Galliprant®
(grapiprant tablets)

Campaign Playbook

Galliprant®
(grapiprant tablets)

Key Contacts

Senior Brand Manager
Nick XXXXX

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Strategy

GALLIPRANT OVERVIEW: SITUATION

Galliprant awareness is strong at 98%, and it is stocked in 73% of clinics. There isn't a veterinarian who is not aware of Galliprant. However, even with the high stocking rate, only 64% of veterinarians sometimes use Galliprant as a first-line treatment, and only 22% use it as their primary first-line option.

We have an efficacy perception problem that is contributing to a 51% difference between stocking and primary first-line use.

- According to recent U.S. Veterinarian KPI research, 98% of veterinarians say that effective relief of pain is the top factor in deciding which OA products to stock and prescribe, followed by long-term safety at 96%. **Efficacy is clearly valued first.**
- Veterinarians who stock Galliprant but do not prescribe it as first choice view their current NSAID as more effective and a better value for the money.
  - » 22% of Galliprant rejectors say that they think Galliprant performs worse than other NSAIDs in providing highly effective relief of chronic pain. (Only 4% say it performs better.)

KPI research illustrates that veterinarians know Galliprant is safe, as that has been the dominant message since it has been on the market.

But they do not believe that the efficacy is there, relative to their preferred NSAID. To increase usage share of Galliprant in existing accounts, we must convince veterinarians of Galliprant's efficacy in OA inflammation and pain.

OBJECTIVE

Solidify perceived efficacy of Galliprant.

Closing the efficacy perception gap is the first in a chain of steps that need to be taken to increase usage share.

GALLIPRANT OVERVIEW: STRATEGY

Galliprant is specifically designed to effectively manage OA inflammation and pain.

Galliprant is a trade-up, not a trade-off.

Key Messaging

KEY MESSAGING: DISEASE STATE EDUCATION

Osteoarthritis (OA) Inflammation and Pain Messaging

- Canine osteoarthritis (OA) affects more than 40% of dogs by age 4.[1*]
- It is a progressive disease for which there is no cure.
- OA is the No. 1 cause of chronic pain in dogs and one of the most common reasons for euthanasia.[2,3]
- More than 50% of OA cases are diagnosed in dogs between 8 and 13 years old, typically long after joint degeneration has started.[4]
- OA doesn't affect just older dogs since much of canine OA is conformational and consequently begins early in life.[5]
- Contributing factors include chondrodysplasia, hip dysplasia, OCD, elbow dysplasia, luxating patella and predisposition to cruciate disease.
- Risk factors for OA include age, breed, obesity, intense exercise, joint injury and surgery.

Earlier diagnosis and treatment can help manage both the pain and the progression of the disease to help improve quality of life.

- Although OA is a disease of younger dogs, the majority of cases aren't diagnosed until dogs are 8-13 years old.[4]
- As OA progresses, it becomes more severe, making pain and dysfunction more difficult to manage.
- Additional consideration: Pet owners may erroneously superimpose their own experience of human OA on dogs, considering it a disease of "old age."
- Veterinarians need to actively screen animals during wellness visits and educate pet owners on the best treatment options to help ensure early diagnosis and compliance.

Signs of OA may be subtle and can include:

- Decrease in overall activity, abnormalities in static posture or gait.
- Lameness, reluctance to exercise, difficulty jumping or climbing stairs and pain upon joint manipulation.
- A change in the dog's behavior that owners may not recognize as being caused by OA inflammation and pain.

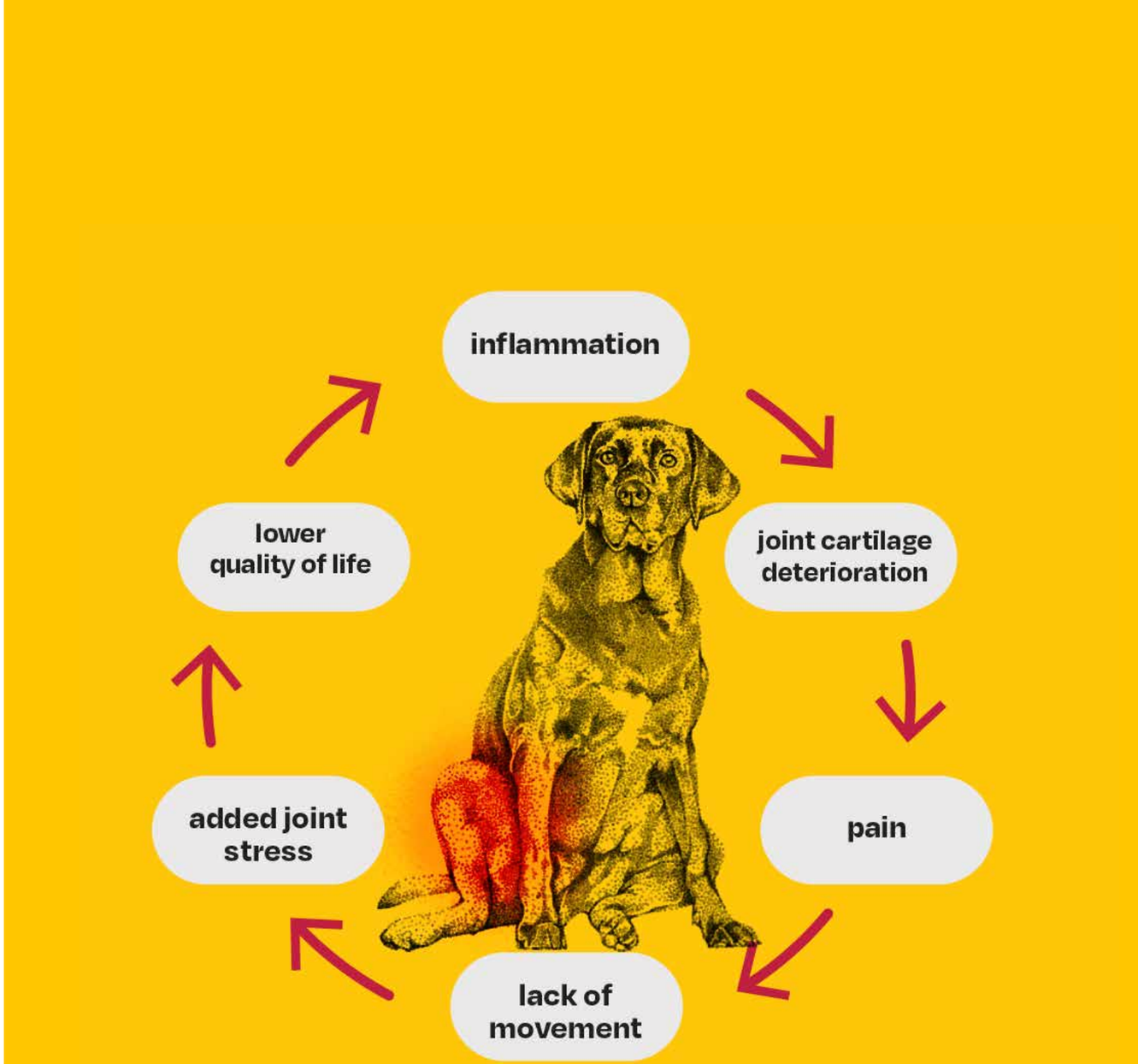
KEY MESSAGING: INFLAMMATION

Controlling inflammation is critical to managing OA pain.[6,7,8]

