

“The Wellness Club”

A Comprehensive Integrated Marketing Plan for Walgreens

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Executive Summary

Walgreens stands at a major crossroads with the opportunity to capture a substantial share of the growing wellness market. While highly trusted for pharmacy services, people do not fully see Walgreens as a top choice for holistic health and well-being. "The Wellness Club by Walgreens" campaign is a strategic initiative designed to bridge this gap, repositioning the brand as a trusted, science-backed leader in accessible wellness for urban professionals.

This plan addresses the challenge of consumer skepticism and a crowded marketplace by introducing The Wellness Club as a warm, humanized brand identity, inspired by classic reliability, delivered with modern digital convenience. We target urban professionals who seek reliable, curated wellness solutions that fit their busy lives, appealing to their needs for efficiency, authenticity and holistic support.

Our IMC strategy builds on Walgreens' wide reach and pharmacy expertise, while changing perceptions through curated content, strategic partnerships, an enhanced digital experience featuring personalized subscription options, and dedicated in-store zones. The campaign is built around clear, measurable objectives focused on enhancing brand perception, driving digital engagement, expanding reach through partnerships, and increasing utilization of key services like telehealth.

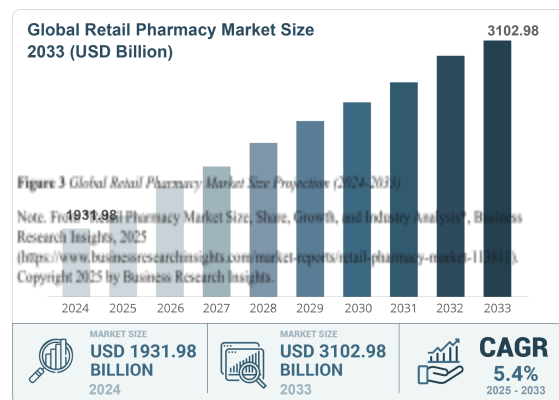
This campaign offers a clear path to boost brand equity, increase customer loyalty within a high-value demographic, boost engagement on owned digital platforms, grow health service revenue, and strengthen Walgreens' competitive position in the wellness sector. This approach, combining accessible expertise with human warmth and science-backed credibility provides a

clear competitive advantage. This researched, strategic, and measurable plan is designed to make "The Wellness Club" deliver real, long term value for Walgreens.

Background, SWOT Analysis

The Competitive and Category Landscape

Walgreens operates within the vast, evolving, and highly competitive retail pharmacy and broader health and wellness market. The global health and wellness market is substantial, projected to potentially reach \$8.5 trillion by 2027 (Seipp, 2025), with the US retail pharmacy market alone valued at nearly \$2 trillion in 2024 (Business Research Insights, n.d.). Key dynamics shaping this landscape include:



- **Direct Pharmacy Competitors:**

- **CVS Health:** Walgreens' most direct competitor, CVS operates a similar model with retail pharmacies, pharmacy benefit management (Caremark), and health service integration through its Aetna insurance arm and MinuteClinics/HealthHUBs (Colos, 2024; Plescia, 2024). CVS's combination of insurance and healthcare services is a significant competitive threat.
- **Rite Aid:** A smaller national chain facing its own financial difficulties but still competing in the retail pharmacy space (Colos, 2024).

- **Mass Retailers & Grocers:**

- **Walmart:** Leverages its vast store network and focuses on low prices to offer pharmacy services and expanding Walmart Health centers, competing directly on cost and convenience (Colos, 2024; Losh, 2024).
- **Target:** Integrates pharmacy services (often via CVS partnership) within its retail environments, appealing to shoppers looking for convenience.
- **Grocery Chains (e.g., Kroger):** Many large grocers operate pharmacies, competing on convenience during routine shopping trips.
- **Digital & Mail Order Pharmacies:**
 - **Amazon Pharmacy:** A significant disruptor utilizing Amazon's logistics, customer base, and technology to offer online prescriptions, directly threatening traditional models (Colos, 2024; Losh, 2024; Drug Store News, 2024). Amazon Pharmacy's market share in mail order was estimated around 0.75% in 2024 but growing (GlobeNewswire, 2025).
 - **Other Mail Order/Online Pharmacies:** Various players focus solely on mail order prescriptions, competing on price and convenience.
- **Specialized Wellness & Beauty Retailers:** Brands like Sephora and Ulta are increasingly incorporating wellness products, competing for consumer spending in related categories (BoF Team & McKinsey & Company, 2023).
- **Direct-to-Consumer (DTC) Brands:** An increasing number of DTC brands offer specialized wellness products (supplements, skincare, health tech) and telehealth services (Hims & Hers, Ro) directly to consumers online, often building strong niche communities and utilizing targeted marketing, challenging traditional retailers on specialization and brand connection (OpenLoop Team, 2025),.

- **Healthcare Providers & Telehealth Platforms:** Traditional providers, hospital systems, and dedicated telehealth platforms compete for patient engagement in clinical services, primary care, and specialized treatments.

Category Trends: Trends influencing this landscape include the rise of telehealth and digital health adoption (OpenLoop Team, 2025; Business Research Insights, n.d.), growing consumer focus on preventative health, self-care, and holistic wellness (Technavio, 2025; Seipp, 2025), demand for personalization (Keenan, M., & Levine Kaminsky, 2025), increased interest in science-backed products and transparency (Seipp, 2025; Montemarano, 2024), and the integration of technology like AI and wearables (Technavio, 2025; Seipp, 2025). Sustainability is also becoming a major factor for consumers (Business Research Insights, n.d.).

