











Walgreens  
Boots  
Alliance



THE WBA PARTNERSHIP

WPP

A close-up, low-angle shot of a person's foot on a skateboard. The foot is wearing a dark-colored sneaker with white laces and a white sole. The skateboard is dark-colored with a light-colored deck. The background is a blurred outdoor setting with a metal fence and a clear sky. The text "TOGETHER, WE'VE BEEN ON A JOURNEY..." is overlaid in white, sans-serif capital letters.

TOGETHER, WE'VE BEEN ON A  
JOURNEY...



# A HUMAN-CENTRED APPROACH TO WINNING CUSTOMERS BACK

**THINK**

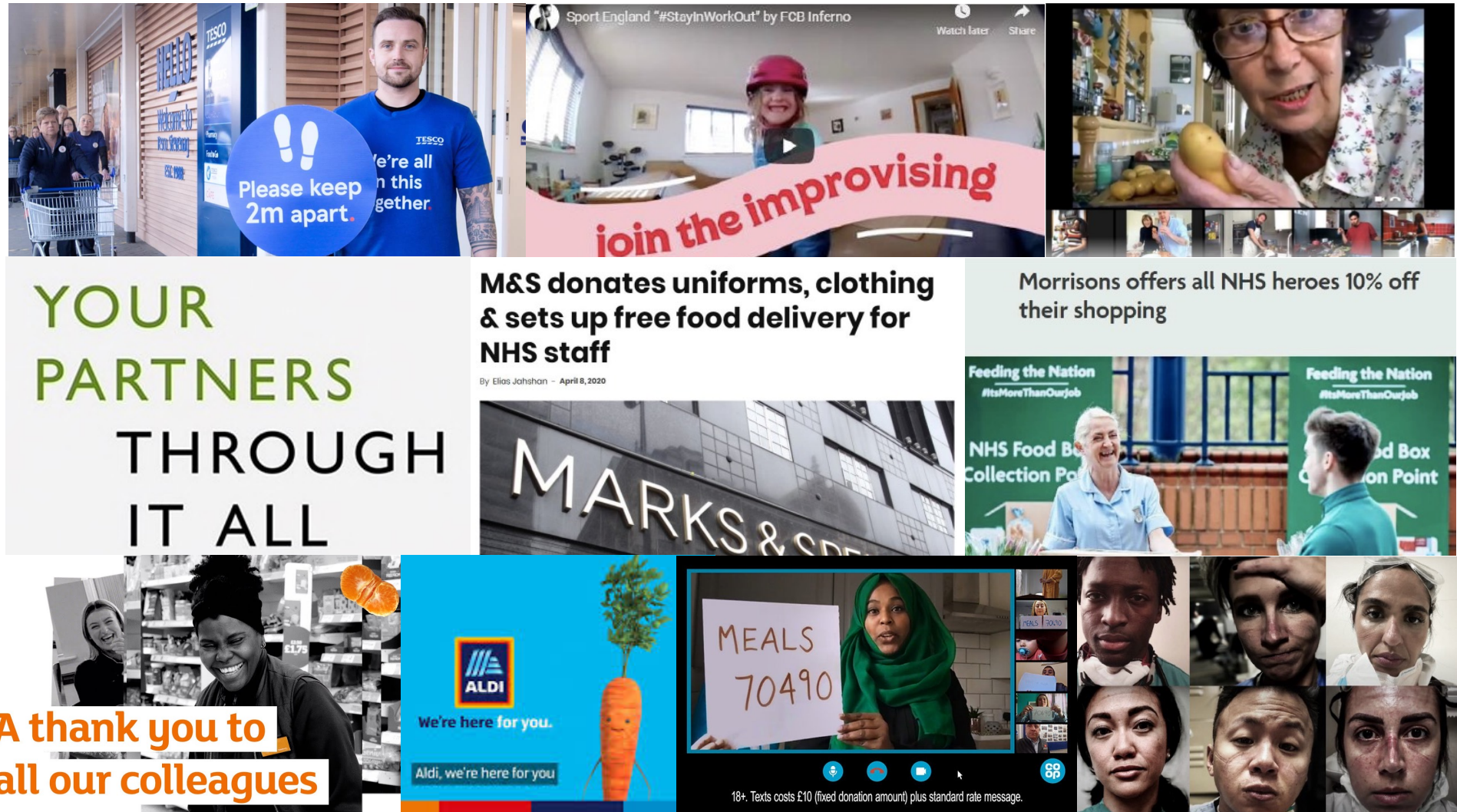
**FEEL**

**SEE**

**DO**



# COVID COMMUNICATIONS QUICKLY BECAME A CROWDED SPACE, OUR CHALLENGE WAS TO DEFINE OUR UNIQUE ROLE





A young girl with long blonde hair is kissing an elderly woman on the cheek. The woman has short blonde hair and is smiling. They are outdoors in a grassy field with trees in the background. The image is overlaid with a dark blue semi-transparent filter.

