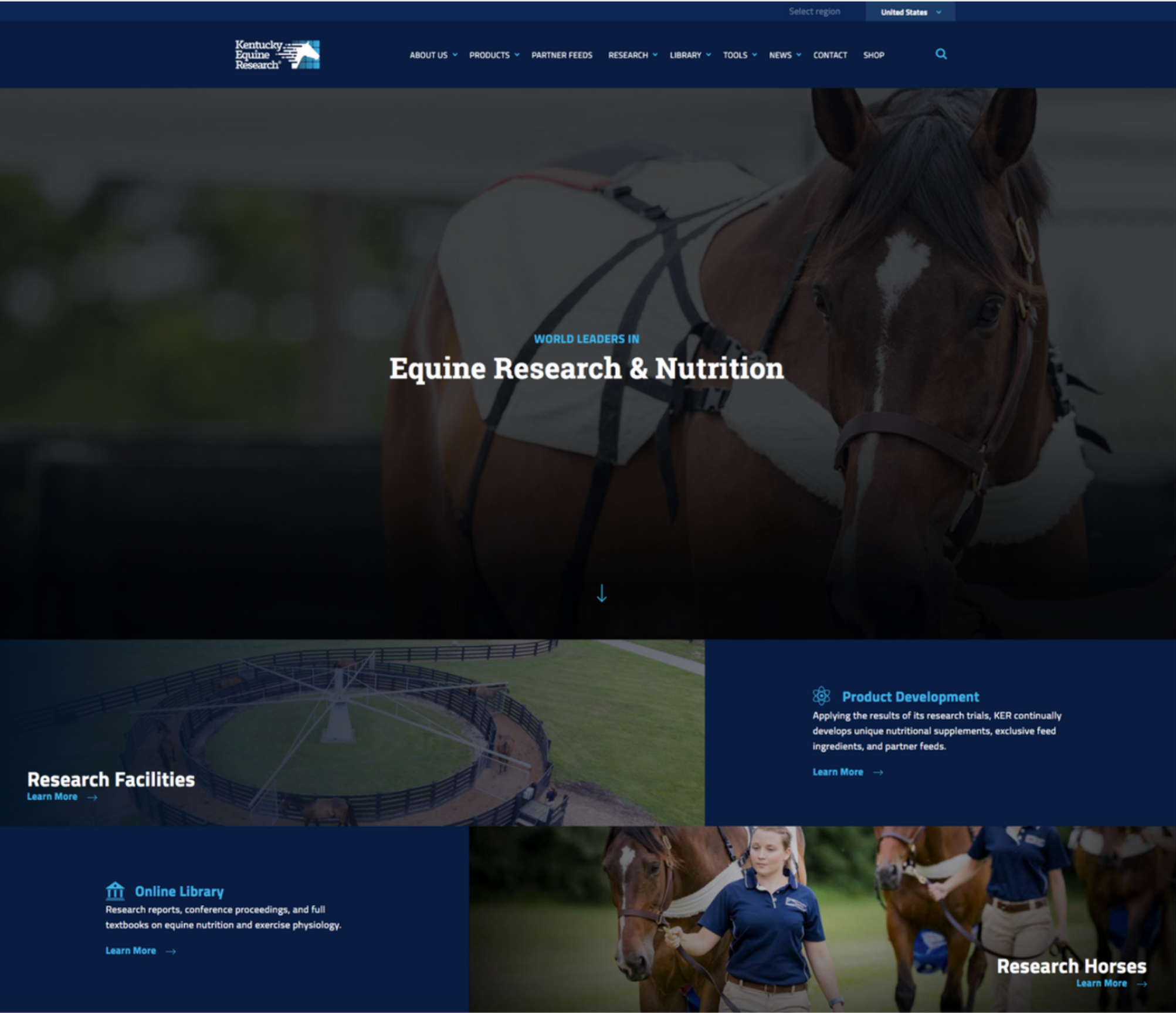


03 8562 7000 | [ker.com](http://ker.com)  
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1800 772 198 | [advice@ker.com](mailto:advice@ker.com)