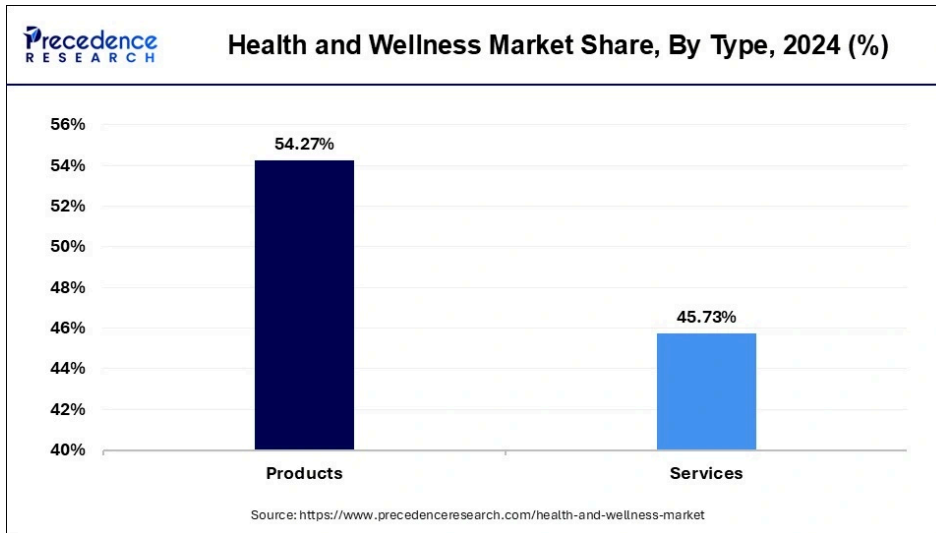


Figure 4 Health and Wellness Market Share by Type (2025 Estimate)

Note. From **Health and Wellness Market Size, Share, and Trends 2025 to 2034**, Precedence Research, 2025 (<https://www.precedenceresearch.com/health-and-wellness-market>). Copyright 2025 by Precedence Research.

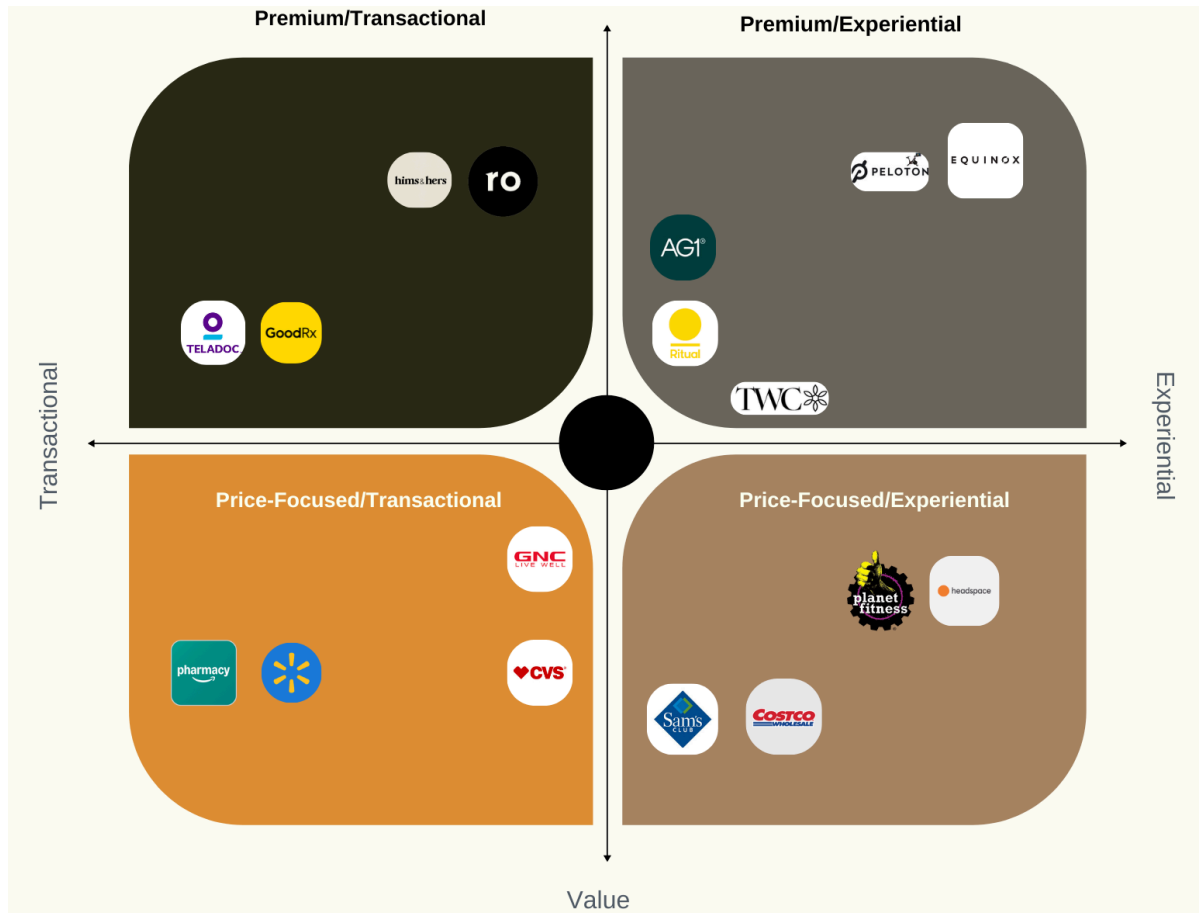


Figure 5: Competitive Landscape Quadrant Chart for TWC

Analysis of Current Marketing Strategies

Based on recent reports (primarily 2022-early 2025), Walgreens' marketing strategies leading up to this proposed campaign focus on several areas:

- Omnichannel Integration:** Significant effort has gone into blending physical and digital channels. This includes promoting online ordering with fast in-store/curbside pickup, same-day delivery (Postmates, DoorDash etc.), and enhancing the Walgreens app and website functionality (Sheridan, n.d.). The goal is a seamless experience leveraging their physical accessibility.
- Loyalty Program (myWalgreens):** The myWalgreens program, with over 100 million

members, is fundamental to their engagement and retention strategy. It's used to offer personalized deals, Walgreens Cash rewards, access health content/services, and gather first-party data for targeted marketing, supported by partnerships with Adobe and Microsoft (Sheridan, n.d.; Colos, 2024).