**#PRESCRIBEKINDNESS**

# MASS PERSONALISATION AND CONTENT FIRST THINKING INNOVATED HOW WE COMMUNICATED FOR CUSTOMERS

## Strategic Intent

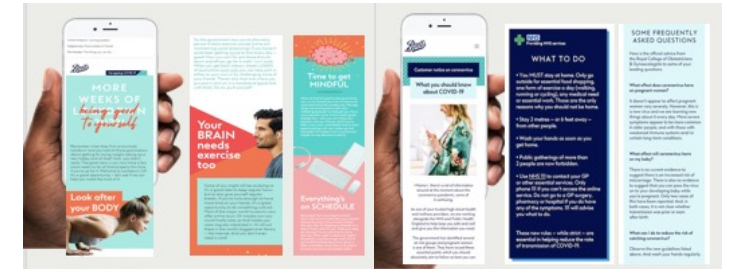
[illegible]

## Insight

## Search intent data, social listening

## Consumer Behaviour: Kantar/YouGov/Statista

## Asset creation



## Personas



## Content plan

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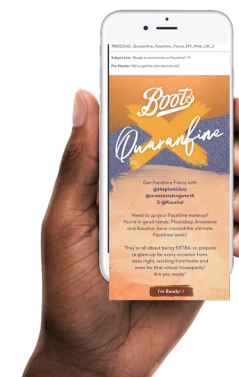
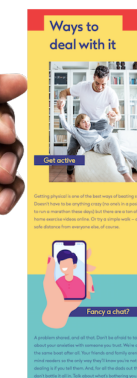
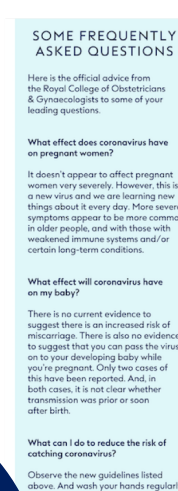
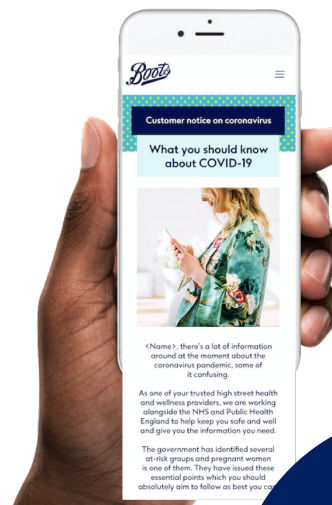
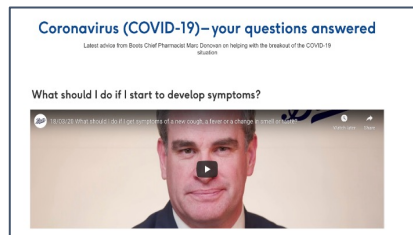
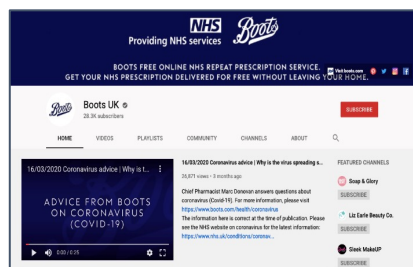


# #prescrib kindness BROUGHT US UNPRECEDENTED RESULTS

Social Listening and Search intent data to answer questions of the day

Bespoke 1 to 1 for vulnerable groups

Content Publishing Mindset



Instagram VTR was 17% (vs 7.2% benchmark)

Facebook VTR was 12.85% (vs 6.73% benchmark)