- Inflammatory mediators (e.g., PGE_2, IL-1) play a pivotal role in OA pathogenesis and disease progression.
- Increased PGE_2 in the joint leads to sensitization, or windup, synovitis and degradative changes to cartilage and bone.
- Sensitization, or windup, can lead to heightened pain sensation and chronic pain, which can be difficult to treat.
- Increased PGE_2 stimulates immune cells to produce more pro-inflammatory mediators in a self-perpetuating cycle.[4]
- Treating inflammation is critical to control OA pain and may help slow the progression of the disease.

In a unanimous consensus, experts recommend a multimodal approach to managing canine OA that includes:[9,10,11]

- Pet owner education
- Lifestyle modifications
  - » Weight optimization
  - » Exercise/Rehab appropriate for patient stage
  - » Administration of EPA-rich supplement or diet: minimum daily dose of 100mg/kg DHA/EPA
- Therapy with non-steroidal inflammatory drugs (NSAIDs)



NSAIDs are the cornerstone of OA treatment.

NSAIDs are the proven effective way to control both joint inflammation and pain.

NSAIDs have historically been, and currently remain, the cornerstone of OA treatment.

But not all NSAIDs are the same.

NSAIDs work by either blocking the production of PGE_2 or blocking the downstream effects of PGE_2 via a specific and selective receptor antagonism.

- PGE_2 is an important pro-inflammatory mediator and contributor to OA pain but also plays a role in normal homeostatic function for multiple organs.
- The physiological activities of PGE_2 are mediated by four receptors, EP1-EP4.
  - » The EP4 receptor is the primary mediator of PGE2-elicited inflammation and sensitization (windup) in OA.[9]
  - » Selectively blocking the EP4 receptor has been shown to be effective for mediating OA pain and inflammation in dogs.[9]

Beginning with stage 2 (mild OA), experts recommend daily NSAID therapy for 1-3 months before considering tapering the dose or frequency of administration.[9,10,11]

- Moderate to severe cases (stages 3 and 4) are likely to require lifelong daily treatment.[9,10,11]
- NSAIDs are not just a "pain pill." They treat the underlying disease process, including inflammation and pain.
  - » To help ensure more successful outcomes, pet owners need to be compliant with their veterinarians' recommended OA treatment.

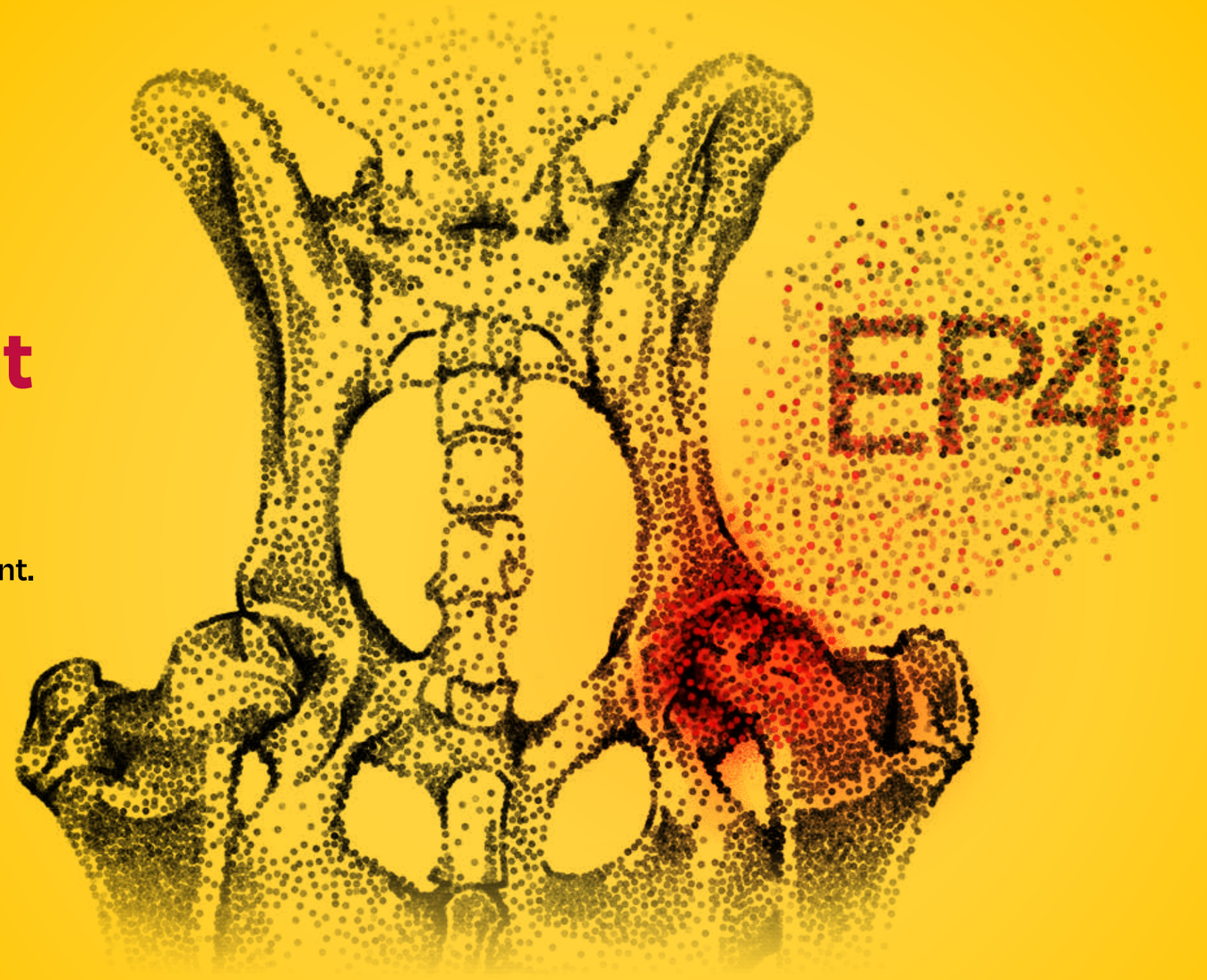
Veterinarian Campaign

VETERINARIAN CAMPAIGN: KEY IDEA AND VISUAL

Recognize the source of OA and the treatment becomes clear.

Effectively control canine OA inflammation and pain.
Block the EP4 receptor with the precision power of Galliprant.

