

# AMCAL SPRING THING

As one of Australia's leading pharmacies, Amcal wanted to target the five million Australians suffering from hay fever and two million suffering from a respiratory condition using a catalogue that promoted their range of allergy medication. As well as promoting the Amcal Allergy Plan, the catalogue encouraged patients and parents to talk to their local Amcal pharmacist to receive the very best care.

## OBJECTIVE

With a primary audience of hay fever sufferers and parents of children with hay fever, the primary objective of the campaign was to drive awareness of Amcal's Allergy Plan and leverage the above the line campaign to educate patients to proactively seek help from an Amcal pharmacist. A secondary objective was to enable pharmacists to have a holistic health discussion with their patients to review other lifestyle factors and recommend complementary products and services.

## METHOD

As a large number of Australians are affected by hay fever or a respiratory condition, the catalogue ensured the Allergy Plan message was distributed to a wide audience, resonating with those directly at risk as well as those who may know someone that could benefit. Not only did the catalogue promote the Allergy Plan to encourage a personalised action plan, the cover drew attention and focus to the power and cut-through of the 'Make Spring your thing' message.

## RESULTS

Allergy-related product sales were up 45% compared to the previous year, indicating that patients were engaging with Amcal's service and related products. In addition, the creative resonated with Amcal pharmacists and in-store staff, generating positive feedback by brightening up the store and generating patient discussions.

In terms of qualitative feedback, Amcal pharmacists stated this was an incredibly successful campaign for them in terms of being able to measure how many Allergy Plans were completed, as well as the overall footfall and discussion it was generating amongst patients.

## CONCLUSION

Amcal's Allergy Campaign successfully managed to raise awareness of their range of allergy medication, as well as the expertise of their pharmacy staff, increasing sales and engagement with the brand. This engagement shows an intelligent approach to brand-building, and is highly likely to encourage repeat custom for a wide range of medication and products.

**Amcal+**  
ON SALE FROM THURSDAY 20 SEPTEMBER - SUNDAY 25 SEPTEMBER 2016

**MAKE SPRING YOUR THING**

Maximise your allergy defence

**ALLERGY-RELATED PRODUCT SALES WERE UP 45% COMPARED TO THE PREVIOUS YEAR.**

**PREVENT** **TREAT**

**NASONEX ALLERGY 140 Sprays** **40% OFF\***

**CLARATYNE 30 Tablets** **1/2 PRICE\***

**NAPHCON-A Eye Drops 15mL** **35% OFF\***

\*NASONEX ALLERGY 140 Sprays: Effective treatment and prevention of hay fever and allergies by dust, mites, pets and mould.  
\*CLARATYNE 30 Tablets: Fast, powerful, non-drowsy 24-hour hay fever and allergy relief.  
\*NAPHCON-A Eye Drops 15mL: Fast, comfortable relief from red, itchy allergy eyes.