

Health Shopper Retail Marketing Programs



Shopper Marketing Program Description

Cooperative sample and media gift kit programs given free of charge to consumers accessing convenient healthcare services within food, drug and mass merchandiser pharmacies and retail health clinics. Brand materials are distributed to consumers hand-to-hand by supporting healthcare professionals, e.g. pharmacists, retail clinicians, and store staff. These programs intercept health-focused individuals as they are receiving treatment for common illnesses (i.e., cough, cold, flu, etc), at flu immunization clinics, during physical exams, at medication pick-up, or in conjunction with health screenings (i.e. blood pressure, cholesterol, diabetes, etc).

Sample Kits & Brand Materials Are Distributed In Over 2,000 Store Locations

At leading retailers nationwide: Kmart, Kroger, Walmart Clinics, CVS, etc.

Family Wellness/Cold Flu Defense.....	200,000 retail shoppers via HealthSTART
Diabetes Health Education.....	65,000 retail shoppers via Diabetes Outlook
Heart Health Awareness.....	<u>65,000 retail shoppers via Cardiac Directions</u>
TOTAL.....	330,000 total health-focused retail shoppers

Sponsorship Opportunities

- Product sampling to generate trial.
- Preprinted literature to tell full brand story along with delivery of coupons.
- Targeted print advertising to build awareness.
- Communications to educate store staff & healthcare professionals.
- Category segment exclusivity available.
- Market research to quantify sponsorship benefits and ROI.