Galliprant® (grapiprant tablets)



VETERINARIAN CAMPAIGN: KEY MESSAGING

Galliprant® (grapiprant tablets) is specifically designed to manage OA and effectively treats both inflammation and pain without trade-offs.

Inflammation Messaging

Controlling joint inflammation is critical. Galliprant selectively blocks the EP4 receptor, the primary mediator of PGE_2-elicited inflammation and peripheral sensitization (windup).[6,7,8]

Efficacy Messaging

Chronic disease requires chronic treatment. Galliprant is a first-line treatment option that effectively controls OA inflammation and pain.

- In a placebo-controlled, randomized clinical trial in client-owned dogs with osteoarthritis, Galliprant was proven effective at improving:[12]
  - » Pain interference
  - » Pain severity
  - » Quality of life
  - » Veterinary assessments

In an early intervention study, young† dogs treated with Galliprant continuously for 4 months showed significant improvements in gait analysis, overall mobility and comfort, quality of life and sleep quality.[1]

Other Messaging

- The clear treatment for canine OA.
- Galliprant works differently.
- Galliprant blocks the primary PGE_2 receptor responsible for joint inflammation and pain without disrupting prostaglandin production like traditional NSAIDs.[13,14]
- Galliprant is stocked by more veterinary clinics in the U.S. than any other brand name NSAID.[15]

Call to Action

- See how a targeted approach to treating canine OA works.
- See how Galliprant works.

VETERINARIAN CAMPAIGN: TRADE AD MESSAGING

Headline

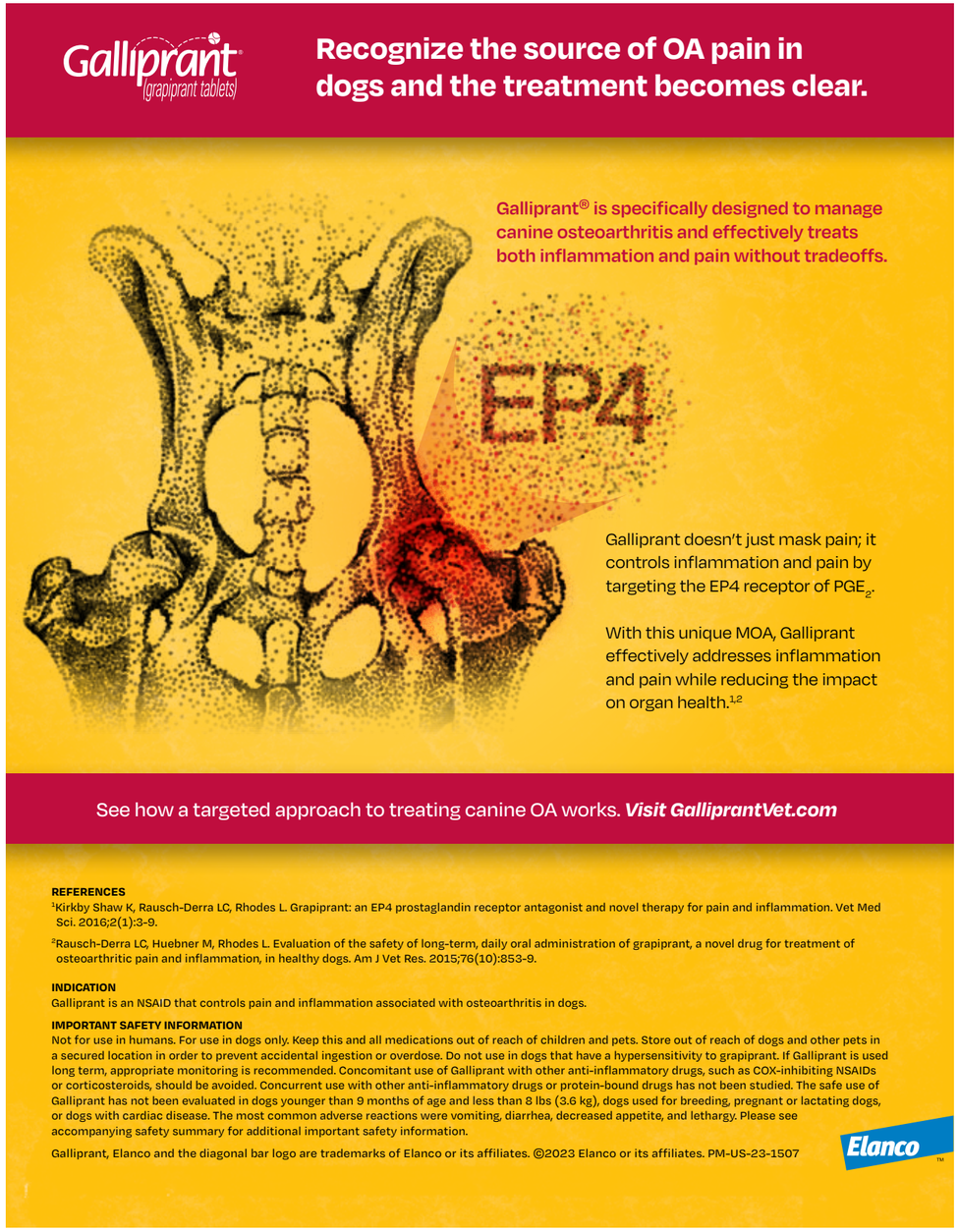
Recognize the source of OA pain in dogs and the treatment becomes clear.

Subheader

Effectively control canine OA inflammation and pain. Block the EP4 receptor with the precision power of Galliprant.

Reasons to Believe

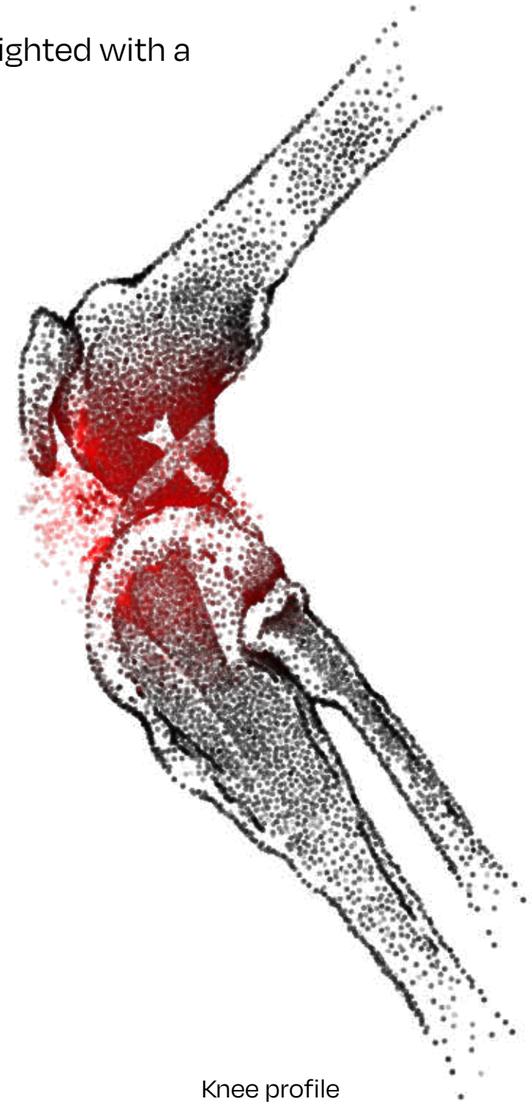
- Galliprant doesn't just mask pain–it controls inflammation and pain by targeting the EP4 receptor of PGE_2.
- With this unique MOA, Galliprant effectively addresses inflammation and pain while reducing the impact on organ health.[12,13]
- Galliprant is proven effective at improving pain interference, pain severity, quality of life and veterinary assessments.[14]
- The safety of label dose is supported by a laboratory study in healthy dogs receiving ~15x the dose continuously for 9 months.**



