

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

THE DELIVERY

IN-STORE

FREE In-store health checks at Priceline Pharmacies



TV

Sunrise outside broadcast sponsorship.

what's
your
health
age

TAKE THE TEST NOW

Maybe you are
as young as you feel.

Take the 'What's your Health Age?' survey online now to discover your health age and get fresh information on improving your lifestyle and wellbeing through health articles, helpful videos and Q&As with leading health experts.

Visit Priceline Pharmacy from 1 October - 7 November to make the most of **FREE Comprehensive Health Check Clinics** and special services by Nurse Practitioners including:

- Blood glucose testing
- Blood pressure testing
- BMI evaluation
- Lifestyle discussion and recommendations

Check with your local store for session times or book these services online now.

priceline.com.au/healthage

supported by
Pacific magazines
We create magazines people love.

priceline pharmacy
priceline.com.au

Ita Buttrose
Priceline Health Sister

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

no woman is invisible at Priceline

We see you hear you help you...
with prescriptions starting from **\$5.90***

Be seen at your **Priceline Pharmacy** or visit priceline.com.au

ITA BUTTROSE
PRICELINE HEALTH SISTER

 priceline pharmacy

*Legislation prohibits the discounting of NHS subsidised prescriptions. A prescription is required for these products. The \$5.90 prescription offer is capped at five of pricing and applicable to selected medications at participating Priceline Pharmacies only. Customers must always read the label and seek professional medical advice if conditions persist. Concession card holders will pay the prescribed concession amount, except where medicines attract a brand or therapeutic price premium. See priceline.com.au or call 1300 88 44 11 for details and participating stores.

MAGAZINES

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