Emails going out during this time saw open rates increase by 75%

Open rate on editorial comms 12% up on benchmark

# WHICH SUPERCHARGED OUR BRAND

Overall Brand  
index  
**HIGHEST ↑**  
SINCE 2012

Brand  
Affinity  
**54.9% ↑**  
(v50% KPI)

Dynamism  
**44.8% ↑**  
(v41% KPI)

Value  
**25.8% ↑**  
(v22% KPI)

New  
**53.2% ↑**  
(v50% KPI)



# FROM THERE WE ARE CONTINUING TO OPERATIONALIZE AND ACCELERATE MASS PERSONALISATION



## Accelerate use of 1st party data

Technology & support to drive mass personalization

- Collect more, use more
- Improve match rate with tech partners & integrate with more partners and platforms
- Apply real time data (triggers)



## Establish new ways of working

Operationalise mass personalisation in media

- Plan omni-channel customer journeys & Persona led customer planning
- Continuous optimisation
- Shift toward always on vs campaign
- Test & learn culture



## Produce and utilise content at scale

Mass personalization through automated content delivery

- Deploy and adopt aem
- Drive use of bhive for content creation
- Increase use of dynamic content creation at point of execution



## Performance analytics

Improve our analytics capabilities & delivery

- Align kpi & metrics
- Track online & store conversion
- Multi-touch attribution/cross channel kpi framework

# WITH FANTASTIC RESULTS & LEARNINGS FOR OUR BUSINESS

## Christmas Campaign

Nov – Dec 2020

**24, 170 Unique ad versions delivered**

**400%+ increase in 1PD**

**Performance: 110%+ on target**



## Local Pharmacy

Driving consumer store traffic to support safe shopping

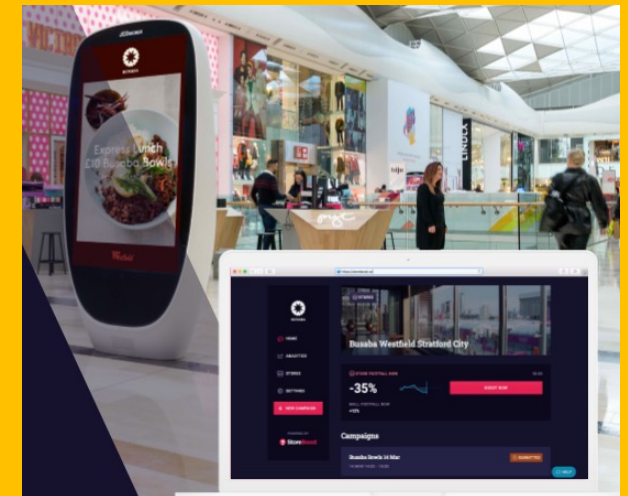


**Brand love: up 15%+ / +10% against benchmark**

**Performance: 122%+ on target**

## Programmatic media linked to footfall

Install footfall trackers and link programmatic formats – such as DOOH – meaning we upweight ad buying when store is quiet/ being agile to offers or change customer needs in real time.





ALLOWING US THIS SUMMER TO  
SUPERCHARGE OUR MASS  
APPROACH...SHOWN UP WITH  
MODERNITY...AND IN ALL THE  
RIGHT PLACES...

A person with long hair stands with arms outstretched in a mountain valley, looking towards a bright sun. The scene is a scenic landscape with rolling green hills, a winding road, and distant mountain peaks under a clear blue sky. The sun is low on the horizon, creating a strong lens flare effect.

# 62%

**of consumer want to radically  
change their lives after lockdown  
ends**



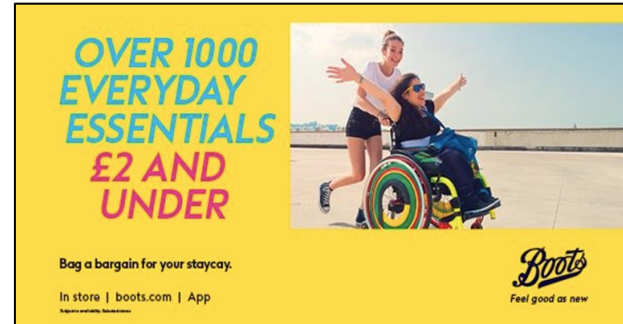
**Making it Happen:** celebrate and support from **FOMO (fear of missing out)** around an all-new emotional high of interaction, socialising and release to **FOMU (fear of meeting up)** little, personalised boosts we can help with as consumers rebuild their confidence, as we know the small things can mean ALOT



