

# PROTECT THE STOMACH

Gastro Aid Campaign 2026–2027



Distributor Campaign Guide

## CAMPAIGN PROPOSITION

Daily stomach protection that keeps sensitive horses eating and competing.

## THE OPPORTUNITY

Gastric discomfort is one of the most common health challenges in horses. At the same time, Digestive Health is one of the largest supplement categories in Europe, with an estimated market value of US\$71 million in 2025 and expected growth to almost US\$89 million by 2031.

Gastro Aid is already a proven product range within the Cavalor portfolio. With Protect the Stomach, we increase our focus on this category and give distributors the knowledge, content and marketing tools to grow Gastro Aid locally.

## CAMPAIGN OBJECTIVE

**Create more awareness of stomach health, help horse owners take action and grow the Gastro Aid category together.**

### 1. CAMPAIGN PROTECT THE STOMACH [FOCUS GASTRO AID RANGE]

Many horses are exposed every day to factors that can challenge stomach health: limited access to forage, starch-rich meals, intensive training, transport, competition and stress. Our communication therefore starts with the horse and the problem – not with the product.

1. **RECOGNISE:** Help equestrians recognize signs and situations linked to gastric discomfort.
2. **UNDERSTAND:** Explain why stomach problems occur and how feeding, management, training and stress influence stomach health.
3. **ACT:** Encourage better daily management, veterinary advice when ulcers are suspected and appropriate nutritional support.

## THE ROLE OF GASTRO AID

Gastro Aid products support a healthy stomach environment by supporting natural saliva production, helping protect the stomach lining and supporting digestion.

## RESPONSIBLE COMMUNICATION

When gastric ulcers are suspected, the horse should be examined by a veterinarian. Gastro Aid is nutritional support and is not positioned as a replacement for veterinary diagnosis or medication.

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## 2. FROM AWARENESS TO SALES

Horse owners do not wake up wanting to buy a stomach supplement. They recognize a problem, a change in behaviour or a risk situation. We want to connect that moment for useful education and then to the right solution.

### COMMON TRIGGERS FOR COMMUNICATION

- Horse eats less at competitions or after transport
- Changes in behaviour, sensitivity or gastric comfort
- Intensive training and competition schedules
- History of gastric ulcers or recurring sensitivity
- Support during or after veterinary treatment
- Known risk moments: transport, competition, training or change of environment

### CAMPAIGN CONTENT SYSTEM

|                                               |                                                                                                                                                                                                                                      |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product training [ <i>distributors only</i> ] | Powerpoint Gastro Aid explained                                                                                                                                                                                                      |
| Education                                     | Powerpoint All about Gastric ulcers<br>Educational movie Ulcers<br>Ask the Expert 'My horse has a sensitive stomach'<br>Articles on Cavalor.com                                                                                      |
| Product understanding                         | 3 panel flyer Ultimate stomach management<br>Social media carousel Gastro Aid Range<br>Why Gastro Aid? Expert video<br>Gastro Aid vs Omeprazole article* on Cavalor.com<br>Product advert Gastro Aid<br>Product pages on Cavalor.com |
| Proof & authority                             | Science behind Gastro Aid article* on Cavalor.com<br>Testimonials / reviews                                                                                                                                                          |

Materials + additional photos available via: <https://marketing.cavalor.com/campaigns/gastro-aid>  
and [dam.cavalor.com](https://dam.cavalor.com)

\* Knowledge already available via Powerpoint. Articles ready Sept '26.

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### 3. EQUINE ULCER AWARENESS MONTH

Twice during the campaign we will significantly increase communication around stomach health by creating the **Equine Ulcer Awareness Month**. These two peak moments are designed to build category awareness and generate demand in a concentrated period.

|                                                     |                                                       |
|-----------------------------------------------------|-------------------------------------------------------|
| <b>OCTOBER 2026</b><br>First global activation wave | <b>FEBRUARY 2027</b><br>Second global activation wave |
|-----------------------------------------------------|-------------------------------------------------------|

DURING THE EQUINE ULCER AWARENESS MONTH CAVALOR GLOBAL CHANNELS WILL PUT THIS TOPIC IN THE CENTER BY

- SOCIAL MEDIA: Extensive organic content around signs, risk factors, feeding, management, expert advice, Gastro Aid and rider experiences.
- WEBSITE: Increased visibility for stomach-health content across Cavalor.com.
- E-MAIL: E-mail to the Cavalor consumer database with expert content, practical advice and Gastro Aid solutions.

#### TIMELINE GLOBAL

|                                     |                                          |                                                                                                        |
|-------------------------------------|------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>SEP 2026</b><br>[date to be set] | <b>ONLINE EDUCATION FOR DISTRIBUTORS</b> | Knowledge and product training                                                                         |
| <b>OCT 2026</b>                     | <b>AWARENESS MONTH</b>                   | Maximum awareness global digital channels                                                              |
| <b>NOV 2026 - JAN 2027</b>          | <b>ALWAYS-ON</b>                         | Continue education and product info on socials and global website                                      |
| <b>FEBR 2027</b>                    | <b>AWARENESS MONTH</b>                   | Second awareness month refresh and scale what worked                                                   |
| <b>MARCH 2027 →</b>                 | <b>MAINTAIN</b>                          | Keep the best-performing activities and integrate Gastro Aid into ongoing stomach-health communication |

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#### 4. FROM GLOBAL TO LOCAL

Every market is different. Some markets will benefit most from digital advertising; others from retailers, veterinarians, stables, riders or events.

Cavalor Global provides the campaign direction: key messages, product knowledge, educational content, creative assets and templates for both B2B and B2C communication. From this foundation, each market can build the activation that works best locally.

**Use the assets provided and build your own local plan, timing and activation. Tap into the Ulcer Awareness Months in October and February.**

#### **USE. ADAPT. CREATE.**

- **USE:** Activate the ready-to-use global content and campaign materials.
- **ADAPT:** Translate and adapt content to your local market, channels and customer journey.
- **CREATE:** Add locally produced content, like user generated video's. For example rider stories, retailer content, stable visits, testimonials, local experts or product-in-use content. Using the Cavalor campaign direction and templates.

The strongest local campaigns combine global brand consistency with local market knowledge and authentic local content.

#### YOU BUILD THE PLAN. WE ARE HERE TO HELP.

Use your local market knowledge together with Cavalor expertise and marketing tools to build a dedicated **Gastro Aid Growth plan**. Where applicable, the **Gastro Aid bonus** can support your local marketing and commercial activation.

**Contact your Account Manager to build the plan together.**

**Growth comes from focus. Together we grow.**

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