

Your Local Pharmacy: Marketing Campaign

Your Local Pharmacy is an Australian brand that represents a network of independent community pharmacies prioritising convenience, expert advice and reasonable prices for their customers. Striving to serve as a trusted health destination for their local communities, the brand launched a marketing campaign using a combination of catalogues and digital media, to increase brand awareness and drive transactions.

Objective:

The objective of this marketing campaign was to increase awareness and drive transactions for independent community pharmacies by utilizing a combination of catalogues and digital media. The target audience was women, specifically those with children between 30-49 years of age and women 50+ who are health-focused and prioritize convenience, location, advice, and price when choosing a pharmacy. >>

The campaign led to a **28%** increase in customer transactions

your local pharmacy

FAMILY Health First

VITAMINS - UP TO 50% OFF RRP SEE INSIDE FOR OFFERS!**

A. Ferro-grad 30 Tablets \$14.99
B. Ferro-grad C Iron & Vitamin C 30 Tablets \$20.99

Melrose Essential C+ Immune Powder or Essential C+ Energy Powder 120g

Cetaphil 1 Litre Range

Natalis Pregnancy & Breastfeeding 100 Tablets

Advil Minis 90 Liquid Capsules

Bio Oil Dry Skin Gel 100mL

Australian Garlic Oil A. 30 Gel Capsules B. 60 Gel Capsules

Panadol Rapid 40 Caplets

A. Sudocrem 125g \$7.99
B. Infacol Wind Drops 50mL \$10.99

On Sale Thursday 4th - Wednesday 24th March 2021 | yourlocalpharmacy.com.au



Your Local Pharmacy: Marketing Campaign

On sale Thursday 4th - Wednesday 24th March 2021 yourlocalpharmacy.com.au

BIG BRANDS, GREAT VALUE.
Shop amazing deals on your everyday essentials.

30% OFF

Includes: Rexona, Vaseline, Dove, TRESemmé, and other personal care products.

The digital media campaign created a **709%** increase in visits to the digital catalogue URL page

Method:
The campaign was predominantly based on the development of a catalogue that was distributed through targeted letterboxes in the local areas of participating pharmacies. Additionally, the campaign included a geotargeted digital media campaign that aimed to expand the reach of the catalogues and drive awareness and new customers. The campaign included a 50% off vitamins offer to customers, highlighted in the three-week digital campaign and the catalogue which had a dedicated page for the promotion.

Results:
The campaign delivered strong results, with a 28% increase in customer transactions. The digital media campaign resulted in over 2 million impressions and drove a significant increase in traffic to the website, with a 709% increase in visits to the digital catalogue URL page and a 369% increase in website sessions. This campaign successfully demonstrated the importance of both traditional catalogues and digital media in expanding the reach of the catalogues and driving awareness and transactions for independent community pharmacies. ●