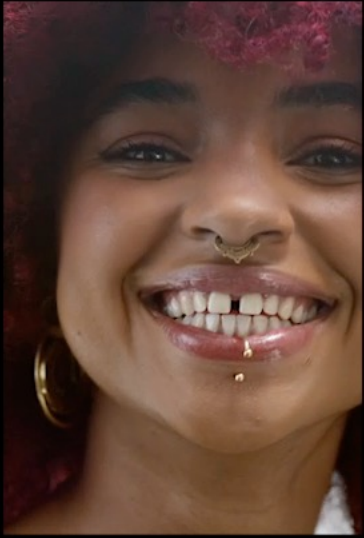
Unmissable national coverage



Being part of the BIGGEST cultural talking point this summer



Being there in the moments which matter



selected stores







FROM SAME  
OLD SAME OLD  
TO BRIGHT  
AND BOLD



Glam It up with iconic beauty brands including  
Drunk Elephant, MAC, NARS & Anastasia Beverly Hills.

In store | boots.com | App

Subject to availability. Selected stores.

**Boots**

Feel good as new

BIG  
BRANDS  
FOR  
SMALLS



Boots' biggest ever baby range is here with  
products from Mothercare, Bugaboo & ICandy.

In store | boots.com | App

Subject to availability. Selected stores.

**Boots**

Feel good as new

OVER 1000  
EVERYDAY  
ESSENTIALS  
£2 AND  
UNDER

Bag a bargain for your staycay.

In store | boots.com | App

Subject to availability. Selected stores.



**Boots**

Feel good as new

TURN THE  
DOG WALK  
INTO A  
CATWALK



Glam it up with  
iconic beauty brands  
including MAC, NARS  
& Anastasia Beverly Hills.

In store | boots.com | App

Subject to availability. Selected stores.

**Boots**

Feel good as new

HSC WSP - +8279448 Boots Phoenix DOOH Campaign Beauty Global DE 1080x1920 Se.mq4

FROM  
VEGGING  
OUT TO  
HEADING  
OUT



Go out in style with iconic  
beauty brands including  
Drunk Elephant, MAC, NARS  
& Anastasia Beverly Hills.

In store | boots.com | App

Subject to availability. Selected stores.

**Boots**

Feel good as new



HELP  
EASE THE  
ACHES  
& OUCHES

In store | boots.com | App

Available in most Boots stores. Subject to availability. Eligibility criteria & charges apply.

**Boots**

Feel good as new

OH ACNE,  
PLEASE GO!

If you're struggling with pesky and painful spots, don't worry.  
There are tons of products and treatments that can help  
relieve the symptoms of acne.

Dermalex Acne  
Treatment is developed by  
dermatologists. It's clinically  
proven to treat mild to  
moderate acne symptoms,  
reducing swelling and  
restoring skin's pH.



Acnecide Facewash  
contains benzoyl peroxide  
for the treatment of mild  
acne affecting the face.  
Always read the label.




You can also visit our  
Acne Online Clinic\* via  
our new Health Hub, for  
consultation and access to  
prescription only medicine.

\*Subject to stock availability and clinician approval.  
Charges apply. Clinician review usually takes up to  
24 hours. A clinician may need to speak to you about  
your consultation.

**Boots**

Feel good as new






Crowned  
the “*most  
effective  
campaign*”  
in June

Our search  
traffic  
went up by  
**+30%**

We won  
Love  
Island  
Highest Ad  
Awareness pre-post  
out of any sponsor

Value  
**30.3%** ↑  
(v30% KPI)

New  
**47.6%** ↑  
(v40% KPI)



# LAUNCHED THE BOOTS INNOVATION SLAM

We want to be the  
Fearless Innovation  
Champions for the industry



Brief (20 mins)

1. The most innovation thing they have available right now
2. 1 **amazing** idea they have always wanted to do with us





WATCH THIS SPACE AS WE  
DELIVER THE NEXT  
GENERATION OF THE BOOTS  
STORY....