VETERINARIAN CAMPAIGN: ILLUSTRATION STYLE

Stippled Illustrations

- Stippled dots come together into scientific bone and joint drawings as well as showing a dog exhbiting the signs of hip dysplasia.
- The pinpoint of inflammation is highlighted with a red pain burst overlay.

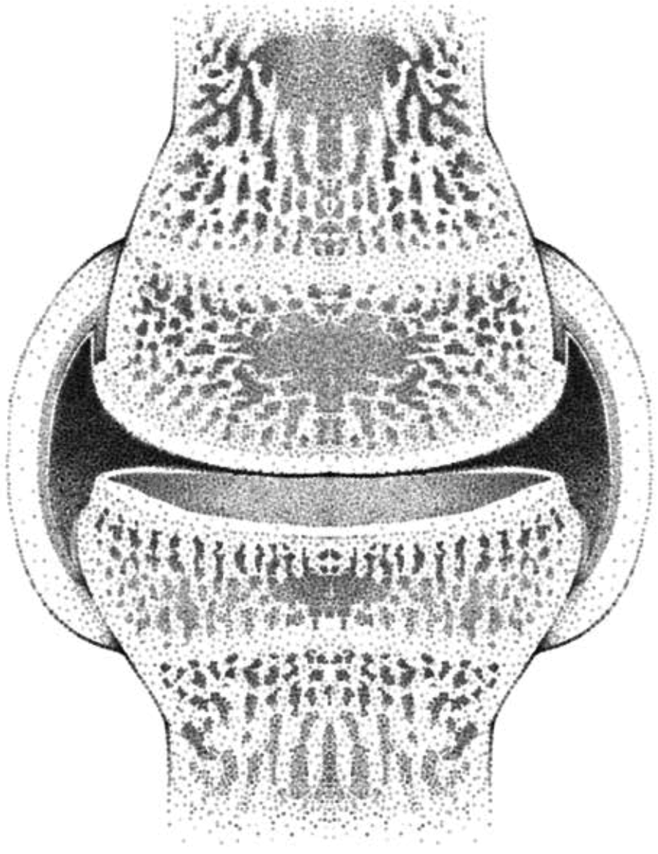


Knee profile

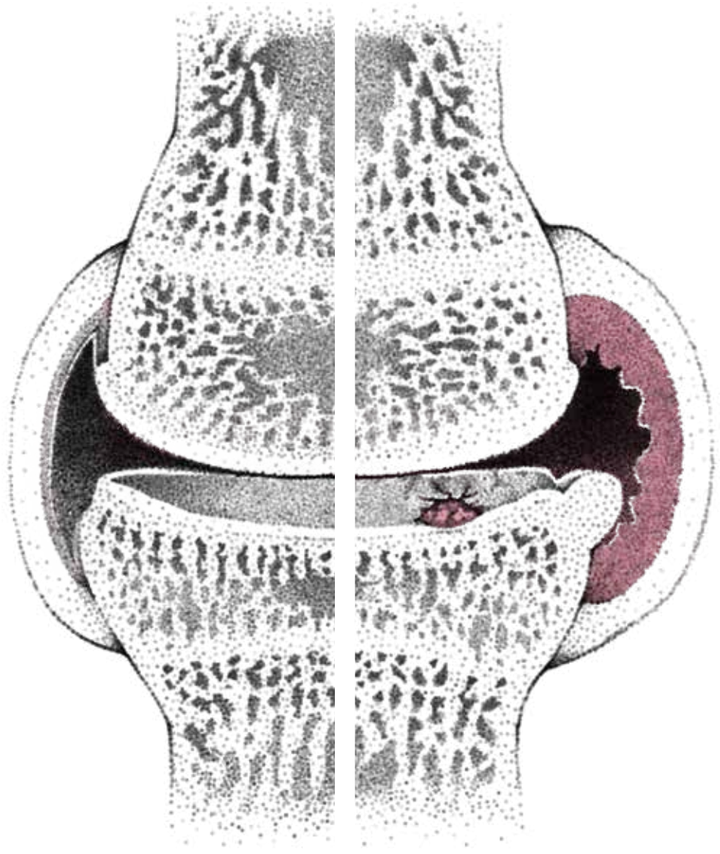
Hip Dysplasia

VETERINARIAN CAMPAIGN:HEALTHY VS. OA JOINT

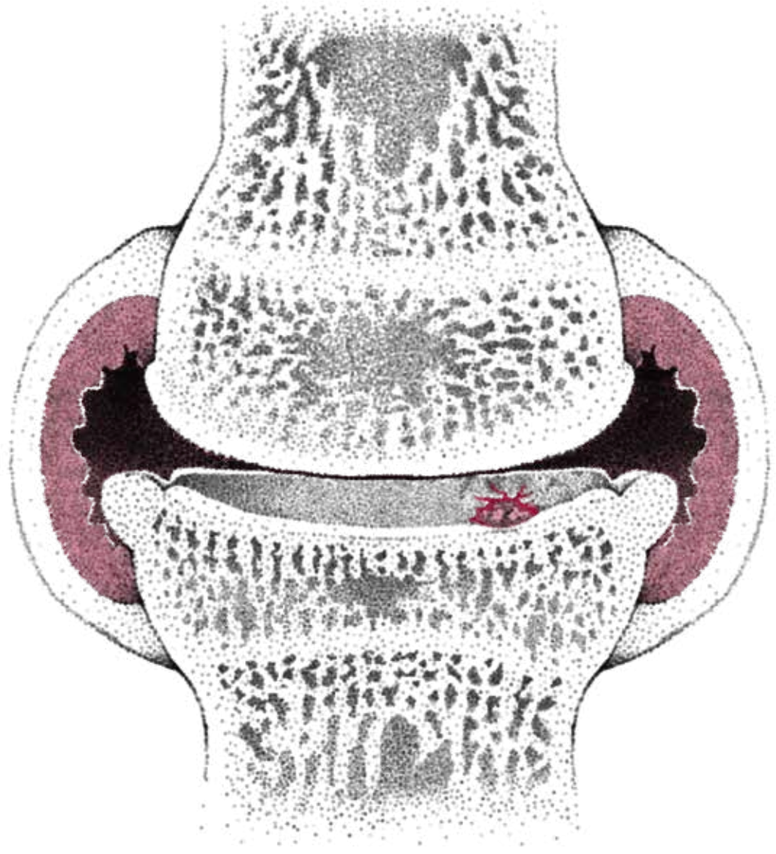
Healthy Joint



Healthy Joint vs. OA Joint



OA Joint



VETERINARIAN CAMPAIGN: HEALTHY DOGS

Happy, Healthy Dogs

Campaign illustrations range from scientific hip, joint and bone renderings but also include the addition of healthy, active dogs.

