

# ALLFLEX SHEEP APPLICATOR PROMO ASSETS

MAY 2024



RapID TAG NEW  
USER OFFER



## A1 Poster

The A1 poster features a light blue background. At the top left, a circular icon with a sunburst and the text "Be eID ready" is positioned above a photograph of a white sheep. The Allflex logo is in the top right. The main title "RapID Tag NEW User Offers" is centered. Below the sheep is a black RapID tag with the number "0024271". Two blue circular callouts are on the left: the top one says "Purchase 1000 RapID® tags and receive a RapIDTagger® and RapIDMatic® at no charge\*" with an image of the applicators; the bottom one says "Purchase 200 RapID® tags and receive a RapIDTagger® at no charge\*" with an image of the RapIDTagger. A central blue circle contains an image of the RapIDMatic with the text "Purchase 200 RapID® tags and receive a RapIDMatic® at no charge\*". At the bottom, it says "Applicators shipped with tag orders." and "MSD Animal Health" with a copyright notice.

**Click below to download the A1 poster**

## A4 Giveaway Flyer

The A4 flyer has the same layout as the A1 poster but with a different callout structure. The "Be eID ready" icon and sheep image are at the top left. The Allflex logo is at the top right. The title "RapID Tag NEW User Offers" is centered. A black RapID tag with "0024271" is shown below the sheep. Two blue circular callouts are on the right: the top one says "Purchase 200 RapID® tags and receive a RapIDTagger® at no charge\*" with an image of the RapIDTagger; the bottom one says "Purchase 1000 RapID® tags and receive a RapIDTagger® and RapIDMatic® at no charge\*" with an image of the applicators. A central blue circle contains an image of the RapIDMatic with the text "Purchase 1000 RapID® tags and receive a RapIDMatic® at no charge\*". At the bottom, it says "Applicators shipped with tag orders." and "MSD Animal Health" with a copyright notice.

**Click below to download the A4 flyer**



# Digital one – Resellers 1080x1080px



**Allflex** Rapid Tag  
**NEW User Offers**

Purchase 200 Rapid® tags and receive a  
RapidTagger® at no charge\*



**Be eID ready**  
Applicators shipped with tag orders.  
\*Terms and conditions apply.



**MSD**  
Animal Health

The advertisement features a light blue background. At the top left is the Allflex logo. To its right, the text 'Rapid Tag NEW User Offers' is displayed. Below this, a promotional offer is stated in white text. In the center, a blue RapidTagger applicator is shown. At the bottom left, there is a small image of a sheep's head next to a blue circular badge that says 'Be eID ready'. To the right of the badge, text indicates that applicators are shipped with tag orders, with a small asterisked note below. At the bottom right, the MSD Animal Health logo is present.

## Reseller Copy :

Now is the time to buy your Allflex tags. New users that purchase 200 Rapid tags and will receive a complimentary RapidTagger. Come and see us, place your order and we can help to make sure you're eID ready with Allflex.

**Click below to download the asset**

## Digital two – Resellers 1080x1080px



**Allflex** Rapid Tag  
**NEW User Offers**

Purchase 1000 Rapid® tags and  
receive a RapidTagger® and  
RapidMatic® at no charge\*



**Be eID ready**

Applicators shipped  
with tag orders.  
\*Terms and conditions apply.



**MSD**  
Animal Health

The advertisement features a light blue background. At the top left is the Allflex logo. To its right, the text 'Rapid Tag NEW User Offers' is displayed. Below this, a promotional message states that purchasing 1000 Rapid tags includes a complimentary RapidTagger and RapidMatic. In the center, there are images of the green RapidTagger and the blue RapidMatic applicators. At the bottom left, there is a small image of a sheep's head next to a blue circular badge that says 'Be eID ready'. To the right of the badge, it says 'Applicators shipped with tag orders.' and includes a small asterisked note '\*Terms and conditions apply.'. At the bottom right is the MSD Animal Health logo.

### Reseller Copy:

Right now, new users that purchase 1000 Rapid tags will receive a complimentary RapidTagger and a RapidMatic. Come and see us today, order Allflex tags and make sure you're eID ready.

**Click below to download the asset**



# Digital three – Resellers 1080x1080px



**Allflex** RapID Tag  
**NEW User Offers**

Purchase 1000 RapID<sup>®</sup> tags and receive a RapIDTagger<sup>®</sup> and RapIDMatic<sup>®</sup> at no charge\*

Purchase 200 RapID<sup>®</sup> tags and receive a RapIDTagger<sup>®</sup> at no charge\*

Be eID ready

Applicators shipped with tag orders.

\*Terms and conditions apply.

**MSD**  
Animal Health

The advertisement features a light blue background. At the top left is the Allflex logo. To its right is the main title 'RapID Tag NEW User Offers'. Below the title are two columns of text describing offers for purchasing 1000 or 200 tags. To the left of the 1000-tag offer is an image of a green RapIDTagger and a blue RapIDMatic. To the right of the 200-tag offer is an image of a blue RapIDTagger. At the bottom left is a small image of a sheep's head next to a blue circular badge that says 'Be eID ready'. At the bottom center is the text 'Applicators shipped with tag orders.' and at the bottom right is the MSD Animal Health logo.

## Reseller Copy:

Don't miss out on the Allflex RapID tag offers. New users that buy 200 RapID tags will receive a complimentary RapIDTagger, while new users that buy 1,000 tags will receive a RapIDTagger AND a RapIDMatic. Come and see us and place your Allflex tag order today.

**Click below to download the asset**