- **Digital Transformation & Personalization:** Investment in cloud computing and data analytics to personalize customer experiences across digital touchpoints. This includes tailored communications and leveraging their vast customer database for targeted strategies (Sheridan, n.d.).
- **Pharmacy Services Promotion:** More healthcare services being offered beyond prescriptions, such as vaccinations, health consultations, and testing, positioning Walgreens as a broader healthcare provider (Sheridan, n.d.). Recent initiatives also include expanding specialty pharmacy services (Walgreens, 2024).
- **Value Focus & Own Brands:** In response to economic pressures and inflation, Walgreens has focused on value, including price reductions on numerous items (Walgreens, 2024) and promoting its own-brand ("Nice!") products (Warc, 2022). Walgreens has stated that they want to significantly grow their own-brand business, especially in the health and wellness category. (Warc, 2022).
- **Customer Win-Back/Retention:** After focusing heavily on COVID-19, Walgreens planned to use data-driven marketing to get back lost pharmacy customers, requiring significant investment (Warc, 2022).

Overall: Current strategies show a focus on leveraging digital tools and data for personalization and convenience, promoting core pharmacy/health services, and adapting to economic pressures with value messaging and own-brand growth. While wellness is mentioned, these strategies do

not yet fully establish that specific trusted, curated, science-backed wellness authority positioning intended for "The Wellness Club". The campaign needs to build upon this foundation but carve out a specific identity and message focused solely on its target audience and wellness repositioning.

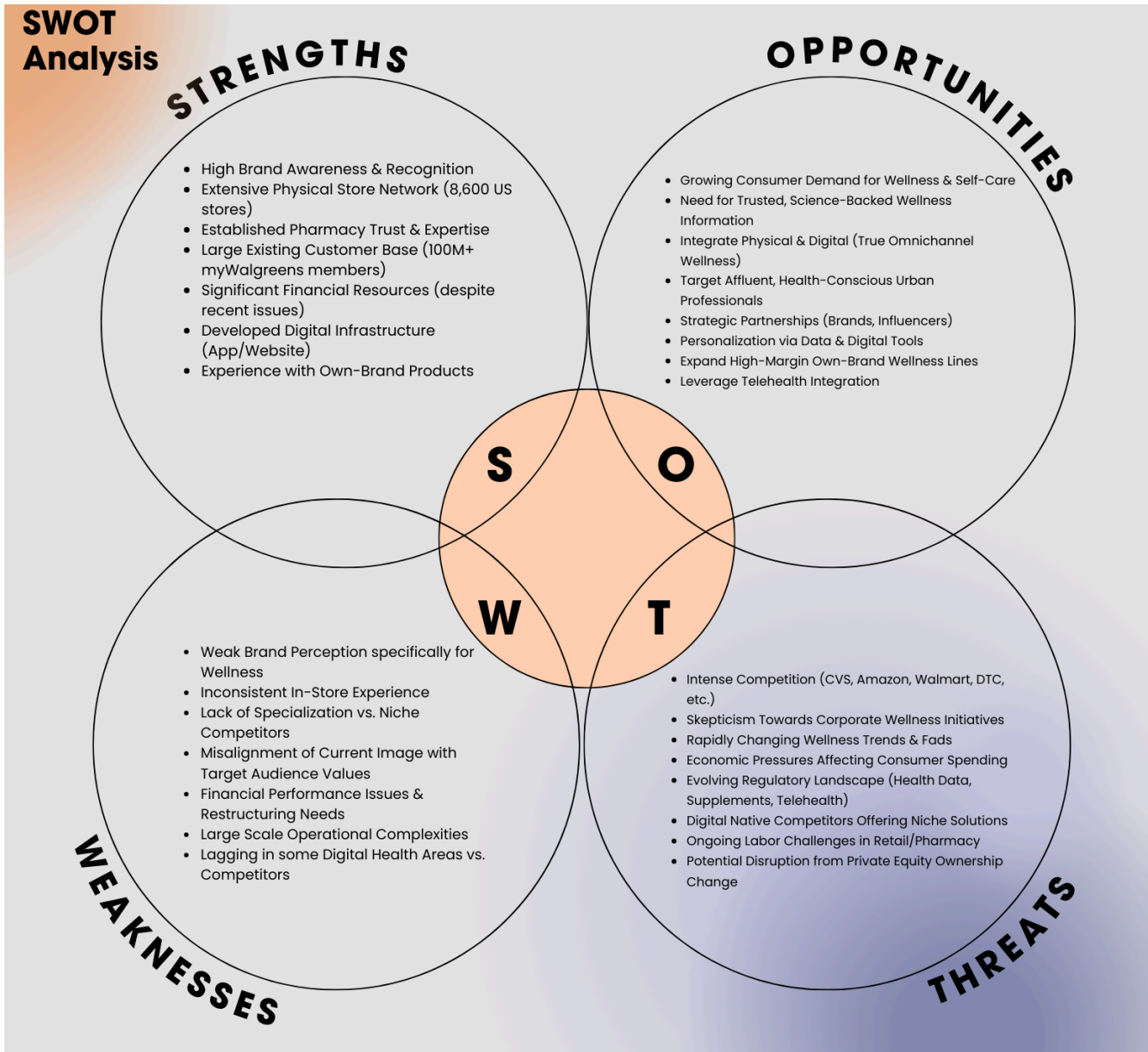


Figure 6 SWOT Analysis for The Wellness Club by Walgreens

Target Market Identification

Primary Target Audience: Urban Male Professionals Aged 28-35

A. Demographics

- **Age:** 28-35
- **Gender:** Predominantly male
- **Location:** Urban centers with vibrant business districts (e.g., San Francisco, Boston, Seattle)
- **Education & Occupation:** Advanced degree holders or experienced professionals in fields such as finance, technology, or consulting
- **Income:** Upper-middle to high income, often in a stage of career stability and financial planning

