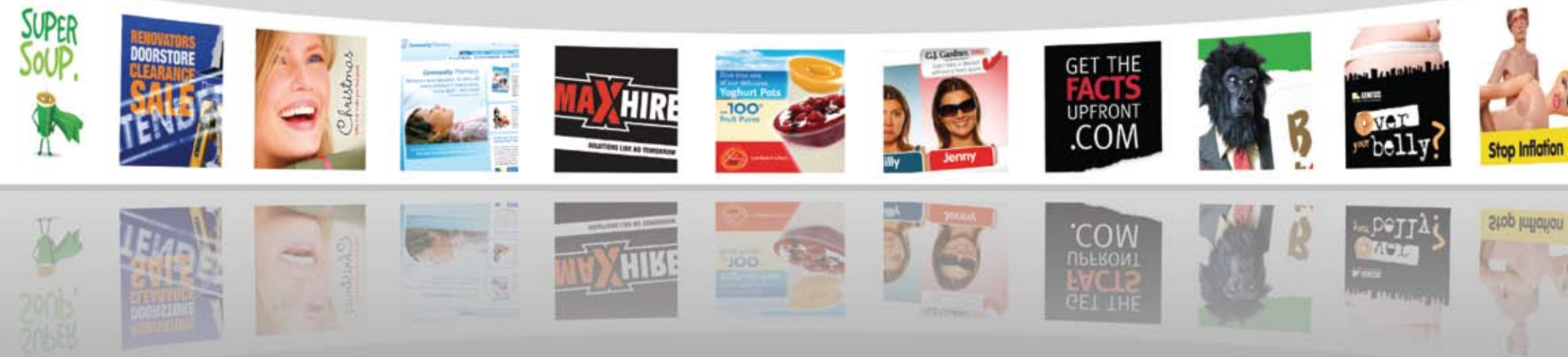


It is possible to enhance
your brand without
changing its essence!



REDUCE OVERHEADS | INCREASE REVENUE | FASTER RESULTS

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.com.au**

Strategy Creative Production Management

Community Pharmacy needed a revamp, they needed to refine their already established brand and refresh their market presence in order to continue growing.

It is possible to enhance your brand without changing its essence!

Within the health industry it is better to have a straight-forward approach to instil confidence and trust within customers.

Instead of completely re-creating Community Pharmacy's logo we re positioned it. Community Pharmacy's main point of difference is that they are a "not for profit" organisation.

This fact was largely unknown, even by their current customers, and we felt that we should capitalise on it.



The positioning statement was then integrated into all of Community Pharmacy's marketing, promotions and catalogues

The Positioning

Community Pharmacy's

Back to everyday **SAVINGS**

WIN!
a brand new Apple iPhone 3G, 8GB

Just become a member of Community Pharmacy. It's that simple!
Existing members can also enter. Conditions apply. See in-store for details.

"They care for my family's health, not for profit"
"It's so easy to join", says Kim. "I have a Family Membership that covers everyone, which means the entire family saves."
Learn more about Kim's savings inside.

Community Pharmacy
We care for you, not for profit

"They care for my family's health, not for profit"

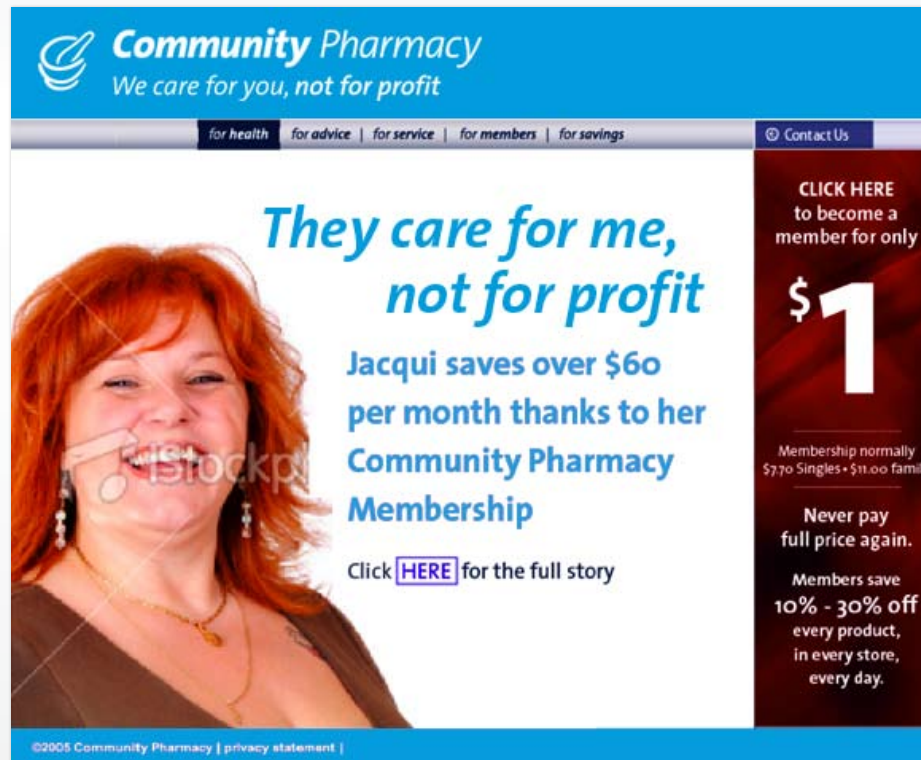
"It's so easy to join", says Kim.
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Learn more about Kim's savings inside.

Community Pharmacy's website featured stories from real people telling their own stories about why they love Community Pharmacy.

Web Presence

Customer engagement was promoted through the website with an online sign-up for the Loyalty Program along with the online catalogue available for download.



Community Pharmacy
We care for you, not for profit

for health | for advice | for service | for members | for savings | Contact Us

**They care for me,
not for profit**

Jacqui saves over \$60 per month thanks to her **Community Pharmacy Membership**

Click [HERE](#) for the full story

CLICK HERE to become a member for only **\$1**

Membership normally \$7.70 Singles • \$11.00 family

Never pay full price again.

Members save 10% - 30% off every product, in every store, every day.

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There was also a need to develop an alternative to the previously mentioned tactics as a large percentage of Community Pharmacy's target market are older and therefore less likely to be active on the Internet.

Television Presence

To overcome this hurdle a number of TVCs were developed to ensure all sectors of the target were reached.