Design Guidelines

DESIGN GUIDELINES: LOGO AND COLOR

Primary: Red with Gray Actives

Red with White Actives

PMS Coated: 193 C
CMYK: 2-99-62-11
RGB: 191-13-62
HEX: #BF0D3E

Reverse White

PMS Coated: 7548 C
CMYK: 0-12-98-0
RGB: 255-198-0
HEX: #FFC600

1-color Black

PMS: Cool Gray 11 C
CMYK: 0-0-0-87
RGB: 83-86-90
HEX: #53565A

PMS: Black 7 C
CMYK: 0-0-0-90
RGB: 45-41-38
HEX: #2D2926

Typography and Fonts

Veterinarian Headline Treatment

Recognize the source of OA and the treatment becomes clear.

A treatment that works by focusing on how it hurts.

Headline

Degular Display Bold

Subheads and Body

Degular Bold

Degular Semibold

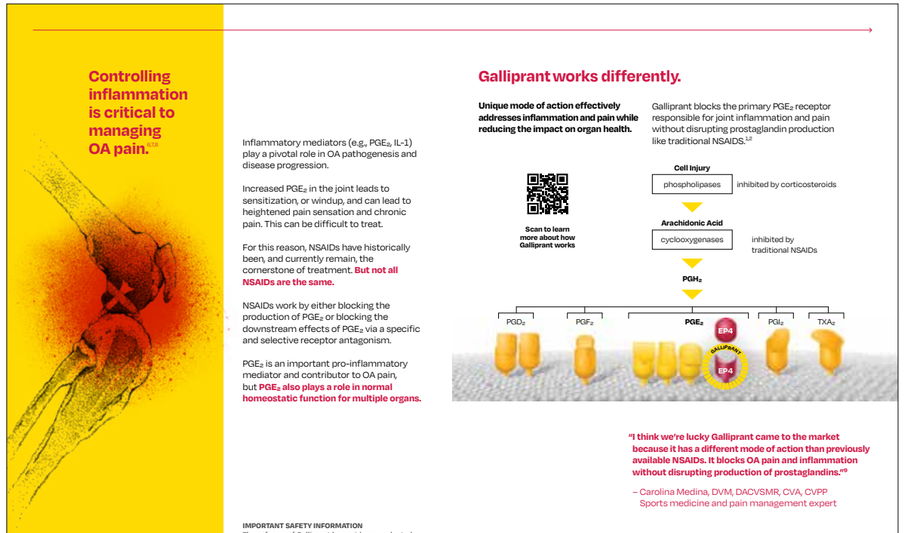
Degular Medium

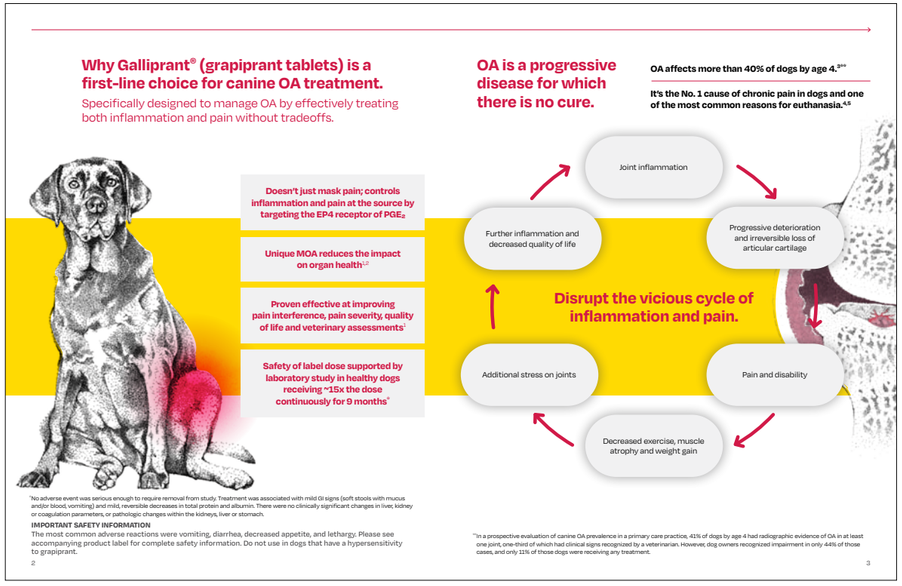
Degular Regular

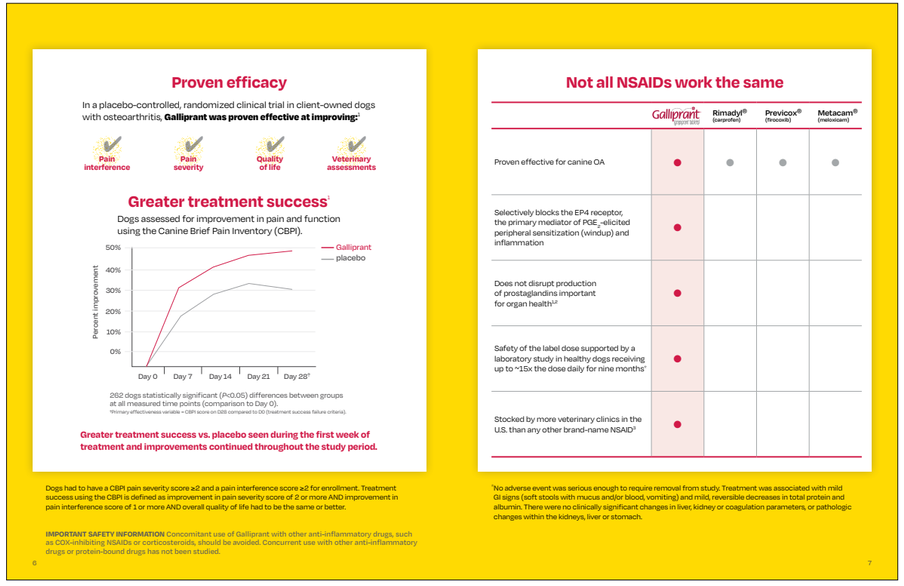
Veterinarian Campaign Examples

VETERINARIAN CAMPAIGN EXAMPLES

Detailer







VETERINARIAN CAMPAIGN EXAMPLES

Inflammation One-Sheeter

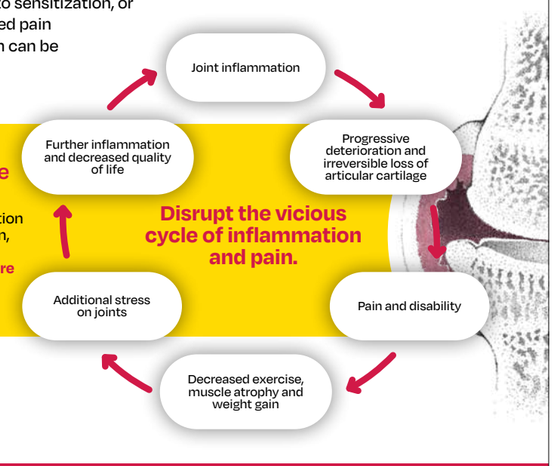
Galliprant (grapiprant tablets)