B. Psychographics

Lifestyle & Values:

- Values efficiency and reliability in both their professional and personal life (Montemarano, 2024)
- Invested in maintaining a balanced lifestyle but prioritizes practical wellness solutions that integrate with a busy schedule (Needs, 2024)
- Views wellness as a modern luxury, seeking out high-end experiences and products that provide "the ability to think clearly, sleep deeply, move slowly, and live quietly in a world designed to prevent all four" (Tomko, 2025)

- Identifies with the 'biohacker' subculture that approaches health through data-driven optimization and scientific experimentation. Some individuals use “biohacking” techniques to optimize their health and well-being, experimenting with personalized diets, supplements, and lifestyle interventions based on self-tracking and biofeedback. (Aberdeen, 2024)

Interests:

- Focused on optimizing health through a mix of traditional fitness routines and modern wellness tech (Needs, 2024)
- Enjoys digital content on productivity (Content Science, 2025)
- Frequently follows business and tech influencers who provide insights on achieving personal growth (Content Science, 2025)

Motivations:

- Driven by the need to sustain long-term career performance while looking after personal health (Montemarano, 2024)
- Focused on preventive care to avoid burnout (Needs, 2024)
- Motivated by evidence-based products that justify their cost with tangible benefits (Montemarano, 2024)

C. Behavior

Digital Engagement:

- Actively uses social media like LinkedIn, Facebook, X and YouTube to stay informed on industry trends and innovations (Content Science, 2025)
- Embraces both in-person and digital consultations, appreciates user-friendly apps for booking appointments and tracking health metrics (Needs, 2024)
- Spends over 250 minutes daily on mobile apps (Content Science, 2025)

Purchasing Habits:

- Views high-quality wellness products as investments rather than expenses, with 82% of US consumers now considering wellness a top or important priority (McKinsey & Company, cited in Tomko, 2025)
- Mixes traditional shopping with online research, relying on product reviews and endorsements (Content Science, 2025)
- More likely to purchase after seeing an ad, watching a product video, or reading a social media review (Content Science, 2025)

Wellness Practices:

- Part of the growing global wellness market that reached \$6.3 trillion by the end of 2023, with Gen Z and millennial consumers purchasing more wellness products than older generations (Seipp, 2025)
- Incorporates regular physical activity into routine, whether it's gym sessions or running in urban parks (Needs, 2024)
- Seeks out wellness solutions that offer both convenience and efficacy, such as supplements marketed with scientific data (Montemarano, 2024)

D. Persona Narrative: "Michael" the Achievement-Focused Optimizer

Michael is a 33-year-old financial technology manager in Seattle. What drives Michael is optimization, finding science-backed solutions that deliver measurable improvements to his mental clarity, stress, and performance. His tech-forward mindset means he expects seamless digital experiences, from booking services to tracking health metrics.

Michael identifies with the 'biohacker' subculture that approaches health through data-driven optimization and scientific experimentation. He follows thought leaders in this space such as neuroscientists and performance coaches, and participates in online communities focused on cognitive enhancement and productivity optimization. For Michael, The Wellness Club resonates deeply because it combines scientific credibility with practical solutions that integrate into his demanding lifestyle.

Secondary Target Audience: Urban Young Professionals (Female) Aged 24-35

A. Demographics

- **Age:** 24-35
- **Gender:** Predominantly female
- **Location:** Major metropolitan areas (e.g., New York City, Los Angeles, Chicago)
- **Education & Occupation:** College-educated, early-to-mid career professionals in sectors such as tech, marketing, finance, or creative industries
- **Income:** Middle to upper-middle class with disposable income earmarked for lifestyle and wellness investments

B. Psychographics

Lifestyle & Values:

- Identifies as part of the "wellness generation" where holistic health (physical, mental, and emotional) is a daily priority (Needs, 2024)
- Highly engaged with digital innovation and technology, prefers brands that offer seamless online and offline experiences (Content Science, 2025)
- Values authenticity and evidence-based approaches; skeptical of wellness fads without scientific backing (Montemarano, 2024)

Interests:

- Regular participation in fitness activities (e.g., yoga, pilates, boutique fitness classes)
- Use of meditation apps and engagement with mental health and mindfulness practices
- Active on social media platforms and relies on digital content (blogs, podcasts, online reviews) to inform wellness decisions (Content Science, 2025)

Motivations:

- Seeking to balance demanding careers with self-care and preventive health
- Driven by the desire for personal growth, work-life balance, and improved overall well-being
- Motivated by products and services that offer customization and personalization based on lifestyle needs (Montemarano, 2024)

C. Behavior

Digital Engagement:

- Spends over four hours per day on mobile internet apps (Content Science, 2025)
- Prefers digital interactions for scheduling appointments and purchasing wellness products
- According to Sprout Social data cited in Content Science (2025), millennials have significantly increased their social media usage in the past year

Purchasing Habits:

- Leans towards subscription services and direct-to-consumer models (Eskin, 2019)
- Frequently researches product efficacy, often through online reviews and influencer endorsements
- 99% would refer a business to their network if they felt connected to the brand on social media (Content Science, 2025)

Wellness Practices:

- Actively participates in exercise or sports, millennials are the generation with the highest participation rate in sports for fitness (Needs, 2024)
- Regularly uses mental health tools such as meditation apps and therapy sessions
- Increasing use of supplements positioned for mood, stress, and cognitive health (Montemarano, 2024)

D. Persona Narrative: "Emily" the Urban Wellness Enthusiast

Emily is a 28-year-old marketing executive in Chicago. Despite her busy schedule at a startup, she begins each morning with yoga streamed via a wellness app and checks scientific articles on nutrition during her commute.

