

Vista® Always Ahead campaign.

Vista is an important vaccine franchise needing a stronger position in a crowded and mature cattle vaccine market. We listen, gain client insights and develop a creative platform that simplifies, strengthens and amplifies the positioning and messaging for the Vista vaccine line. Vaccines, while protective, can set animals back and cause animals to have a fever and lose their appetite if they are too harsh. Vista provides strong, long-lasting protection without any of the negative side effects, so animals keep moving forward in their growth.

The ownable, original footage was captured at a customer's ranch in Montana – all shot with a forward motion point of view – to align with the “Always Ahead.” position and appeal to the progressive rancher. [The television, radio, print ads and campaign photos can be viewed here.](#)