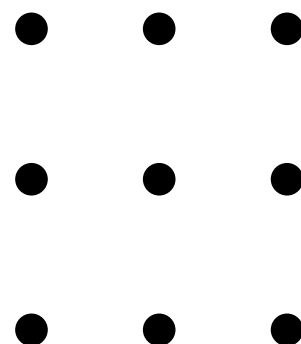
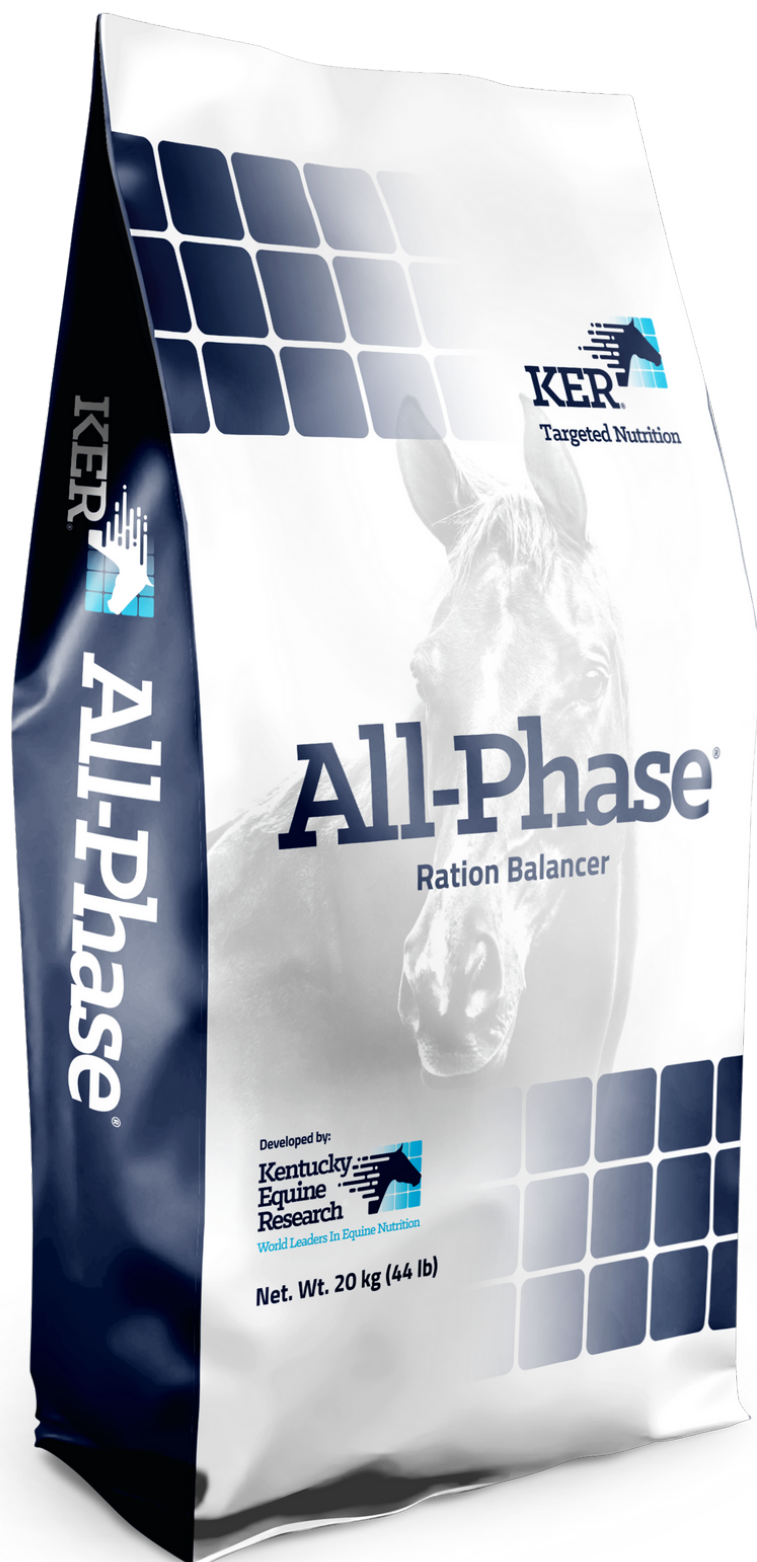
Developed by Kentucky Equine Research®  
World Leaders in Equine Nutrition™



# CASE STUDY 4



# CASE STUDY 4



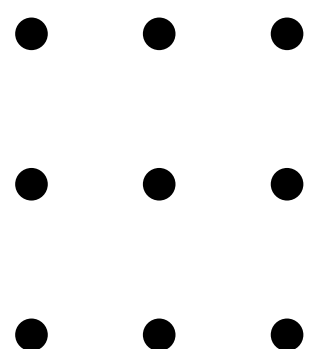
# Results

The Kentucky Equine Research rebrand established consistency of design materials across all markets.

