

“WELL” USED

TARGETED DOOR DROPS

TO REBRAND

AS A COMMUNITY

PHARMACY



Royal Mail

MarketReach

BACKGROUND

Co-operative pharmacies were rebranding to 'Well' with a vision to be the preferred local community pharmacy offering personal healthcare.

Their challenge was to communicate the rebrand across each of the 780 Co-operative pharmacies while maintaining customer loyalty and minimising attrition.



SOLUTION

Historical data showed that 90% of customers lived within a mile of their Co-op/Well branch. Using this insight, Well built individual catchment areas around all their branches that allowed them to deliver branch-specific door drops for each.

The door drops had a dual role within a national, multi-media campaign: to raise awareness of the name change and drive footfall and sales.

The messaging was crafted to differentiate Well from its competition: establishing it as friendly and approachable in imagery and tone without losing trustworthiness or expertise. Illustrated images of pharmacists described the services provided, while the simple messages in a clear tone of voice reassured the customer base that nothing had changed apart from the name. The imagery, typography and tonality integrated with all other media.

Vouchers were included to drive visits and spend by encouraging customers to visit their local Well to enjoy a discount or trial one of the services available; such as a free blood pressure check.

A map directing customers to their local branch was tailored for each door drop catchment area. And, for further emphasis, the first lines of the branch addresses were given additional call-outs on the front.

RESULTS

Targeted door drops with branch-specific messaging played a fundamental part in a successful rebrand.

Awareness tracking via YouGov demonstrated a 4% increase in unprompted awareness nationally over just three months – a positive result for a new brand with no saliency. This was even more impressive within the door drop areas where awareness reached as high as 12%. Furthermore, 6% of all respondents cited the door drops as the reason they knew the brand.

Voucher redemptions were 0.4% during the campaign period, compared to 0.04% typically seen by door drops and drove an increase in basket spend per customer of 120%.

By regionalising a multi-media campaign aimed at driving awareness and increasing spend, Well were able to fulfill their vision and put themselves at the heart of the community.