Controlling inflammation is critical to managing canine osteoarthritis (OA).[1,2,3]

Why Galliprant® (grapiprant tablets) is a first-line choice for canine OA treatment.

OA is a disease of inflammation.

- Inflammatory mediators (e.g., PGE_2, IL-1) play a pivotal role in OA pathogenesis and disease progression.
- Increased PGE_2 in the joint leads to sensitization, or windup, and can lead to heightened pain sensation and chronic pain, which can be difficult to treat.



NSAIDs are the cornerstone of OA treatment.

Because they manage both inflammation and pain, NSAIDs have historically been, and currently remain an effective treatment option. **But not all NSAIDs are the same.**

INDICATION
Galliprant is an NSAID that controls pain and inflammation associated with osteoarthritis in dogs.

IMPORTANT SAFETY INFORMATION
Not for use in humans. For use in dogs only. Keep this and all medications out of reach of children and pets. Store out of reach of dogs and other pets in a secured location in order to prevent accidental ingestion or overdose. Do not use in dogs that have a hypersensitivity to grapiprant. If Galliprant is used long term, appropriate monitoring is recommended. Concomitant use of Galliprant with other anti-inflammatory drugs, such as COX-inhibiting NSAIDs or corticosteroids, should be avoided. Concurrent use with other anti-inflammatory drugs or protein-bound drugs has not been studied. The safe use of Galliprant has not been evaluated in dogs younger than 9 months of age and less than 8 lbs (3.6 kg), dogs used for breeding, pregnant or lactating dogs, or dogs with cardiac disease. The most common adverse reactions were vomiting, diarrhea, decreased appetite, and lethargy. For full prescribing information see Galliprant package insert.

Recognize the source of OA pain in dogs and the treatment becomes clear.

Galliprant® (grapiprant tablets) is an NSAID that is specifically designed to manage OA by effectively treating **both inflammation and pain** without trade-offs.

	Galliprant (grapiprant tablets)	RIMADYL (carprofen)	Previcox (firocoxib)	Metacam (meloxicam)
Proven effective for canine OA	●	●	●	●
Selectively blocks the EP4 receptor, the primary mediator of PGE_2-elicited peripheral sensitization (windup) and inflammation	●			
Does not disrupt production of prostaglandins important for organ health[1,2]	●			
Safety of the label dose supported by a laboratory study in healthy dogs receiving up to ~15x the dose daily for 9 months*	●			
Stocked by more veterinary clinics in the U.S. than any other brand name NSAID[3]	●			

*No adverse event was serious enough to require removal from study. Treatment was associated with mild GI signs (soft stools with mucus and/or blood, vomiting) and mild, reversible decreases in total protein and albumin. There were no clinically significant changes in liver, kidney or coagulation parameters, or pathologic changes within the kidneys, liver or stomach.

Scan to learn more about how Galliprant works

- Doesn't just mask pain; controls inflammation and pain at the source by targeting the EP4 receptor of PGE_2
- Unique MOA reduces the impact on organ health[4,5]
- Proven effective at improving pain interference, pain severity, quality of life and veterinary assessments[6]

Visit galliprantvet.com, contact your Elanco sales representative or call Customer Service at (800) 633-3796.

REFERENCES

*No adverse event was serious enough to require removal from study. Treatment was associated with mild GI signs (soft stools with mucus and/or blood, vomiting) and mild, reversible decreases in total protein and albumin. There were no clinically significant changes in liver, kidney or coagulat parameters, or pathologic changes within the kidneys, liver or stomach.

[1]Attur M, Al-Mussawir HE, Patel J, et al. Prostaglandin E2 exerts catabolic effects in osteoarthritis cartilage: Evidence for signaling via the EP4 recept Immunol. 2008;181:5082-8.

[2]Jang Y, Kim M, Hwang SW. Molecular mechanisms underlying the actions of arachidonic acid-derived prostaglandins on peripheral nociception. J Neuroinflammation. 2020;17(1):1-27.

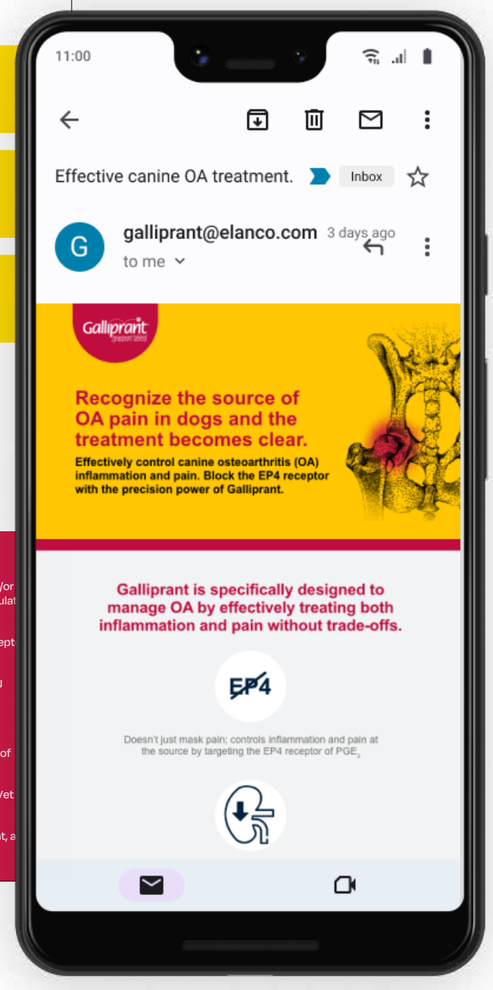
[3]Scanzello CR, Goldring SR. The role of synovitis in osteoarthritis pathogenesis. Bone. 2012;51(2):249-57.

[4]Rausch-Derra LC, Huebner M, Rhodes L. Evaluation of the safety of long-term, daily oral administration of grapiprant, a novel drug for treatment of osteoarthritic pain and inflammation, in healthy dogs. Am J Vet Res. 2015;76(10):853-9.

