

Direct Chemist Outlet: Did some-bunny say 1/2 price vitamins?

Direct Chemist Outlet is an Australian retail chain specializing in health and wellness products, offering a wide range of vitamins, supplements and over-the-counter medicines at a discount. The in-house team ran a promotional campaign for their April Vitamin Sale.

Objective:

The objective of the campaign was to increase sales across the vitamin category and overall basket size during the promotional period, as well as drive foot traffic into their physical stores. >>

Direct Chemist Outlet saw **significant** increases in sales in the vitamin category



Direct Chemist Outlet: Did some-bunny say 1/2 price vitamins?

Foot traffic in-store increased

Method:

Direct Chemist Outlet launched a multi-channel campaign that had a black and yellow theme and incorporate Easter with the slogan ‘Did some-bunny say 1/2 price vitamins?!’. More than 683,830 catalogues were distributed within geographic proximity of each store and window displays with ‘1/2 price mega vitamin sale’ in large letters were placed at each location. Advertising was also done through the company website, boosted geotargeted social media posts, and eDMs which were sent out twice throughout the promotional period.

Results:

Direct Chemist Outlet’s 360-degree marketing approach allowed them to reach their target audience through multiple channels and touch points. This resulted in a significant increase in sales across the vitamin category, and foot traffic to the stores. ●

DIRECT CHEMIST OUTLET

OUTLET PRICES UNBEATABLE VALUE

Discount Chemist™

1/2 PRICE OFF RRP

BIOGLAX

Formulated for you.

1/2 PRICE BIOGLAX CURCUMIN **1/2 PRICE** BIOGLAX ACTIVE MAGNESIUM **1/2 PRICE** BIOGLAX FISH KILLER OIL **1/2 PRICE**

1/2 PRICE OFF RRP

NATURE'S WAY

1/2 PRICE Nature's Way VINEGAR **1/2 PRICE** Nature's Way VINEGAR **1/2 PRICE** Nature's Way TURMERIC **1/2 PRICE** Nature's Way TURMERIC **1/2 PRICE** Nature's Way TURMERIC

1/2 PRICE OFF RRP

CENOVIS

80 years of trust

1/2 PRICE CENOVIS MULTI **1/2 PRICE** CENOVIS MULTI **1/2 PRICE** CENOVIS MAGNESIUM **1/2 PRICE** CENOVIS SUGARLESS C

1/2 PRICE OFF RRP

NATURE'S OWN

CHOOSE NATURE'S OWN TO HELP RE-GREEN OUR CITIES

1/2 PRICE Nature's Own DOUBLE STRENGTH GOLD SURE RELIEF **1/2 PRICE** Nature's Own SIMPLE STRENGTH GOLD SURE RELIEF **1/2 PRICE** Nature's Own ZINC + C CHEWABLE

1/2 PRICE OFF RRP

HENRY BLOOMS

1/2 PRICE Henry Blooms Super Colloidal Silica **1/2 PRICE** Henry Blooms Super Colloidal Silica **1/2 PRICE** Henry Blooms Super Colloidal Silica **1/2 PRICE** Henry Blooms Super Colloidal Silica

1/2 PRICE OFF RRP

OSTELIN

GETTING ENOUGH VITAMIN D?

1/2 PRICE Ostelin Calcium + Vitamin D3 **1/2 PRICE** Ostelin Calcium + Vitamin D3

For your nearest store location and trading hours visit directchemistoutlet.com.au

SANDOZ A healthy decision

Choose Sandoz generics - our preferred brand.

Direct Chemist Outlet Sale Starts: Thursday 7th April - Thursday 21st April 2022

