

CASE STUDY// SNAPSHOT

CASE STUDY # 20

THE CATEGORY // HEALTH

THE CLIENT// PRICELINE PHARMACY

THE CAMPAIGN // WHAT'S YOUR HEALTH AGE?

THE STATS

REACH // 5,900,000+ WOMEN OVER 18

CORE TARGET// WOMEN 18+

CHANNELS // MAGAZINES, TV, OUTDOOR

IN-STORE

FREE In-store health checks at Priceline Pharmacies

THE DELIVERY



TV

Sunrise outside broadcast sponsorship.



THE CHALLENGE

Priceline Pharmacy wanted to make themselves as famous for health as they are for beauty and drive consumers in store for the

THE SOLUTION

A truly integrated magazine-led campaign, including a custom built research survey, a Sunrise outside broadcast sponsorship,

THE RESULTS

Over 61,000 surveys completed

• Heightened awareness of consumers health behaviours

THE CAMPAIGN

Pacific Magazines in partnership with Priceline Pharmacy launched the most comprehensive health & wellbeing survey of its kind undertaken in Australia - What's Your Health Age?



A LITTLE BIT MORE..

THE CHALLENGE

month of October to undertake personal health checks.

- Build awareness of Priceline Pharmacy as a health destination
- Drive traffic to Priceline website
- Drive supplier engagement
- Increase in store visitation and sales.

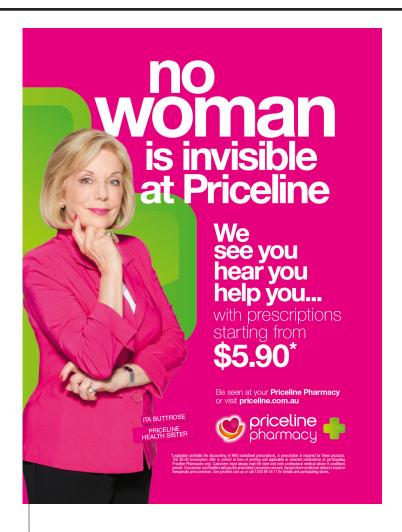
THE SOLUTION

in store health checks and extensive in-program and editorial content.

A concept called 'What's Your Health Age' that provided the mechanism for consumers to examine the current state of their health via an online survey designed to drive foot traffic into Priceline Pharmacies for free health checks.

THE RESULTS

- Estimated media reach for campaign in excess of 5.9 million women 18+
- Strong sales results significant uplift in sales
- Increased traffic into Priceline stores & website
- Significant PR generated around the initial survey and for Phase 2 around the results
- Significant sales uplift in October



MAGAZINES

A truly integrated magazine-led campaign, including a custom built research survey and editorial content.