What drives Emily is balance, keeping mental clarity and physical fitness as priorities even as she advances her career. She's tech-savvy and uses digital platforms for wellness research and appointments. Her fear is burnout and finding reliable, evidence-based solutions in a market full of dubious claims. For Emily, "The Wellness Club" combines scientific credibility with digital convenience, making it perfect for her needs.

Comparative Analysis & Integration into Campaign Messaging

Both personas, Michael and Emily, share appreciation for science-backed, convenient wellness solutions that fit their urban lifestyles. Their differences offer insights for tailoring campaign messages:

Similarities:

- Both are digitally engaged, relying heavily on mobile apps and online research for health decisions (Content Science, 2025)
- Both value scientific credibility in wellness products and services, rejecting unsubstantiated claims (Montemarano, 2024)
- Each is committed to balancing demanding professional life with personal health goals (Needs, 2024)

Differences:

- Michael is more oriented toward performance optimization and efficiency. His purchasing decisions are analytical, and he values premium products that deliver measurable benefits (Montemarano, 2024)
- Emily is more focused on holistic wellness and lifestyle integration. Her decision-making balances emotional and social factors along with scientific validation (Needs, 2024)

Campaign Integration:

- For Michael, messaging should emphasize efficiency, reliability, and measurable improvements in performance. Creative assets might include data visualizations, expert endorsements, and premium product positioning.
- For Emily, messaging should focus on community, authenticity, and the transformative power of science-backed wellness that elevates daily routines. Creative assets might include premium positioning, vibrant visuals and engaging social media content.

By addressing the specific needs of both audiences, the campaign can position The Wellness Club as a response to the unique challenges faced by urban professionals while creating a distinct market position that competitors can't easily replicate.

Figure 7 Primary Audience Persona: Michael



Michael
Financial Technology
Manager

Age 33
Gender Male
Location Seattle

Mindset

- Tech-forward
- 'Biohacker'
- Values scientific credibility
- Seeks practical solutions

Technology Expectations
Expects seamless digital experiences (booking services, tracking health metrics)

Interests/Influences

- Follows thought leaders (neuroscientists, performance coaches)
- Participates in online communities (cognitive enhancement, productivity optimization)

Drivers

Optimization

Finding Science-Backed Solutions

Measurable improvements (mental clarity, stress management, performance)

Figure 8 Secondary Audience Persona: Emily



Emily
Marketing Executive

Age 28
Gender Female
Location Chicago

Mindset/Values

- Values authenticity
- Values evidence based approaches
- Tech-savvy
- Identifies with "wellness generation"

Technology Expectations

- Highly engaged with digital innovation
- Prefers digital interactions for scheduling and purchasing
- Heavy mobile app user (streamed yoga, wellness research, appointments)

Interests/Influences

- Regular fitness (yoga, pilates, classes)
- Meditation apps, mental health, mindfulness practices
- Active on social media
- Checks scientific articles on nutrition

Drivers

Balance & Personal Growth

Mental Clarity & Physical Fitness

Improved Overall Well-Being

Integrated Communications Strategy Statement (ICSS):

“The Wellness Club by Walgreens empowers urban professionals with accessible, science-backed expertise and curated wellness solutions, delivered with human warmth to foster trust and confidence in managing their well-being journey.”

Why this Statement?

The Integrated Communications Strategy Statement (ICSS) explicitly identifies the company, target audience, offerings, delivery method, and the desired outcome. It merges practical benefits, such as access to reliable information and expert advice, with emotional benefits, such as feelings of security, confidence, and understanding. The statement resonates with both target audience personalities:

- For Michael, it utilizes language such as "accessible" and "science-backed expertise,"
 - For Emily, it utilizes terms such as "human warmth" and "trust."
 - For both, it acknowledges their shared identity as busy urban professionals who require convenient and dependable wellness solutions.
-

The Wellness Club

CREATIVE BRIEF

Integrated Communications Strategy Statement

"The Wellness Club by Walgreens empowers urban professionals with accessible, science-backed expertise and curated wellness solutions, delivered with human warmth to foster trust and confidence in managing their well-being journey."

Background

Walgreens is launching "The Wellness Club" to reposition itself as a primary, trusted wellness destination for urban professionals, moving beyond traditional pharmacy perceptions. The campaign aims to build trust and credibility in the wellness space

Objective

Overcome the view that Walgreens is just a pharmacy. Establish TWC as a credible, primary wellness destination for urban professionals.

Challenge

- Overcome skepticism about Walgreens as a serious wellness destination.
- Differentiate TWC from both mass-market options and niche wellness brands.
- Communicating "science-backed" credibility without feeling cold or losing the desired warmth.
- Building genuine trust and connection with busy, discerning urban professionals in a crowded market.

Audience

Urban professionals (24-35), digitally engaged, valuing premium, authentic evidence-based health and wellness solutions integrated into their busy lives to manage stress and sustain high performance.

Creative Guidelines

- **Aesthetic:** Classical, humanized, print-inspired visual identity.
- **Assets:** Authentic imagery of the target audience. Classic serif typography, warm, sophisticated color palette. Clear, elegant iconography and data visualizations.
- **Digital:** Translate the aesthetic into clean, intuitive, and seamless user experiences on the app and website.
- **Physical:** In-store elements should clearly signal the TWC zone, using materials and signage consistent with the brand identity.
- **Voice:** Knowledgeable but accessible. Trustworthy, warm, human, encouraging, and sophisticated yet clear.

