

CHEMIST WAREHOUSE

The Australian chain of chemists is the country's largest pharmacy retailer, employing over 9,500 staff across more than 300 stores. Central to their marketing programme is the quarterly The House of Wellness magazine, which is read by millions of customers keen to discover the latest health tips, solutions and products.

OBJECTIVE

The magazine's key objective is to engage the millions of Chemist Warehouse customers across the country, driving awareness of the brand, promoting specific products, and building customer loyalty. Alongside the House of Wellness radio and TV programmes, and online and social media channels, the magazine forms part of an overall marketing strategy that aims to push the company to become Australia's biggest health media brand, cementing Chemist Warehouse as the country's number one destination for wellness.

METHOD

The glossy magazine is designed to look and feel just like a consumer magazine, complete with striking layouts, eye-catching photography and practical advice to help its readers get well, stay well, live well and look fabulous. Alongside celebrity interviews and product reviews, the magazine examines the latest health trends, all the while establishing Chemist Warehouse as the leading authority on health, beauty and wellness.

RESULTS

Featuring an interview with model Elyse Taylor, with a product tie-in with cosmetics brand Nude by Nature, the Spring 2017 issue of The House of Wellness was one of the magazine's most successful issues ever, contributing to \$32m in sales for the quarter, representing an 18% uplift year on year.

CONCLUSION

The House of Wellness is a fantastic demonstration of how a customer magazine can make a significant contribution to a brand's success, working on a number of levels to build a strong bond with its customers, who read it in their millions issue after issue. No wonder B&T magazine wrote that "the Chemist Warehouse team has built the 'how to' model for others to learn from".



\$32M

IN SALES FOR
THE QUARTER

Image Sourced: The House Of Wellness