

The Wellness Club

*A comprehensive integrated marketing plan for Walgreens.
Science backed. Human led.*

SECTION 01

The Challenge

Trusted for pharmacy. Invisible for wellness.

People trust Walgreens with their prescriptions. They do not yet see it as a destination for holistic health and well-being. The wellness market is moving without it.

SECTION 01 — THE MARKET

Wellness is the growth story of the decade.

The category is enormous and accelerating, driven by telehealth adoption, preventative health, personalization, and demand for science-backed products. Walgreens already owns the trust and the footprint. What it lacks is the positioning.

\$8.5T

PROJECTED GLOBAL WELLNESS MARKET BY 2027

82%

US CONSUMERS RANKING WELLNESS A TOP PRIORITY

100M+

MYWALGREENS LOYALTY MEMBERS ALREADY IN HAND

4hrs

DAILY MOBILE TIME AMONG THE TARGET AUDIENCE

SECTION 01 — THE LANDSCAPE

Competitors win on price, logistics, or niche. The trusted, curated, science-backed position is open.

Everyone sells health. Nobody owns trust.

01	CVS Health	The most direct threat. Insurance, pharmacy benefits, and HealthHUBs under one roof.
02	Walmart & mass retail	Competing on price and footprint, expanding into in-store health centers.
03	Amazon Pharmacy	The logistics disruptor. Same-day delivery and a captive customer base, growing fast.
04	DTC wellness brands	Hims & Hers, Ro, and niche supplement brands building strong communities online.
05	Beauty & specialty retail	Sephora and Ulta folding wellness into beauty, competing for the same discretionary spend.

SECTION 01 — THE OPENING

Three ways forward.

01 Stay the corner drugstore.
Keep filling prescriptions while the wellness spend goes elsewhere.

02 Race Amazon and Walmart on price.
A war of logistics and margins that Walgreens cannot win.

03 Own trusted wellness.
Convert pharmacy trust into a curated, science-backed wellness destination that no competitor can credibly copy.

SECTION 02 — AUDIENCE / PRIMARY

Michael.

The achievement-focused optimizer.

A 33-year-old fintech manager in Seattle. What drives him is optimization: science-backed solutions that deliver measurable improvements to his mental clarity, stress, and performance. He expects the digital experience to be as seamless as the science is sound.

01	PROFILE	Male, 28 to 35, urban business districts. San Francisco, Boston, Seattle
02	WORK	Finance, tech, consulting. Advanced degree, career stability, high income
03	DISPOSITION	Data-driven optimizer. Identifies with biohacker culture, tracks everything
04	BUYS	Evidence-based products that justify their cost with measurable benefit
05	LIVES ONLINE	LinkedIn, X, YouTube. Over 250 minutes a day on mobile apps

SECTION 02 — AUDIENCE / SECONDARY

Emily.

The urban wellness enthusiast.

A 28-year-old marketing executive in Chicago. Mornings start with streamed yoga, commutes are for nutrition research. What drives her is balance: keeping mental clarity and physical fitness as priorities while her career accelerates. Her fear is burnout, and a market full of dubious claims.

01	PROFILE	Female, 24 to 35, major metros. New York, Los Angeles, Chicago
02	WORK	Tech, marketing, finance, creative. College-educated, early-to-mid career
03	DISPOSITION	The wellness generation. Holistic health is a daily priority, not a project
04	BUYS	Subscriptions and DTC. Skeptical of fads without scientific backing
05	LIVES ONLINE	Instagram and TikTok native. Over four hours a day on mobile apps

SECTION 02 — AUDIENCE / INTEGRATION

Two audiences. One promise.

WHAT THEY SHARE

Digitally native. Skeptical of unsubstantiated claims. Balancing demanding careers against personal health. Both want wellness that is convenient, credible, and worth the money.

SPEAK TO MICHAEL WITH

Efficiency, reliability, and measurable improvement. Data visualizations, expert endorsements, premium positioning.