[5]Kirkby Shaw K, Rausch-Derra LC, Rhodes L. Grapiprant: an EP4 prostaglandin receptor antagonist and novel therapy for pain and inflammation. Vet Med Sci. 2016;2(1):3-9.

[6]Rausch-Derra LC, Huebner M, Wofford J, Rhodes L. A Prospective, Randomized, Masked, Placebo-Controlled Multisite Clinical Study of Grapiprant, a EP4 Prostaglandin Receptor Antagonist (PRA), in Dogs with Osteoarthritis. J Vet Intern Med. 2016;30:756–763.

Email

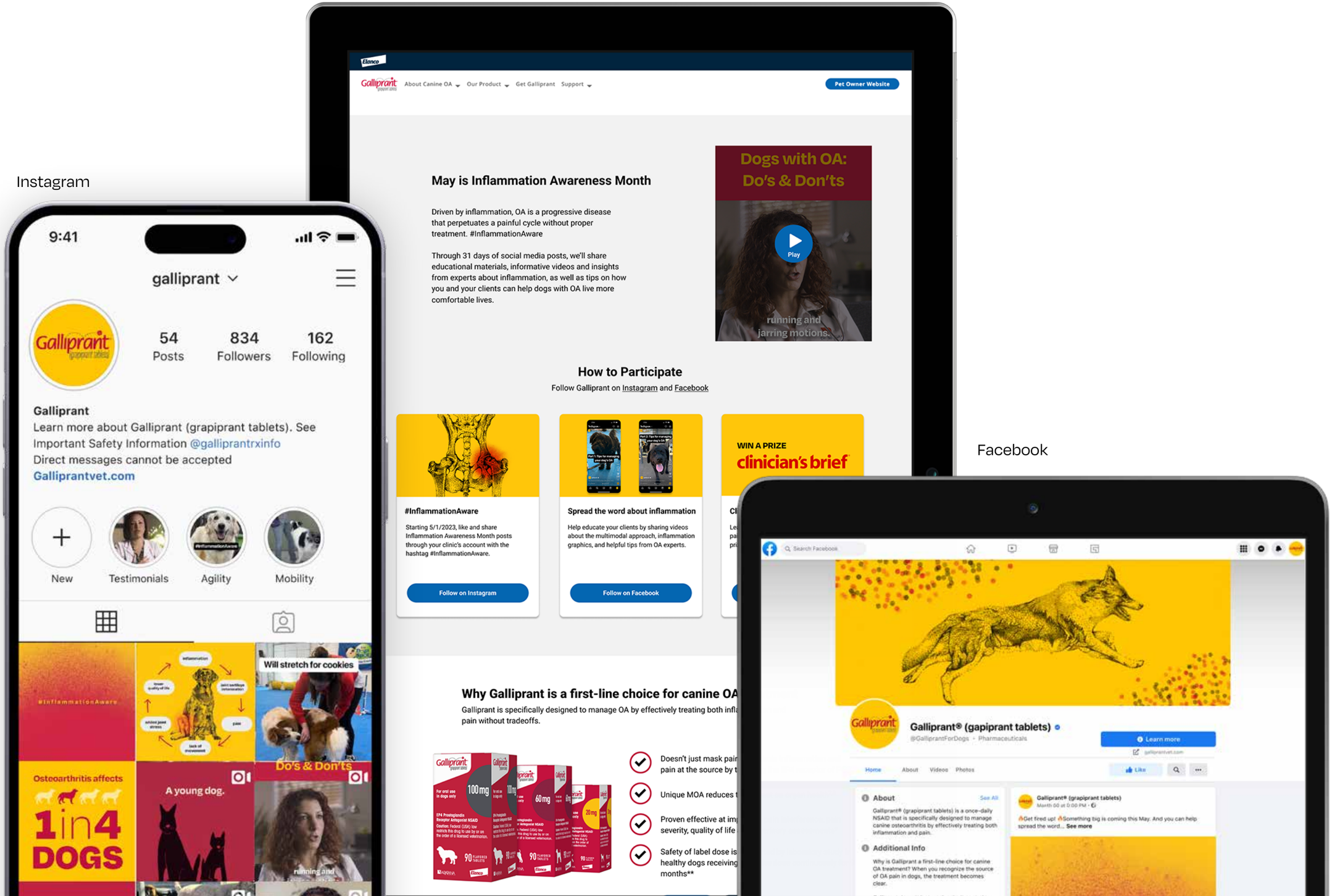


VETERINARIAN CAMPAIGN EXAMPLES

Campaign Landing Page Website

Instagram

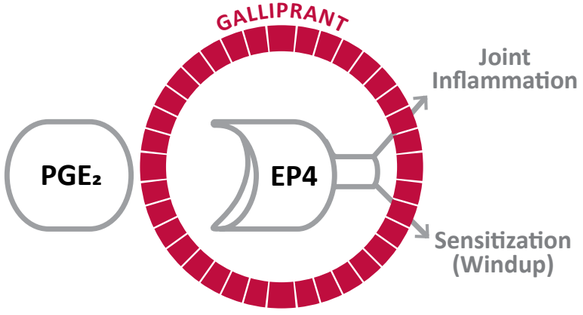
Facebook



VETERINARIAN CAMPAIGN EXAMPLES: MODE OF ACTION

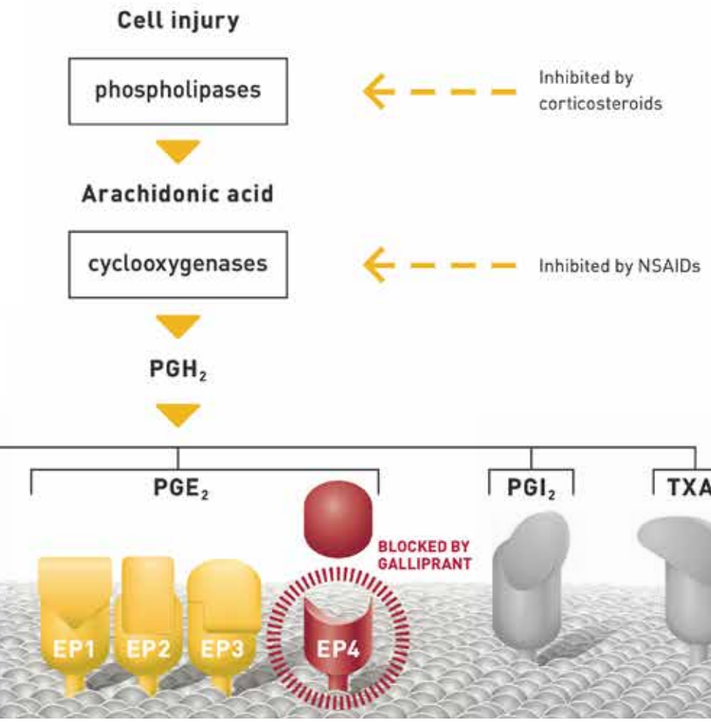
Not all NSAIDs are the same

Galliprant® (grapiprant tablets) works differently from other NSAIDs to selectively target canine OA pain and inflammation.



