
CASE STUDY: VETERINARY TECHNICIAN WEEK



PAWS & ROOTS ANIMAL HEALTH

Paws & Roots Animal Health sought a meaningful way to recognize veterinary technicians for the emotional, physical, and technical care they provide every day. For Veterinary Technician Week, they partnered with Sweeter Cards to deliver an appreciation experience that combined a sweet treat with a QR-linked montage of client thank-you messages. This heartfelt approach celebrated the bond between vet techs, pets, and pet owners.



CHALLENGE

Vet techs perform emotionally taxing work: surgical prep, lab diagnostics, pet restraint, and comforting anxious owners. Leadership wanted a way to make their appreciation week feel heartfelt.



SOLUTION

They handed out Sweeter Cards with adorable pet imagery and a QR code linking to a montage of clients sending thank-you messages featuring their furry family members.



RESULTS

Vet techs described the video as “the best gift we’ve ever gotten.” Retention improved over the next quarter, and the clinic decided to make customized Sweeter Cards part of their annual recognition strategy.