Supplement sales for KER have increased year over year since the company rebrand was implemented. **U.S. eCommerce business increased 50% from 2019 with a 50% increase in users. AUS eCommerce business increased 167% over 2019 with a +156% increase in users.**

In 2020, the KER website saw **1.95M Sessions, 1.37M Users & 5.4M Page Views.**

In 2020, Kentucky Equine Research also successfully engaged with audiences on social media, resulting in **154,000 Total Impressions.**



# CASE STUDY 5

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**Company Ask:** Manage Double Cross Vodka's social media strategy and accounts: Facebook, Instagram, Twitter.

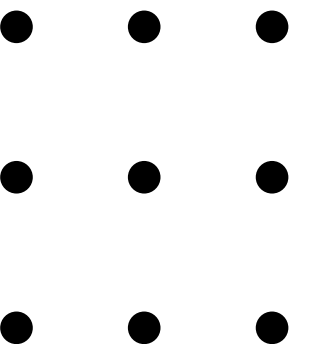
**Personal Involvement:** I currently manage Double Cross Vodka's social media accounts, including developing the strategy, creating all content, writing post copy, managing their social media community, and monthly reporting. I also execute social media advertising campaigns along with Google Ad campaigns.



# CASE STUDY 5

## Strategy:

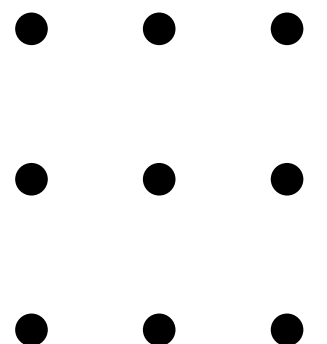
- Embrace the Dare to Differ brand messaging to distinguish Double Cross Vodka from competitors.
- Better define the brand's target audience and utilize social media advertising to better reach those users.
- Post on a regular basis to help grow awareness and reach.
- Grow Double Cross Vodka's content range to be more engaging and drive consumers to eCommerce platforms.