Deliverables

Digital materials (social media content, online video, shareable infographics, app and web interfaces) out-of-home advertising, audio content (podcast ads), package design (for subscriptions or products), and in-store signage

Communication Channels

Digital Platforms | Physical Spaces | Out of Home (OOH) | Partnerships

Key Consumer Takeaway

"Curated Wellness. Clearly Guided." TWC simplifies your health journey by providing thoughtfully selected, science-backed solutions and accessible expert advice to help you cultivate lasting health.

Overall IMC Plan

- Establish Walgreens as a highly regarded and trusted wellness destination among 35% of the primary and secondary urban professional target audiences (ages 24-35) within 18 months, measured by brand perception via surveys, recommendation/loyalty (NPS) and interaction (digital engagement).

1. IMC Campaign Objectives

- **Objective 1:** Increase brand perception as a trusted wellness destination among both target audiences by 25% within 12 months.
- **Objective 2:** Increase awareness of Walgreens' "The Wellness Club" offerings (products and services) among the target audience by 25% within 12 months.
- **Objective 3:** Increase digital engagement (e.g., likes, shares, comments, clicks on wellness content) with 'Wellness Club content across Walgreens' owned digital platforms (app, website, social media) by 30% within the first year.
- **Objective 4:** Increase telehealth consultations among primary audience by 40% within 10 months by improving digital approach (website/app experience, target social media ads, influencer collaborations).

2. IMC Campaign Strategies

- **Strategy 1: Establish Credibility as a Science-Backed Wellness Destination:** Build Walgreens' reputation as a go-to, reliable source for evidence-based wellness solutions.

- **Strategy 2: Partner With Trusted Wellness Brands:** Choose and partner with known, quality wellness brands to put together a 'The Wellness Club' selection of products that meet our audience's standards for quality and results
- **Strategy 3: Improve App and Website Experience:** Transform the Walgreens app and website into user friendly hubs for personalized wellness content, product discovery, and easy telehealth booking, possibly adding exclusive perks to deepen engagement.
- **Strategy 4: Redesign In-Store Wellness Sections:** Update sections in city stores to create special 'Wellness Club' areas with a premium aesthetic, making it easy to find products by benefit (like 'Focus' or 'Recovery').
- **Strategy 5: Work with Brands and Influencers:** Work with trusted wellness brands and influencers (especially those popular in major cities) to build trust and amplify our message.
- **Strategy 6: Create Relevant Wellness Content:** Update digital channels with content that speaks directly to our target audience, highlighting benefits like mental clarity, sustained energy, and stress management.
- **Strategy 7: Foster an Online Community:** Encourage users to share reviews and recommendations or how "Wellness Club" products fit into their routine (UGC), sparking conversations on social media and connecting people around shared wellness goals.

Rationale

The goal here is to fundamentally shift the way young urban professionals think about and use Walgreens for their health needs, positioning it as a premium, well-respected and reliable choice. Amidst competition (Plescia, 2024) and challenges from players like Amazon Pharmacy (Drug Store News, 2024), "The Wellness Club" connects with this generation's high investment

in and prioritization of wellness (Seipp, 2025; Tomko, 2025). Improving perception, recommendations, and engagement is essential for Walgreens to succeed here in the long-term.

Our objectives and strategies are closely tied: Improving perception (Obj. 1) requires establishing credibility, offering premium curated products, elevating the in-store vibe, utilizing trusted partners/influencers, and building community. Increasing awareness (Obj. 2) and driving engagement (Obj. 3) relies heavily on smart brand/influencer collaborations, which are further amplified by user-generated content to enhance reach and credibility (contributing to Obj. 1). Boosting digital engagement (Obj. 3) depends on a seamless digital experience, relevant content, and active community/UGC, meeting this digital-first audience where they are (Content Science, 2025). Driving telehealth use (Obj. 4) depends on an easy digital path, targeted content, and specific influencer promotions.

This plan is tailored for our audience. "Michael's" focus on science and results (Montemarano, 2024) aligns with credibility, curation, and data-driven messaging. "Emily's" focus on holistic wellness and authenticity (Needs, 2024) connects with community, influencers, and benefit-focused content.

Earned, Owned, and Paid Media Plans

Owned Media Plan

Owned media includes the channels Walgreens directly controls, primarily the website, app, social media profiles, and email communications. For The Wellness Club by Walgreens (TWC),

these channels are crucial for delivering the core campaign experience and building connections with our target audience.

1. Owned Media Objectives:

- **Objective O1 (App/Web Engagement):** Boost the average interaction rates (e.g., clicks, likes, comments, shares) across TWC digital owned platforms (app, website, social media) by 35% among the target audience within 12 months.
- **Objective O2 (Content Consumption):** Increase reach and engagement with TWC content by achieving a 50% average view-through rate for TWC videos (on all platforms) and a 10% increase in engagement rate on TWC social media content within 12 months.

2. Owned Media Strategies:

- **Strategy O1 (Digital Platform Experience):** Build dedicated TWC hubs within the Walgreens website and app that reflects the high-quality brand identity appropriate for TWC.
- **Strategy O2 (High-Value, Targeted Content):** Provide science-backed, benefit-focused content through owned channels, making sure it genuinely connects with the interests of urban professionals like Michael and Emily, presented with a clear TWC brand voice and visual language.
- **Strategy O3 (Personalization & Data):** Use user data (with consent) and profile details to suggest relevant content, product suggestions, and relevant offers within the TWC hubs, making the experience more valuable for each person.

- **Strategy O4 (Connect In-Store & Digital Experiences):** Link the physical TWC sections and digital TWC hubs, using the app or email to promote what's new or available in the store sections, and using TWC branded store signs to drive app engagement.