SPEAK TO EMILY WITH

Community, authenticity, and routines made transformative. Vibrant visuals, social-first content, real voices.

SECTION 03

Strategy Statement

"The Wellness Club by Walgreens empowers urban professionals with accessible, science-backed expertise and curated wellness solutions, delivered with human warmth."

Accessible and science-backed for Michael. Human warmth and trust for Emily. Convenience and dependability for both.

SECTION 03 — CREATIVE BRIEF

Creative brief.

Deliverables span digital, OOH, audio, package design, and in-store signage, carried across digital platforms, physical spaces, and partnerships.

01 — BACKGROUND The Wellness Club repositions Walgreens as a primary, trusted wellness destination, moving beyond traditional pharmacy perceptions.	02 — OBJECTIVE Overcome the view that Walgreens is just a pharmacy. Establish a credible, primary wellness destination for urban professionals.	03 — CHALLENGE Beat the skepticism. Stand apart from mass-market and niche alike, and carry scientific credibility without going cold.
04 — AUDIENCE Urban professionals, 24 to 35. Digitally engaged, managing stress and high performance, valuing premium evidence-based wellness.	05 — CREATIVE GUIDELINES Classical, humanized, print-inspired. Serif typography, warm palette, authentic imagery. Knowledgeable but accessible, never clinical.	06 — KEY TAKEAWAY "Curated Wellness. Clearly Guided." Thoughtfully selected, science-backed solutions and accessible expert advice that help cultivate lasting health.

Science backed. *Human led.*

The Wellness Club by Walgreens. A curated wellness destination where clinical credibility meets human warmth, built for people who read the label.

SECTION 03 — OBJECTIVES

Four numbers we move.

The campaign goal: establish Walgreens as a trusted wellness destination for 35% of urban professionals aged 24 to 35 within 18 months. These four objectives get us there.

+25%

BRAND PERCEPTION AS A TRUSTED WELLNESS
DESTINATION, 12 MONTHS

+25%

AWARENESS OF WELLNESS CLUB OFFERINGS, 12
MONTHS

+30%

DIGITAL ENGAGEMENT ACROSS OWNED PLATFORMS,
YEAR ONE

+40%

TELEHEALTH CONSULTATIONS, PRIMARY AUDIENCE,
10 MONTHS

SECTION 03 — STRATEGIES

Seven moves, one position.

Every strategy feeds the same outcome: a premium, well-respected, reliable wellness destination.

- 01

Establish credibility

Become the go-to source for evidence-based wellness solutions.
- 02

Curate trusted partners

A Wellness Club selection that meets the audience's standard for quality.
- 03

Elevate app and web

Personalized hubs, product discovery, frictionless telehealth booking.
- 04

Redesign in-store zones

Premium Wellness Club areas in city stores, shopped by benefit.

- 05

Activate trusted voices

Brand and influencer partnerships that amplify the message in major metros.
- 06

Publish relevant content

Mental clarity, sustained energy, stress management. Spoken plainly.
- 07

Foster community

User reviews, routines, and UGC connecting people around shared goals.

SECTION 04 — MEDIA PLAN / OWNED

Owned Media

+35%

INTERACTION RATE ACROSS TWC PLATFORMS, 12 MONTHS

50%

AVERAGE VIEW-THROUGH RATE ON TWC VIDEO CONTENT

01	TWC hubs	Dedicated sections of the app and site carrying the full TWC identity.
02	Subscription	Curated product deliveries built from a personal health-goals questionnaire.
03	A social home	A dedicated TWC Instagram for content, community, and partner features.
04	Store to app	QR-coded signage linking physical TWC zones to exclusive digital offers.

