



Communication and marketing strategy for veterinary homeopathy: case study of the Arenales laboratory

Communication and marketing strategy for veterinary Homeopathy: Arenales laboratory case study

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SUMMARY

This article analyzes the communication and marketing strategies developed for Laboratório Arenales, a leading producer of homeopathic veterinary medicines in Brazil. Based on an experimental project conducted by Agência Grafite de Comunicação, the paper discusses segmented communication practices, market research conducted with consumers and intermediaries, and strategic planning proposals. The study highlights the importance of integrated communication for strengthening the company's image, consolidating veterinary homeopathy in the market, and expanding the brand. The conclusion is that Arenales, despite its advances and pioneering work, still faces challenges related to the dissemination of homeopathy and competition from allopathic medicines.

Keywords: Veterinary Homeopathy; Marketing; Organizational Communication; Strategy; Arenales.

ABSTRACT

This article analyzes the communication and marketing strategies developed for Laboratório Arenales, a leading producer of homeopathic veterinary medicines in Brazil. Based on an experimental project conducted by Agência Grafite de Comunicação, the paper discusses segmented communication practices, market research with consumers and intermediaries, and strategic planning proposals. The study highlights the importance of integrated communication for strengthening the institutional image, consolidating veterinary homeopathy in the market, and expanding the brand. It concludes that Arenales, despite its advances and pioneering work, still faces challenges related to the dissemination of homeopathy and competition from allopathic medicines.

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1. INTRODUCTION

The Arenales Laboratory, founded in Presidente Prudente, São Paulo, established itself as the first Brazilian company to develop homeopathic veterinary medicines on a large scale. The project analyzed in this article presents the planning of an advertising campaign, developed by Agência Grafite de Comunicação, targeting two distinct audiences: intermediaries (veterinary clinics, pet shops, and agricultural businesses) and end consumers (pet owners and rural producers).

The study's relevance lies in understanding how communication can contribute to the consolidation of veterinary homeopathy in a competitive market dominated by large multinational allopathic medicine companies. Furthermore, it seeks to reflect on the challenges of positioning a brand that combines science, sustainability, and innovation.

2. THEORETICAL FRAMEWORK

According to Kotler (1998), marketing should be understood as a value creation process that integrates market analysis, segmentation, positioning, and effective communication. For Kotler and Keller (2006), marketing management involves positioning strategies that enable companies to differentiate themselves in competitive markets.

Ferrari (1990) highlights the importance of the advertising service professional as a mediator between agency and client, responsible for briefing and strategy development. Mattar (2007) emphasizes that market research is a fundamental tool for mapping consumer habits and guiding strategic decisions.

In the field of animal health, homeopathy, regulated by the Federal Council of Veterinary Medicine (CFMV, 1995), is gaining ground due to its lack of side effects, low cost, and contribution to sustainable practices. International studies indicate that markets such as Germany and Japan are highly accepting of homeopathic veterinary medicines, a trend that is also beginning to take hold in Brazil (SINDAN, 2009).

3. METHODOLOGY

The study is based on qualitative and quantitative research. Structured questionnaires were administered to different audiences:

- **End consumers:** 395 people who own pets in Presidente Prudent.
- **Intermediaries:** 20 establishments that sell veterinary medicines, including clinics and pet shops.
- **Sales representatives:** professionals from the Arenales distribution network.

In addition to the research, a documentary analysis was conducted on the laboratory's history, products, competition, and communication strategies. Data collection involved interviews, consultation of specialized journals, and direct observation at points of sale.



4. RESULTS

4.1 Target audience profile

The results showed that the consumer public is predominantly female (55.7%), with incomes of up to R\$2,000.00 per month. Dog ownership (79%) is significantly higher than cat ownership (17%), and the main channel for information about new products is television, followed by radio and the internet.

4.2 Knowledge about homeopathy

Although 50% of respondents had heard of veterinary homeopathy, only 16% declared themselves to be practitioners. Most associate it with "natural remedies" but are unaware of its regulations and effectiveness. Only 2% said they had used Arenales products.

4.3 Arenales Brand Perception

Less than half of those interviewed were familiar with the brand. Among those who were familiar, 39% rated it positively, highlighting the trust it conveyed. However, the perception of high prices was common, especially among intermediaries.

4.4 Competition

Arenales faces direct competition from Real H, a company specializing in veterinary homeopathy, and indirect competition from multinationals such as Bayer, Pfizer, and Merial. While its competitors offer incentive programs for intermediaries, Arenales lacks them.

4.5 Communication strategies

Arenales' main media outlets are specialized magazines and regional newspapers. Its digital presence is still incipient, limited to its institutional website and social media profiles. Research indicates the need for greater investment in television and digital media, as well as increased collaboration with intermediaries.

5. DISCUSSION

The results highlight the challenge of consolidating veterinary homeopathy in a market still dominated by allopathic practitioners. Arenales has strong competitive potential due to its pioneering spirit, broad product line, and commitment to sustainability. However, the low dissemination of homeopathy among consumers and the limited incentives offered to intermediaries hinder its expansion.

The strategic planning suggested in the experimental design includes:

- Strengthening the brand with the target audience, through emotional campaigns that highlight the caring relationship between humans and animals;
- Investment in incentive programs for intermediaries (gifts, consignment, bonus);
- Expansion of digital presence with educational content on homeopathy;
- Geographic segmentation to operate in markets with greater acceptance, such as São Paulo, Paulo and Southern Brazil.

6. FINAL CONSIDERATIONS

Arenales Laboratory has established itself as a national reference in veterinary homeopathy, contributing to sustainable and innovative practices in animal health. The study demonstrates that integrated communication is a key element in the dissemination of homeopathy and in strengthening the brand's competitive edge.

It is concluded that, despite the advances, it is still necessary to expand the population's knowledge about the effectiveness of homeopathy, in addition to strengthening commercial relations with intermediaries. Future research could deepen the analysis of the impact of digital campaigns on adherence to veterinary homeopathy.

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