3. Owned Media Tactics (Examples):

- **Tactics for O1:**
 - Apply a distinct TWC brand design consistently across the specific website and app sections.
 - Ensure telehealth booking for wellness consults related to TWC is smoothly integrated.
 - Develop and integrate an optional subscription feature, including a user-friendly health goals/needs questionnaire.
- **Tactics for O2:**
 - Develop an article series featuring insights (from pharmacists, nutritionists, etc.) on relevant wellness topics.
 - Produce short, shareable videos explaining the science or benefits of featured partner products, branded as TWC content.
 - Launch and manage a dedicated Instagram page (@TheWellnessClubByWalgreens or similar) as the primary social channel for TWC content, community building, and showcasing partner products/influencers.
 - Tailor some content for "Michael" (data/performance) and "Emily" (holistic/balance) within the overall TWC framework.
- **Tactics for O3:**

- Send targeted TWC branded emails featuring relevant content and offers.
- Provide curated product recommendations based on optional subscription survey results.
- Set up a system for subscribing to curated product deliveries.
- **Tactics for O4:**
 - Design in-store signage promoting TWC, including QR codes linking to app content.
 - Offer exclusive online discounts unlockable only by scanning a QR code found within the physical TWC sections.
 - Show local store stock for TWC items on the app and website.

Earned Media Plan

Earned media involves gaining visibility through external validation, news coverage, influencer mentions, organic social sharing. For The Wellness Club by Walgreens, this is crucial for building credibility and proving that Walgreens is a trusted, modern wellness authority for our target audience, potentially mitigating past brand perceptions.

1. Earned Media Objectives:

- **Objective E1 (Media Placements):** Secure 15 positive media features discussing The Wellness Club by Walgreens in relevant outlets reaching urban professionals within 12 months.

- **Objective E2 (Influencer Validation):** Generate authentic positive mentions or reviews for TWC from 25 credible health, wellness, or productivity influencers whose audiences mirror the target demographic within 9 months.

2. Earned Media Strategies:

- **Strategy E1 (Media Relations):** Suggest TWC-related stories to the media and establish Walgreens (and partner) experts as trusted sources for science-based wellness information.
- **Strategy E2 (Influencer Engagement):** Focus on building genuine relationships with relevant influencers, encouraging authentic reviews and endorsements that align with the trusted feel intended for TWC.
- **Strategy E3 (PR with Partners):** Work closely with partner brands and influencers on announcements or campaigns to maximize the PR impact for The Wellness Club by Walgreens.
- **Strategy E4 (Amplify Social Media Buzz & UGC):** Encourage and then highlight positive user reviews and organic mentions related to TWC.

3. Earned Media Tactics (Examples):

- **Tactics for E1:**
 - Create press kits explaining the TWC concept, its target audience, science focus, partner examples, and expert bios. Introduce the TWC brand positioning.
 - Reach out to specific journalists covering relevant wellness, lifestyle, or business/tech.

- Set up a process so TWC spokespeople can comment on trending/breaking health news.
- **Tactics for E2:**
 - Research and select influencers aligning with the TWC audience and brand values (trust, science, balance, authenticity).
 - Develop outreach approaches (gifting TWC product kits, paid partnerships, affiliate links).
 - Provide influencers with product info, core TWC messages, and background, while encouraging honest feedback.
 - Track influencer coverage and its impact.
- **Tactics for E3:**
 - Issue press announcements with partners about their involvement in TWC.
 - Explore co-branded content or events under the TWC brand that could attract media interest.
- **Tactics for E4:**
 - Design contests or social media prompts that encourage users to share TWC reviews or experiences using a hashtag (e.g., #TWCbyWalgreens).
 - Monitor social media for positive organic TWC mentions and reshares.
 - Use social listening for relevant wellness topics beyond direct brand mentions.
 - Feature positive media clips or influencer posts prominently on Walgreens owned channels.

Rationale

The choices for owned and earned media directly serve the campaign's core purpose, which is reshaping how young urban professionals view Walgreens for wellness, and establishing The Wellness Club by Walgreens as a respected and reliable destination. Prioritizing owned channels like the app, website and social media is necessary because this audience operates digitally (Content Science, 2025). The idea is to offer the science-backed info "Michael" wants (Montemarano, 2024) and the authentic feel "Emily" values (Needs, 2024), keeping them engaged and coming back within the TWC environment (Objective O1, O2). The subscription service adds another layer of helpful personalization and convenience.

Building credibility today demands more, especially given the competitive landscape (Plescia, 2024) and players like Amazon Pharmacy, Hims & Hers, and Ro (Drug Store News, 2024). Using the name "The Wellness Club by Walgreens" allows the initiative to build its own positive associations. This is where earned media becomes essential, it provides crucial outside validation. Positive stories in relevant publications (Objective E1) and genuine endorsements from influencers this audience actually listens to (Objective E2) build the kind of trust that Walgreens simply can't buy. This validation built around the Wellness Club initiative is crucial. For "Michael," expert validation might resonate most. For "Emily," influencer authenticity could be key. Her high engagement on social media platforms and value placed on authenticity and community mean her positive interactions with TWC content or products can significantly boost reach.

Most importantly, these owned and earned strategies are designed to feed into each other. Earned media attention brings people into Walgreens' owned environments, the app, website and

social media pages. Once there, a strong owned media experience reflecting the TWC campaign values, with relevant content and easy functionality (including potential subscription benefits) keeps them engaged. This encourages actions like telehealth consults, and potentially inspires positive reviews or shares. Featuring this positive earned buzz and user content back on TWC owned channels can create a feedback loop of engagement. Using tactics like personalization, influencer marketing, and user-generated content works because they offer real value, use trusted voices, and build community, going beyond traditional advertising to create real engagement and social proof.