SECTION 04 — MEDIA PLAN / EARNED

Earned Media

15

POSITIVE MEDIA FEATURES IN RELEVANT OUTLETS, 12 MONTHS

25

CREDIBLE INFLUENCER ENDORSEMENTS, 9 MONTHS

01	Press kits	The TWC story, expert bios, and science focus, pitched to wellness and business press.
02	Influencer seeding	Gifted product kits with honest reviews encouraged, never scripted.
03	Partner PR	Co-announcements with partner brands to maximize each news moment.
04	#TWCbyWalgreens	UGC prompts, social listening, and positive buzz amplified on owned channels.

SECTION 04 — MEDIA PLAN / PAID

Paid Media

50M

PAID IMPRESSIONS AT 4.0 FREQUENCY, FIRST 6 MONTHS

250K

CLICKS TO TWC HUBS ABOVE A 1.5% CTR, FIRST 6 MONTHS

01	Targeted digital	LinkedIn, Instagram, TikTok, and search, tuned to each persona.
02	Urban OOH	Subway, bus stop, and billboard placements reaching 60% of launch markets.
03	Podcasts	Host-read spots on shows the audience already trusts.
04	Merch collab	A limited-edition TWC drop with an athleisure partner like Uniqlo or Vuori.

SECTION 05 — THE WORK

Out of home.

A supportive, human voice in the commute. Warm gradients against transit gray.



SUBWAY · "WISHING YOU A SAFE RETURN BACK TO YOURSELF"



OOH · "REAL SOLUTIONS, AT YOUR PACE"



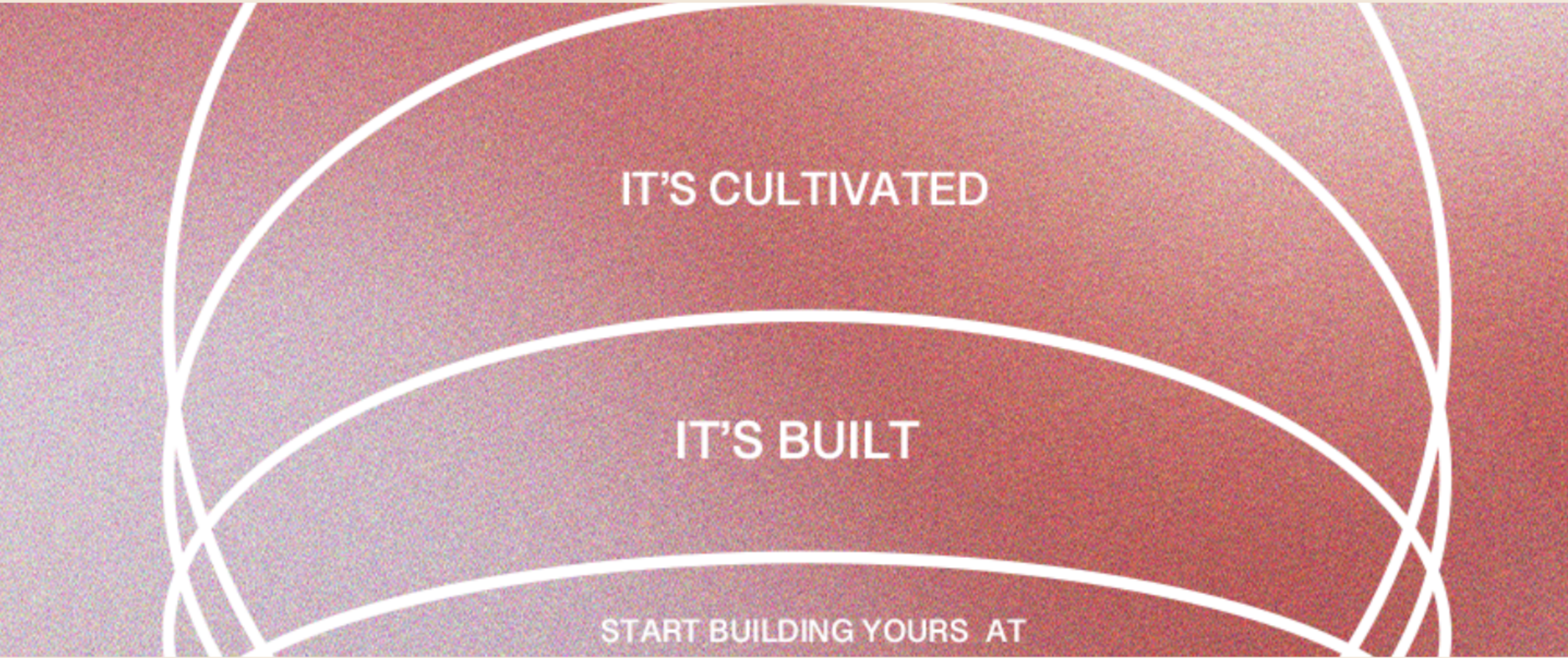
OOH · "CURATED SOLUTIONS, EXPERTLY SERVED"



