

Summit National Award Winners

“Corporate Campaign” Award

Recipient: Walgreens



Presentation by:
Ed Cohen, PharmD



Walgreens
Seasonal and H1N1
Flu Immunization Program

2009-10 Flu Program Campaign Overview

Goal

- For Walgreens to administer 5 Million Seasonal Flu

Objectives

- Create a complete network of healthcare providers to administer immunizations in over 7,500 points of care
- Increase immunization rates nationwide
- Increase awareness of NEW clinical services.
- Elevate the role of our pharmacists.

2009-10 Flu Program Campaign Overview

Strategy

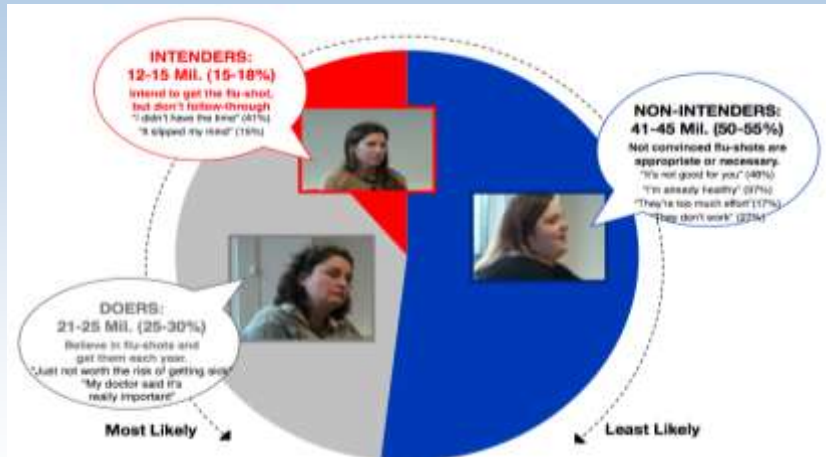
- Making immunizations top of mind to live a well-life.
- Promote a social cause that provides \$1 million free flu shots to patients in underserved areas.
- Develop materials to help educate community leaders.
- Provide a single patient care experience across all providers within all 7,500 points of care.

Opportunity

- Inspire the “well” intender patient population

Target Audience

Who are the well-intenders?



©2010 Walgreen Co.
All rights reserved.

5

Walgreens
There's a way

Target Market

Present a creative concept that inspires well-intenders as well as prevention-focused seniors to live a well life.

Leverage pride as a motivator, and create a sense of urgency.

"I did the best thing for those I care about"

"I feel good for acting on my intentions"

"The easiest thing to do is get my shot at Walgreens."

©2010 Walgreen Co.
All rights reserved.

6

Walgreens
There's a way

Concept

Who do you love?

There are people in your life whose health and happiness mean the world to you.

You'd do *anything* to keep them safe.
Who are they?

Concept

Little Lulu, who makes the bed a little cozier.



Your husband, who works 40 hours, finishes the basement, and coached little league with patience to spare.



And Dad, who now happily answers to "Gramps."

Marketing Concept

These people do so much for you, and you for them. So much that it's easy to forget the simple things that can actually do the most good.

Like a Flu Shot

So when the season rolls around this year, Walgreens will be giving you the chance to do something for the people who matter most.

©2010 Walgreen Co.
All rights reserved.

9

Walgreens
There's a way

Marketing Concept

“Arm Yourself for the Ones You Love”



A national campaign with an underlying promotion that empowers people to fight the flu for those they love.

Not just moms, but everyone.

We'll give them a chance to show who matters most with a simple, iconic image, played out in a million different ways, all of them personal expressions of love and pride...

©2010 Walgreen Co.
All rights reserved.

10

Walgreens
There's a way

Marketing Creative

An enterprise-wide solution, across all providers & communication touch-points.



Retail



Managed Care



Take Care Clinic

©2010 Walgreen Co. All rights reserved.

11



Marketing Concept

Our icon is a sticker that appears on the arms of people who write who they got the shot for, and display it proudly.



©2010 Walgreen Co. All rights reserved.

12



Flu Program Campaign



©2010 Walgreen Co. All rights reserved.

13



Flu Program Campaign



Dr. Oz Segment

Dr. Oz gets a FLU shot on air from a Walgreens pharmacist at our Times Square store.

He promoted the significance of getting a FLU shot at Walgreens on October 1st.

©2010 Walgreen Co. All rights reserved.

14



Flu Program Campaign

- Walgreens charitable donation efforts.
- Wellness busses distribute vouchers for FREE Flu shots.



What Walgreens Accomplished....

Walgreens Immunization Providers Administered...

5 Million Seasonal Flu Shots nationwide by 10/23

Over 2 Million H1N1 shots were administered and Walgreens **continues** to administer H1N1 influenza vaccinations

Our Commitment

- Walgreens is committed to the health of our communities and the success of this previous year will not be just a one time event.
- We accept the call to action to immunize under the new guidelines – all folks over the age of 6 months and to be part of the greater community of healthcare professionals working together to immunize America.