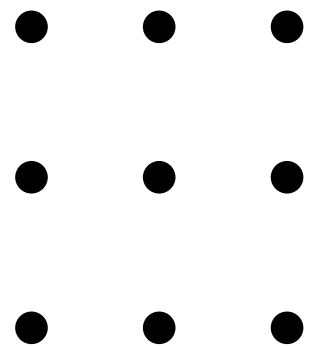
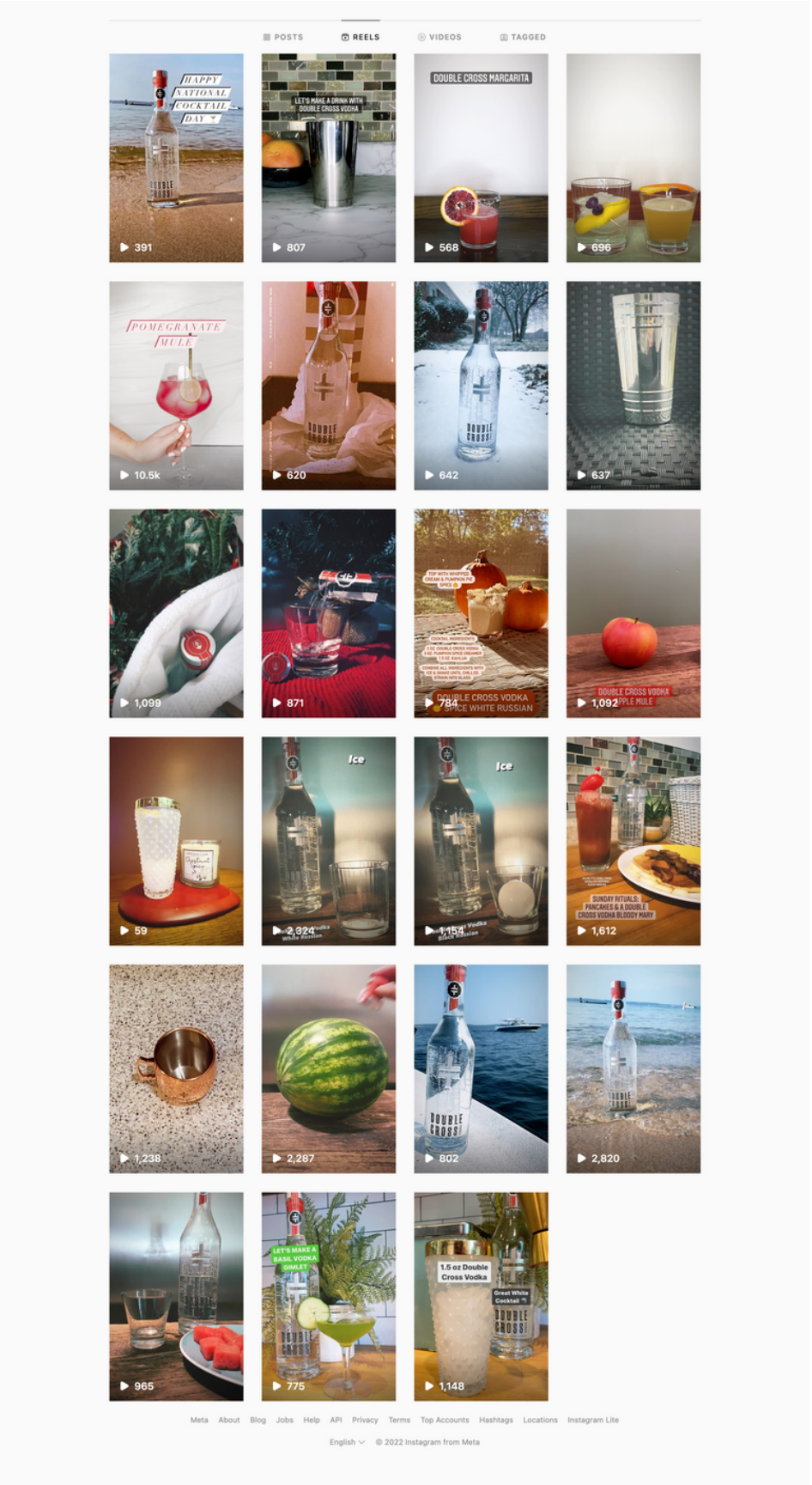
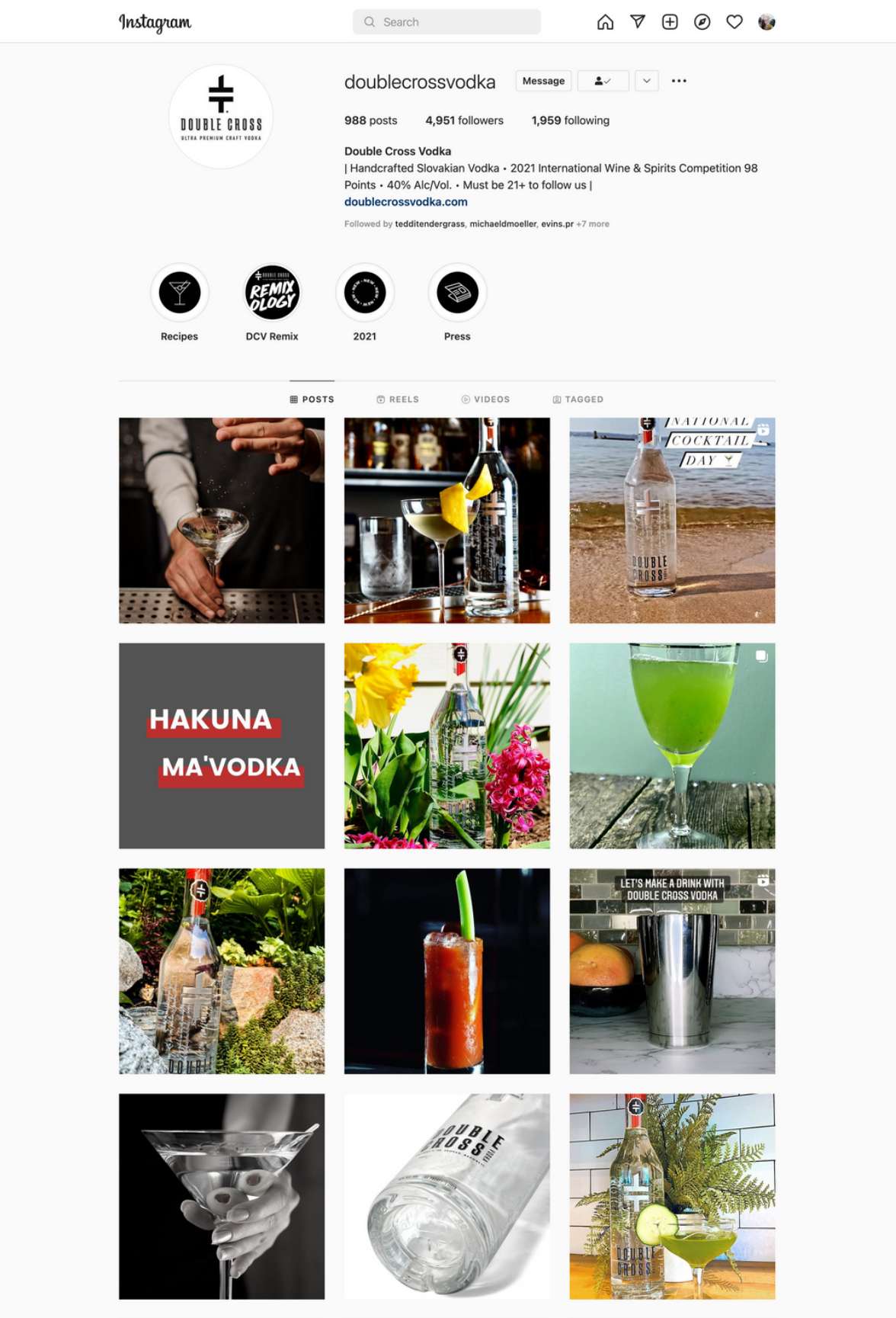
# CASE STUDY 5

