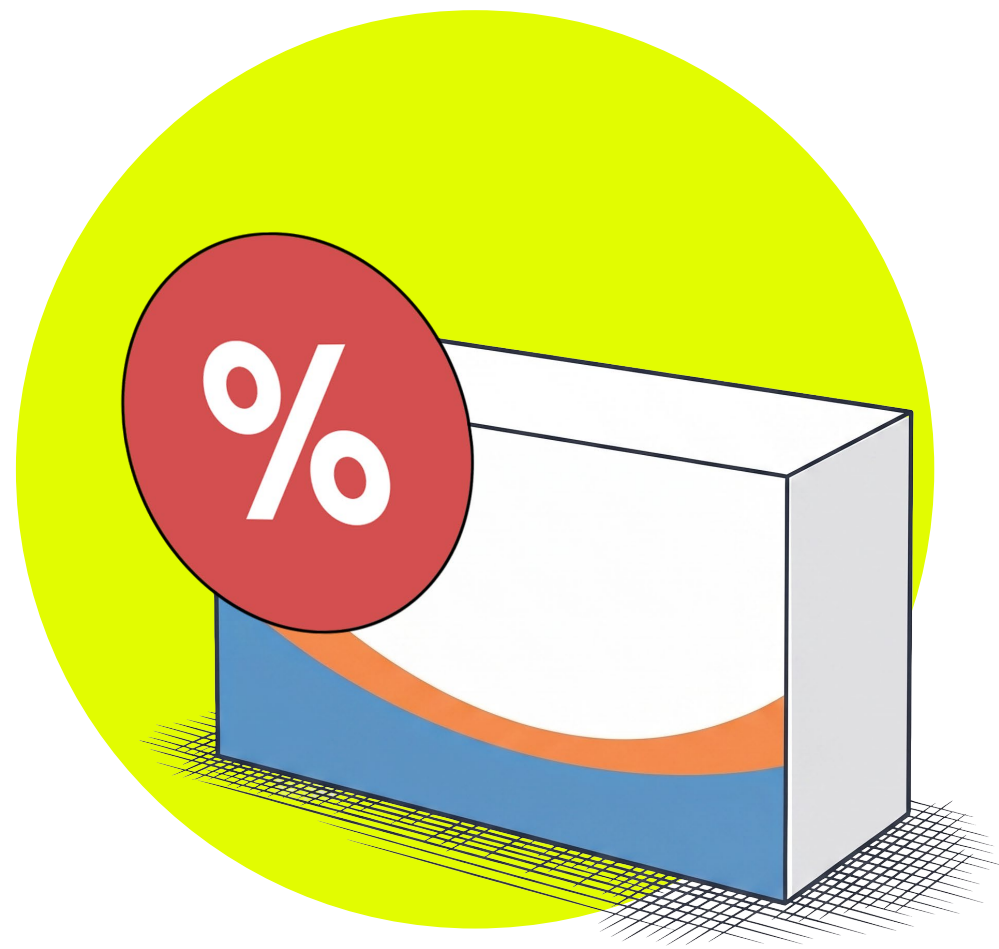




P4

PROMOTION

Plan your seasonal moments



Promotion: Why does it matter?

Promotions can disrupt customer autopilot by delivering relevant offers at key moments, while creating opportunities to drive incremental sales and enhance the pharmacy experience.

There are many ways a promotion can help to drive your business:

DRIVE TRIAL

Lower the barrier to try innovation or more premium products
e.g. Introductory offer

Grows the customer base



BUILD A REGIMEN

Bundle complementary products to deliver comprehensive solutions
e.g. 3-for-2 on all category

Grows basket size



LAND SEASONAL RELEVANCE

The right product offer at the right time to tap into stock up and impulse missions
e.g. Allergy in spring

Grows basket size



Building your **promotional strategy**

Here are four steps to defining an effective Promotional Strategy:

STEP
1

DEFINE

Set the objective and how you'll measure success.