SECTION 05 — THE WORK / SUBSCRIPTION

Your road to clarity, in a box.

The Clarity Kit makes the subscription tangible. A health-goals questionnaire feeds a curated delivery of science-backed products, packed under the TWC identity and refreshed as goals change.



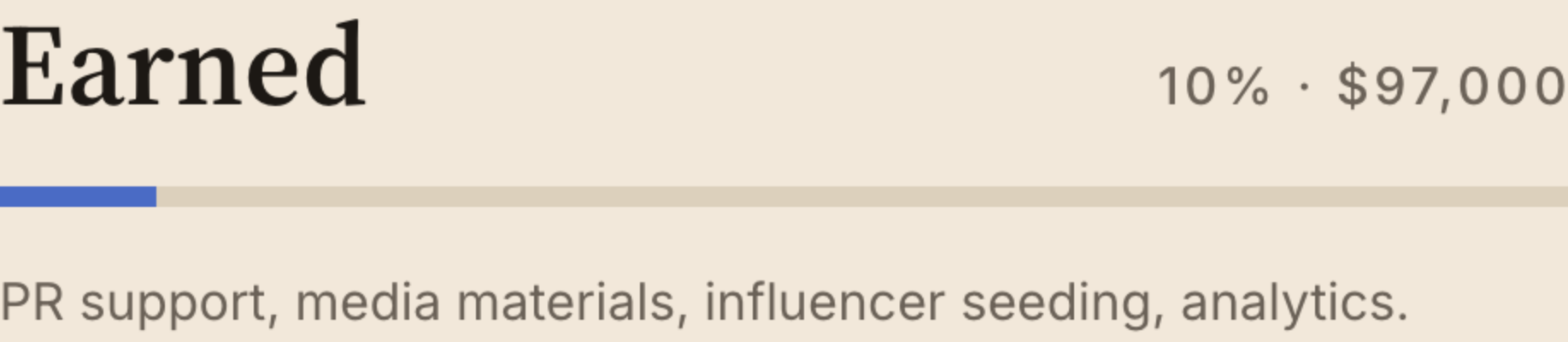
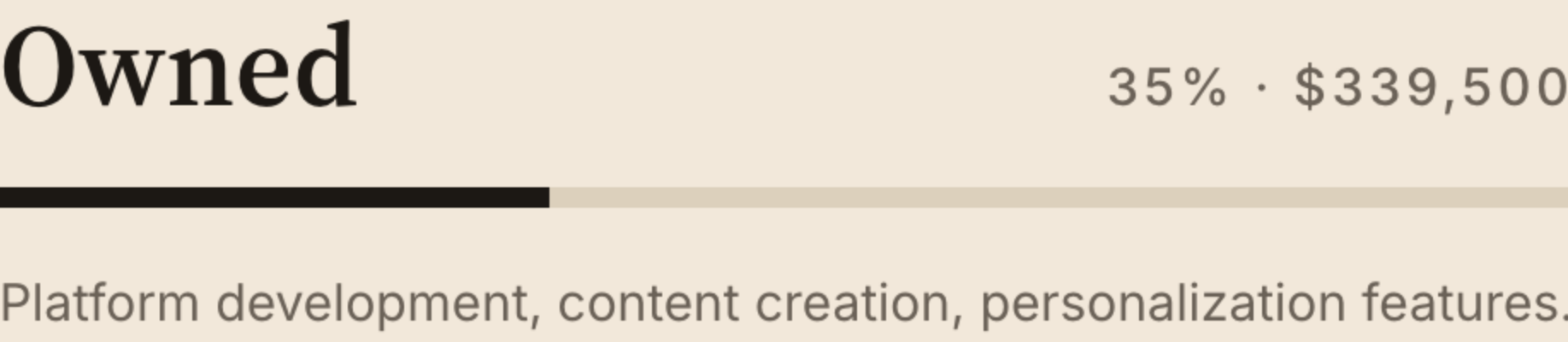
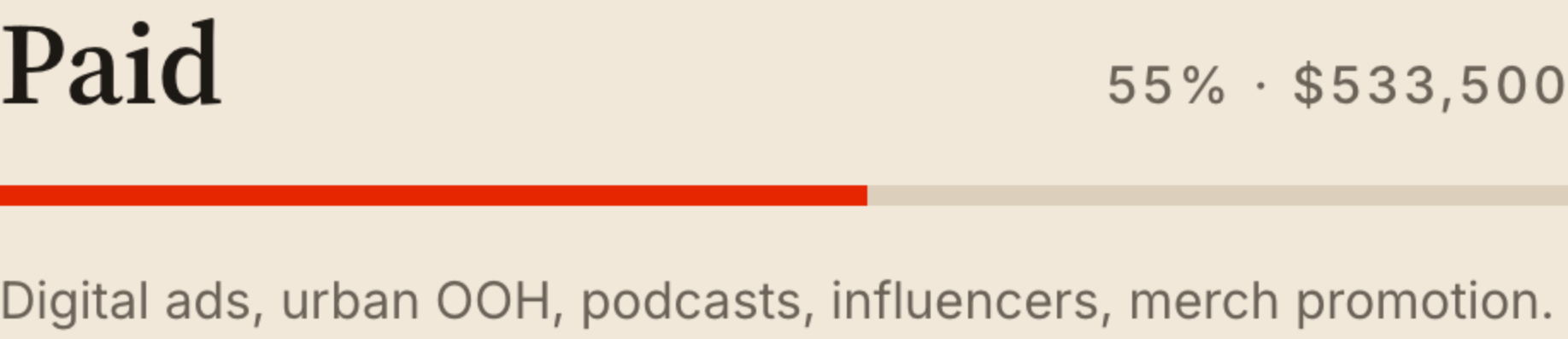
SECTION 06 — BUDGET

Built backwards from revenue.

\$970K

TOTAL CAMPAIGN BUDGET, 12 MONTHS

A 2.8 million person reachable audience converts at 1.5% to roughly 21,000 customers. At a \$230 twelve-month customer lifetime value, that projects \$4.86M in revenue. Dividing by a target 5:1 return sets the budget.



SECTION 07 — EVALUATION

Measured in why and how many.

Qualitative methods explain the why. Quantitative methods count the how many. The campaign needs both.

01 — PERCEPTION & TRUST

Focus groups before, during, and after. Tracking surveys at baseline, 6, and 12 months.

Benchmark: a 25% lift in positive perception among the target audience by month twelve.

02 — ENGAGEMENT & CONVERSION

Web, app, and social analytics, plus the full telehealth booking funnel.

Benchmarks: 30% engagement growth and steady progress toward the 40% telehealth lift.

03 — REACH & PARTNERSHIPS

UTM-tracked partner content and social listening across the conversation.

Benchmarks: a 25% engagement lift on partnered content and rising positive sentiment.

THANK YOU

Beyond prescriptions. *Into proactive health.*

The Wellness Club converts the trust Walgreens already owns into the position the market has left open. Science backed. Human led.