



Priceline Pharmacy: YOU Magazine

Priceline Pharmacy is a leading Australian health and beauty retailer. Priceline produces a quarterly magazine connecting 'inspiration to purchase', and providing inspirational content for women of all ages, specifically through focusing on solutions to common beauty issues. In 2021, Priceline Pharmacy partnered with Medium Rare Content Agency to design the customer-centred campaign 'Festival Of You'.

Objective:

The objective of 'Festival Of You' was to amplify Priceline's marketing message of being a store providing affordable options for people of all ages, and being a place for 'all women'. Priceline also wanted to deliver strong sales across key beauty and health categories. >>



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180,000
reached distribution with
40,000
via direct mail and
140,000
instore



Method:

This edition focused on issues affecting many women and their families, such as common skin conditions, pregnancy support, and anti-aging supplements. It was filled with self-care practices, DIY tips and tricks, advice from Priceline experts, and the use of diverse models, talent and content for women of all ages. The underlying theme and message of the magazine were to encourage customers to celebrate themselves and their small wins. Priceline printed 188,000 copies, distributing 40,000 through Direct Mail to its loyalty

program ‘Sister Club’ members, which has more than 7 million members, Australia’s largest health and beauty loyalty program and an invaluable database for Priceline. The remaining copies were distributed across Priceline Pharmacy stores.

Results:

This campaign created improved brand awareness and positive sentiment among consumers. It also increased sales, with more than one-third of engaged customers and a quarter of typical customers reporting that they made a purchase during the campaign. ●