## Tactics:

- Posted an average of 10 times per month on each platform (Facebook, Instagram, and Twitter) to increase visibility of our content.
- Capitalized on new platform features to create content best suited for each platform, such as Instagram Reel videos.
- Launched a consumer contest designed to promote unique cocktail creations using Double Cross Vodka and engage fans.
- Engaged influencers to create original cocktail recipes and reach new audiences.
- Launched new content series such as "12 Days of Double Cross" to introduce audiences to our product and provide insights into the brand.
- Designed social media advertising campaigns and Google ad campaigns to achieve brand goals: grow social media followings, drive website traffic, and drive traffic to eCommerce partners such as Drizly in order to drive sales.



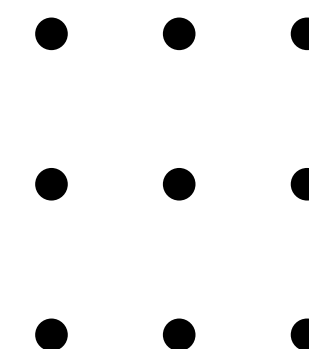
# CASE STUDY 5



# Results

In eight months (March - December 2021) of managing the Double Cross Vodka social media accounts, I achieved the following results in KPI categories:

	Total Engagements	Total Impressions	Total Followers
2021	46,680	2,422,241	118,175
2020	19,942	420,396	108,092
% Change	+135.6%	+478.5%	+9.3%

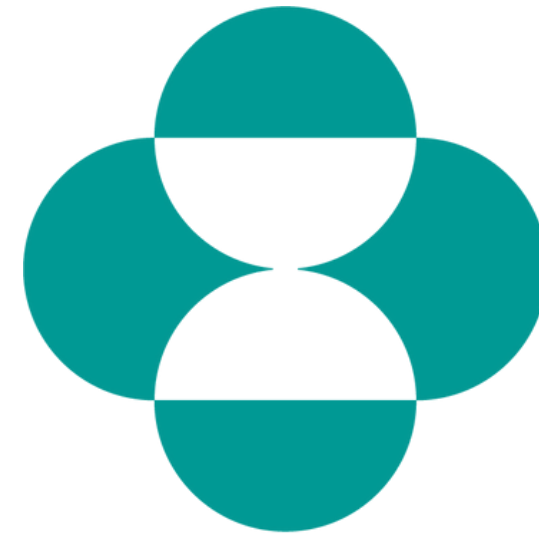


# CASE STUDY 6

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**Company Ask:** Concept and design of a new ad campaign for PRESTIGE vaccines.