STEP
2

PLAN

Build the calendar and pick the mechanic.

STEP
3

EXECUTE

Launch on time and in full, with strong visibility.

STEP
4

EVALUATE

Check results against targets and capture the learnings.

STEP 1

DEFINE

Set the objective and how you'll measure success.

STEP 2

PLAN

STEP 3

EXECUTE

STEP 4

EVALUATE



Gather insight

What promotions worked before and which ones didn't?

What are the upcoming offers and available point of sale material support from Sales Representatives?

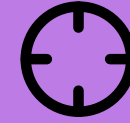
Is there enough stock to run promotions?



Define your business objective

Identify what success looks like.
It could be:

I want to drive basket size by capturing stock-up missions in the lead up to Cold & Flu season



Set Target KPIs

Choose ONE measurable KPI, aligned to your business objective, that is a trackable result.

e.g. Sales of the promoted products before, during and after the promotion.

STEP 1

DEFINE

STEP 2

PLAN

Build your promotional calendar by aligning promotions to seasonal customer needs.

STEP 3

EXECUTE

STEP 4

EVALUATE

STEP 1. Plan seasonal themes

and link to local events for extra relevance (e.g. Marathon). Planning ahead will make stock easier to manage.

STEP 2. Choose your mechanic

based on the category, your objective and margin impact.

JAN | FEB

Theme: New Habits
Example Category: Vitamins & Supplements



Mechanic: 3-for-2 across vitamins & supplements to build a full routine

MAR | APR

Theme: Spring
Example Category: Allergy



Mechanic: Save 20% on allergy relief. Stock up before peak

JUN | JUL | AUG

Theme: Summer Sports
Example Category: Topical Pain



Mechanic: Promotional packs on topical relief for active days

SEP | OCT

Theme: Back to School
Example Category: Kids



Mechanic: Gift-with-purchase on kids

NOV | DEC

Theme: Winter
Example Category: Cold & Flu



Mechanic: Cold & Flu multibuy to encourage a winter relief regimen



Limit promotional communication to one major theme per category to not overwhelm the customer with excessive information.

STEP 1

DEFINE

STEP 2

PLAN

STEP 3

EXECUTE

Implement your promotion on time and in full and support it with strong visibility.

STEP 4

EVALUATE

MAKE IT FLAWLESS



WHO

Assign clear ownership for pricing updates, system setup, and visibility installation.



WHEN

Align launch timing to ensure systems, stock, pricing, and visibility go live together



WHAT

Define the visibility materials, point of sales materials, and assets required to communicate the promotion



WHERE

Identify the relevant store locations to maximise promotional visibility.



Be choiceful on visibility and make sure your pharmacy looks neat and easy to navigate for customers.



MAKE IT VISIBLE

Use points of sale materials to drive promotional visibility and aid customer navigation

Prioritise high-traffic locations for promotional materials and mirror activity across online platforms

Consider using info cards or dummy packs to showcase behind-the-counter products in secondary displays

STEP 1

DEFINE

STEP 2

PLAN

STEP 3

EXECUTE

STEP 4

EVALUATE

Once the promotion ends, check back to see if you have achieved your targets and capture the learnings.

WAS IT DONE WELL?



Executorial Review

Was the promotion activated as planned?
Was the visibility implemented successfully?

DID IT WORK?



KPI Performance Tracking

Did sales rise during the promotional period?
Did basket size increase as a result?

WHAT NEXT?



Learnings for Future Planning

Do I need to make changes to upcoming promotions as a result?



How does your promotional strategy score?

You've seen the steps, the calendar and the mechanics. Time to see where your promotions stand today.

- ☐ **I set clear objectives** and KPIs for every promotion.
- ☐ **I plan promotions** ahead on a seasonal calendar with the right mechanic for each.
- ☐ **I launch on time and in full**, with strong visibility in-store and online.
- ☐ **I measure performance** and capture learnings to improve future promotions.



Partner with your [Haléon representative](#) to build your promotional calendar, align visibility and maximise impact.