



case study
Find the missing million

lloyds pharmacy

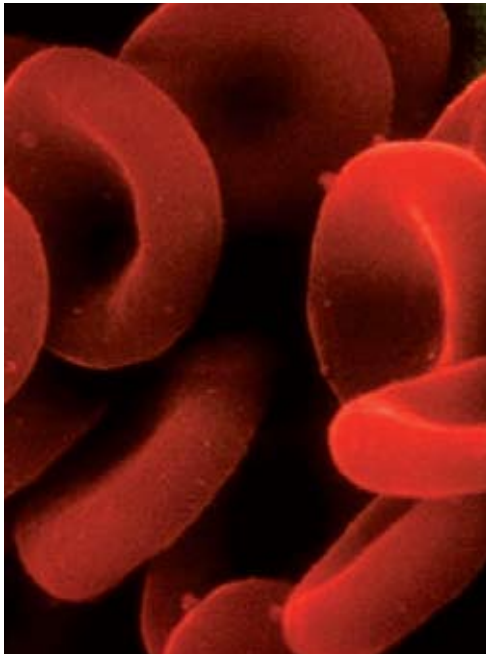
PR campaign to drive consumers
across the UK to visit Lloyds Pharmacy
for a free diabetes test

lloyds pharmacy the brief

National Campaign with Lloyds Pharmacy (1200 retail outlets) to find 1 million people in the UK who have diabetes – we were briefed to generate publicity for the National campaign.

the solution

Target the following media in order to generate interest / coverage - Radio/ TV Plus National & Regional Press.



lloyds pharmacy the result

Missing Millions – Scotland Launch over 1 million print coverage circulation including OK Magazine, Glasgow Evening Times and Pharmacy Magazine. Broadcast Coverage Total Reach: 2,907,758 including Radio Forth, Nevis Radio, Primetime and Real Radio Scotland. Increased footfall in store – over 750,000 tests completed over 8 months.