Galliprant blocks the EP4 receptor

SCAN TO WATCH MOA VIDEO



Pet Owner Campaign

Pet Owner Situation

50% of dog owners worry about unexpected vet bills
As a result, 20% would reduce vet visits

Quality of life and safety with long-term use are most cited by Galliprant users as the top reasons (other than following vet recommendation) for using Galliprant

Globally, 33% of vets understand that OA is a real possibility for their dog and is a chronic condition to be managed

Sources: OA Pain Track Pet Owners, Jan 2022
TalkPoverty.Org, "Most Americans Have Pets. Almost One THird Can't Afford Their Vet Care." 2021

Guiding Strategy

Make pet owners feel empowered because Galliprant conveniently alleviates the pain of OA for the life of their pet so they can focus on joyful shared moments.

Galliprant Objective

Highlight Galliprant as the convenient treatment of choice

Consumers Care About

Enhancing their dog's quality of life
Especially if it fits into their lifestyle

PET OWNER: KEY MESSAGING AND VISUAL

Galliprant® (grapiprant tablets) is an NSAID that's safe, effective and easily given from the comfort of home without injections.

Relief within reach

Treat canine osteoarthritis inflammation and pain once a day from the convenience of home.

Reasons to Believe

First-of-its-kind targeted NSAID

- Galliprant specifically targets the source of canine OA inflammation and pain.

Long-term reliability and safety

- Galliprant features a unique mode of action that effectively addresses inflammation and pain while reducing the impact on your dog's organ health.[13,14]††

Convenient at-home treatment

- A once-a-day, flavored, chewable tablet, Galliprant fits in your and your dog's daily routine.

Alternative Headlines

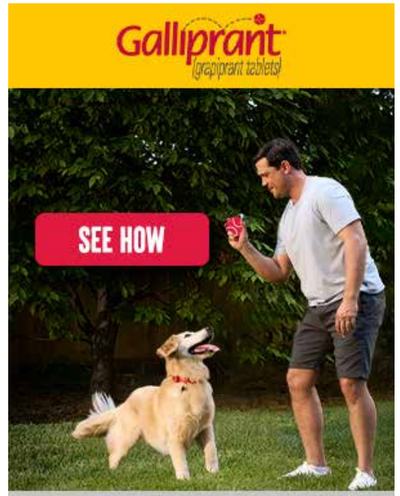
- Treat OA your way.
- Ready. Set. Treat joint pain.
- Walk. Play. Eat. Sleep. Treat joint pain.

Pet Owner Brochure

Other Messaging

- Treat joint pain at home once a day without injections.
- Treating joint pain shouldn't be a pain.
- Less pain. More time doing the things you love.

PET OWNER: DIGITAL BANNERS



Pet Owner Headline Treatment

RELIEF WITHIN REACH

Treat OA your way.

Headline

BRIXTON WOOD

Subheads and Body

Degular Bold

Degular Semibold

Degular Medium

Degular Regular

DESIGN GUIDELINES: PHOTOGRAPHY












Photography lifestyle library featuring range of active and resting dogs and owners both in the home and at the veterinarian's office. Contact the brand manager for access to the full library of images.

Footnotes/References

*In a prospective evaluation of canine OA prevalence in a primary care practice, 41% of dogs by age 4 had radiographic evidence of OA in at least one joint, one-third of which had clinical signs recognized by a veterinarian. However, dog owners recognized impairment in only 44% of those cases, and only 11% of those dogs were receiving any treatment.

**No adverse event was serious enough to require removal from study. Treatment was associated with mild GI signs (soft stools with mucus and/or blood, vomiting) and mild, reversible decreases in total protein and albumin. There were no clinically significant changes in liver, kidney or coagulation parameters, or pathologic changes within the kidneys, liver or stomach.

†9-48 months old.

USE WITH ALL MESSAGING THAT REFERENCES LONG-TERM, EVERY DAY OR SAFE TO USE DAILY.
††Monitoring is recommended if used long-term.

USE WHEN MENTIONING USE FOR ALL STAGES OF OA, FROM THE EARLIEST CLINICAL SIGNS.
Approved for use in dogs older than 9 months of age and greater than 8 pounds.

[1]Data on file, Elanco Animal Health.

[2]Fox SM, Millis D. Osteoarthritis: The disease. Multimodal management of canine osteoarthritis. Boca Raton, FL: Manson Publishing Ltd; 2010:24.

[3]Knazovicky D, et al. Widespread somatosensory sensitivity in naturally occurring canine model of osteoarthritis. Pain. 2016;157(6):1325-32.

[4]Cachon T, Frykman O, Innes JF, et al. Face validity of a proposed tool for staging canine osteoarthritis: Canine OsteoArthritis Staging Tool (COAST). Vet J. 2018;235:1-8.

[5]Epstein ME. Managing chronic pain in dogs and cats. Today's Vet Pract. 2013;20-3.

[6]Attur M, Al-Mussawir HE, Patel J, et al. Prostaglandin E2 exerts catabolic effects in osteoarthritis cartilage: Evidence for signaling via the EP4 receptor. J Immunol. 2008;181:5082-8.

[7]Jang Y, Kim M, Hwang SW. Molecular mechanisms underlying the actions of arachidonic acid-derived prostaglandins on peripheral nociception. J Neuroinflammation. 2020;17(1):1-27.

[8]Scanzello CR, Goldring SR. The role of synovitis in osteoarthritis pathogenesis. Bone. 2012;51(2):249-57.

[9]Adapted from Clinician's Forum. Expert views from a roundtable on osteoarthritis and pain management: A paradigm shift for canine osteoarthritis. November 2021.

[10]Cachon T, Frykman O, Innes JF, et al. COAST Development Group international consensus guidelines for the treatment of canine osteoarthritis. Accepted, Frontiers in Veterinary Science, April 2023.

[11]Mosley C, Edwards T, Romano L, et al. Proposed Canadian Consensus Guidelines on Osteoarthritis Treatment Based on OA-COAST Stages 1–4. Frontiers in Veterinary Science. 2022 Apr 26; 9:830098.

[12]Rausch-Derra LC, Huebner M, Wofford J, et al. A prospective, randomized, masked, placebo-controlled multisite clinical study of grapiprant, an EP4 prostaglandin receptor antagonist (PRA), in dogs with osteoarthritis. J Vet Intern Med. 2016;30:756-63.

[13]Kirkby Shaw K, Rausch-Derra LC, et al. Grapiprant: an EP4 prostaglandin receptor antagonist and novel therapy for pain and inflammation. Vet Med Sci. 2016;2(1):3-9.

[14]Rausch-Derra LC, Huebner M, Rhodes L. Evaluation of the safety of long-term, daily oral administration of grapiprant, a novel drug for treatment of osteoarthritic pain and inflammation, in healthy dogs. Am J Vet Res. 2015;76(10):853-9.

[15]Elanco Animal Health. Market data on file.

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