

HUT 3



CASE STUDY

From wholesaler to whole story:

How NVS Group unified its brand
and energised the veterinary market

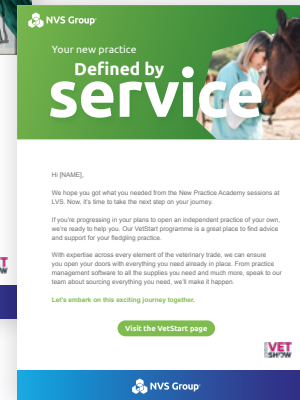
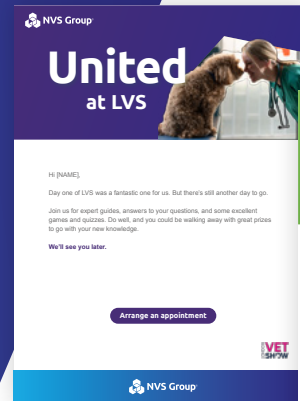


A digital-first ABM campaign drives record engagement

NVS Group partnered with HUT 3 to bring its wholesale, lab, logistics and practice management brands together — aligning narrative, visual identity and activation through a digital-first ABM (account-based marketing) campaign that secured over **50 new accounts**, drove record engagement and generated **£1.52m in projected annual revenue**.

50
new
accounts

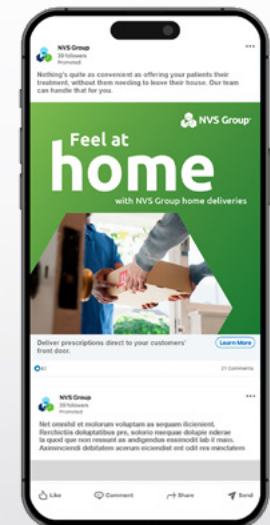
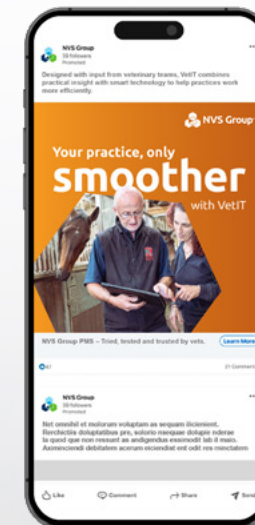
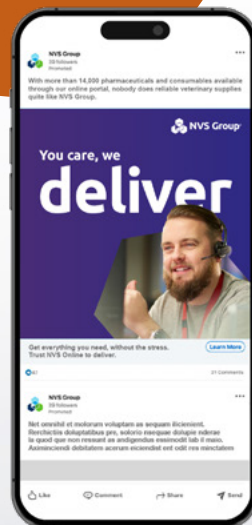
3,550%
ROI



The challenge

NVS Group, the UK's market leading veterinary wholesaler, has evolved far beyond its wholesale roots. With more than 40% market share in wholesale and expanded capability across diagnostics laboratories, logistics and practice management software (PMS), the infrastructure of a leading veterinary partner was firmly in place. But the market didn't fully see it.

While the group structure existed, the story didn't. Perception lagged behind capability, and many in the veterinary sector still viewed NVS primarily as "the wholesaler". The connections between other business areas weren't clearly understood, gating the group's ability to unlock its full growth potential. But this wasn't simply a creative refresh. It was about building a platform for accelerated growth.



The solution

HUT 3 worked closely with NVS Group to clarify exactly what NVS stands for, articulating how wholesale, labs, logistics and PMS interconnect, and identifying the priority veterinary independent practice audiences that would drive future growth. An ABM campaign relied on targeting exact audiences on LinkedIn, leveraging The London Vet Show as an opportunity to showcase the new brand live.

This campaign marked NVS Group's first unified brand advertising initiative, bringing its specialist veterinary businesses together under a single narrative, repositioning NVS Group from a product supplier to a trusted, end-to-end partner for veterinary practices and all their requirements.

Combining brand storytelling with precision targeting and integrated channels, and ensuring advertising reached only named veterinary practices and senior decision-makers, engagement can be tracked at account level to inform sales outreach.

The digital-first approach also aligned with NVS Group's sustainability priorities, reducing reliance on traditional print-heavy tactics. And following a busy and successful London Vet Show, activity continued, maintaining momentum and reinforcing the group narrative across digital touchpoints.



£1.52m
increase in projected
annual revenue from
new accounts versus
the same period the
previous year.



The outcome

The shift in perception was immediate. The unified brand resonated with the target audience, seeing strong digital engagement from the start. Furthermore, they saw record engagement at the industries flagship event, The London Vet Show with higher footfall and sales conversations than previous years.

The campaign further delivered exceptional commercial return - NVS Group generated a **3,550% ROI**, making it the most commercially successful marketing campaign in the group's history. The activity secured 56 new accounts, including competitor wins and start-up practices; contributing to a projected **£1.52m increase in annual revenue** compared to the same period the previous year.

Beyond immediate revenue impact, the campaign reshaped how NVS Group is perceived in the veterinary sector. The unified narrative clarified the connection between wholesale, laboratories and PMS, enabling the business to move forward with confidence into more performance-led ABM campaigns, pricing strategies and future brand evolution. Projects that now feature in the 2026 roadmap.

CAMPAIGN HIGHLIGHTS

170,412 impressions delivered exclusively to named veterinary practices.

652 visits to the bespoke landing page.

15 priority independent practice accounts recorded click-through rates above 1%, with a peak account-level CTR reaching a high of 23%.

74,760 video views

43.87% video view rate

£4.44 cost per click

COMMERCIAL SUCCESS

56 new accounts secured across competitor wins and start-up practices.

£1.52m increase in projected annual revenue from new accounts versus the same period the previous year.

3,550% ROI

The most successful marketing campaign in NVS Group's history.



Conclusion

NVS Group came to HUT 3 with complexity. Together, the partnership created clarity — and converted that clarity into measurable momentum.

By unifying the group narrative and activating it through an integrated, digital-first ABM campaign, HUT 3 helped NVS Group shift perception, drive record event engagement, exceed digital benchmarks and generate commercial uplift.

"We've basically cracked on with HUT 3. The team are always available and responsive, which is what you want. They delivered the creative scheduled on time, and it all ran smoothly. Regular meetings, catch ups, and if anything pings up between, they're there. Through working together on this campaign, we've laid a solid foundation for future work and the continued evolution of our brand."

Paul Gilbert, Head of Marketing and Communications, NVS Group



Why HUT 3?

NVS Group selected HUT 3 for more than creative strength. They chose a partner that could architect growth.

"It was the combination of creative thinking and a clear digital activation plan that differentiated HUT 3 from other agencies. Where others focused heavily on visual ideas, HUT 3 demonstrated how those ideas would be delivered, targeted and scaled across the right channels at the right time."

Paul Gilbert, Head of Marketing and Communications,
NVS Group

If you are interested in finding
out more about the work we do,
get in touch.

+44 (0)1604 340012
info@hut-3.com