

I want to promote **Dechra**

Do you want to include product(s)?

Yes

No

Use **Dechra** branding

Use **Dechra** branding

I want to promote a **product**

Does the product have its own branding or creative campaign?

Yes

No

Use the **product** branding

Use **Dechra** branding

I want to promote a **therapy area or species**

Is there therapy area branding?

Yes

No

Use the **therapy area or species** branding

Use **Dechra** branding

I want to promote **Dechra Academy**

Is the course part of a product campaign or therapy area?

It's a product campaign

Does it have it's own branding?

Yes

No

Use the **product** branding

It's a therapy area campaign

Does it have it's own branding?

Yes

No

Use the **therapy area or species** branding

No

Use **Dechra Academy** branding

Include **product's logo(s) and/or pack shots**

Include the **Dechra** logo

Include **product's logo(s) and/or pack shots**

Include **product's logo(s) and/or pack shots**

Include **product's logo(s) and/or pack shots**

Include the **Dechra** logo

Include **product's logo(s) and/or pack shots**

Include the **Dechra** logo

Dechra Academy logo if needed

Dechra Academy logo if needed

Dechra logo and **Academy** logo if needed

Dechra Academy logo if needed

Include **Dechra Academy** logo

Dechra logo and **Academy** logo if needed

Product logo logo and/or **therapy area** logo and/or **pack shot**

A

A

B

A

C

A

B

B

D