**Personal Involvement:** I managed the entire project from concept to implementation.



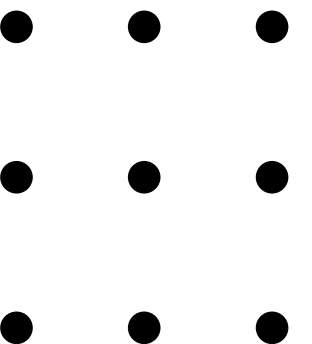
**MERCK**  
Animal Health



# CASE STUDY 6

## Strategy:

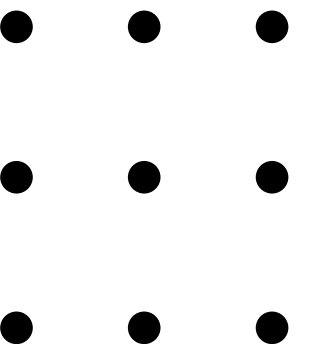
- Goal: Reach veterinarians with a more targeted message about the full line of PRESTIGE vaccines and, more specifically, about the updated flu strains.
- Target Audience: Veterinarians



# CASE STUDY 6

## Tactics:

- Created two separate ad campaigns to address messaging about the full vaccine line separately from the new flu strains information.
- Designed new print ads, digital ads, and email assets.
- Ran media with veterinarian publications and with distributor publications to broaden reach.



# CASE STUDY 6

PRESTIGE® CORE TO RISK-BASED

## Spectrum of Protection



THE **PRESTIGE®** THEY DESERVE

Trust the vaccine brand backed by the Equine Biosurveillance Program and featuring the industry's most relevant EIV protection. Learn more at [PrestigeVaccines.com](https://PrestigeVaccines.com)

✓ **Feature updated flu strains**  
Florida '13 Clade 1  
Richmond '07 Clade 2  
Kentucky '02

✓ **98% reaction-free in field safety trials<sup>1</sup>**  
Highly efficacious with an exceptional safety profile

✓ **Full line of protection**  
Protection horses need, including Prestige® EquiRab®, the only equine-specific rabies vaccine

<sup>1</sup> Data on file. Merck Animal Health.

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Copyright © 2020 Intervet Inc., d/b/a/ Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.



## Only **PRESTIGE®**

CONTAINS FL '13 TO PROTECT AGAINST TODAY'S EIV



THE **PRESTIGE®** THEY DESERVE

Prestige flu-containing vaccines deliver advanced influenza protection against the most relevant flu strains circulating today. Prestige vaccines meet OIE and AAEP guidelines for Clade 1 & Clade 2 protection. Learn more at [PrestigeVaccines.com](https://PrestigeVaccines.com)

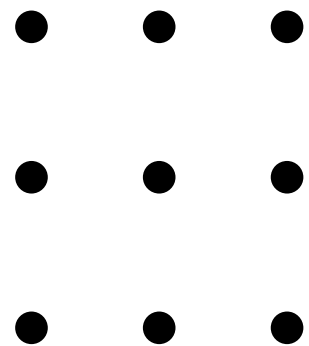
✓ **Current protection**  
Florida '13 Clade 1  
Richmond '07 Clade 2  
Kentucky '02

✓ **Relevant protection**  
FL '13 > 98.50% sequencing homology to today's EIV<sup>1</sup>

✓ **Advanced protection**  
Only FL '13 demonstrated key site similarity to today's EIV

<sup>1</sup> Data on file. Merck Animal Health.

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Copyright © 2020 Intervet Inc., d/b/a/ Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.



# Results

In 2020, the PRESTIGE ad campaigns resulted in:

## Veterinarian Media Placement Results

Total Impressions - 305,177

Clicks - 1,125

Click Through Rate - 0.37%

## Distributor Media Placement Results

Total Impressions - 79,828

Clicks - 32

Sales - \$174,642.09