Paid Media Plan

Paid media involves advertising placements paid for directly. For The Wellness Club by Walgreens (TWC), this focuses on strategically boosting awareness, driving traffic to owned platforms, amplifying positive buzz, and reaching the target audience effectively where they are.

1. Paid Media Objectives:

- **Objective P1 (Reach & Frequency):** Generate 50 million paid impressions with an average frequency of 4.0 across key digital platforms (social, search, display, podcast) targeting urban professionals (24-35) within the first 6 months of the campaign launch.
- **Objective P2 (Traffic Generation):** Drive 250,000 clicks from paid search and social ads to the TWC owned hubs (app/website) within the first 6 months, keeping the Click-Through Rate (CTR) above 1.5%.
- **Objective P3 (Targeted OOH Awareness):** Reach 60% of the target audience in key launch markets (like NYC, SF, Chicago) through Out-of-Home (OOH) ads with an average frequency of 3.0 during the initial 3-month launch phase.

2. Paid Media Strategies:

- **Strategy P1 (Targeted Digital Advertising):** Utilize paid social media, search ads, and potentially display/video ads focusing on our urban professional audience through careful targeting (demographics, interests, behaviors, location).
- **Strategy P2 (High-Impact Urban OOH):** Place visually distinct OOH ads (bus stops, subways, billboards) in high-traffic city locations where the target audience commutes and works, building awareness and presence for TWC.
- **Strategy P3 (Relevant Content & Podcast Partnerships):** Secure paid sponsorships or integrations within podcasts and digital publications that are popular and trusted sources of information for our target audience.
- **Strategy P4 (Strategic Influencer Partnerships):** Allocate budget for paid collaborations with a mix of relevant influencers, including both niche health/fitness experts and high-reach figures.
- **Strategy P5 (Co-branded Merch Promotion):** Partner with a suitable athleisure brand (ex., Uniqlo, New Balance, Vuori) to develop and promote limited-edition TWC co-branded merchandise.

3. Paid Media Tactics

- **Tactics for P1 (Digital Ads):**
 - Run targeted ad campaigns on LinkedIn (by job title/industry), Instagram (by interest/location), and TikTok (for reach within specific demographics), driving traffic to TWC hubs.

- Implement Google Ads campaigns targeting keywords like "science backed supplements," "stress management tools," "focus aids," "wellness app," etc.
 - Use online display or YouTube ads with precise audience targeting (interests like wellness tech, finance, relevant demographics).
 - All ad creative will strictly use the distinct TWC visual identity and feature simple, direct copy.
- **Tactics for P2 (OOH):**
 - Secure placements on bus stops, subway platforms/cars (e.g., NYC MTA, Chicago CTA), and high-visibility billboards/digital screens in downtown areas and commuter routes of target cities.
 - Creative will be highly visual, simple, featuring the distinct TWC branding, a clear benefit or tagline, and a call to action (e.g., URL, app store logo, QR code).
 - Place OOH ads in areas relevant to our target demographic. (e.g., near gyms, co-working spaces, specific office buildings).
- **Tactics for P3 (Content/Podcast Partnerships):**
 - Identify and sponsor specific podcasts popular with the target audience (e.g., *wellness like Huberman Lab, business like How I Built This, lifestyle like The Skinny Confidential*). Focus on host-read ads.
 - Consider sponsored articles or newsletter features in relevant online publications (e.g., *Well+Good, Fast Company, Mens/Womens Health, Self, and sections of major news outlets like the NY Times or Forbes*)
- **Tactics for P4 (Influencer):**

- Select a mix of influencers: niche experts in health/fitness/productivity for credibility, plus potentially 1-2 carefully chosen high-reach 'celebrity' influencers for broad awareness.
- Collaborate on paid campaigns (e.g., dedicated posts, videos, event attendance) with clear deliverables. Brief influencers on the TWC brand and its positioning.
- Focus on genuine partnerships rather than just product placement. Track results carefully.
- **Tactics for P5 (Merch Collab):**
 - Promote the limited-edition TWC co-branded items heavily via paid social ads targeting relevant interest groups and lookalike audiences.
 - Create a dedicated landing page for the merchandise collaboration on the TWC hub and run targeted paid search ads (keywords related to the collab, e.g., "TWC x [Partner Brand]") driving traffic directly to that page.
 - Use paid influencer partnerships, focusing particularly on style/fashion influencers whose audience align with TWC's positioning to showcase and promote the merchandise through dedicated content.

Rationale

This paid media strategy is designed specifically to reach urban professionals and promote The Wellness Club by Walgreens. The media mix reflects where this audience spends their time and seeks information.

- **Audience Response:** They operate digitally (Content Science, 2025), so the strong focus on targeted digital ads (LinkedIn, Instagram, TikTok, Search, Podcasts) meets them there. The simple, direct copy and distinct, high-quality visuals will appeal to their desire for clarity and cut through the usual marketing noise. High-impact OOH in their daily environment (commutes, work areas) builds awareness effectively. Leveraging influencers they already follow, from niche experts ("Michael's" preference) to culturally relevant figures ("Emily's" interest), provides trusted recommendations (Needs, 2024; Montemarano, 2024).
- **Boosting Owned/Earned:** This paid plan helps fuel the other components of our strategy. Digital ads (P1) directly drive traffic to the TWC owned hubs, helping achieve our engagement goals. Paid social can boost visibility for owned content or positive earned media (like influencer posts or press). OOH (P2) creates a broad awareness that can lead to organic searches or app downloads (benefitting owned). Paid influencer campaigns (P4) guarantee reach for TWC messaging, benefitting our earned influencer strategy.
- **Timing:** A launch phase featuring heavier OOH and broader digital reach (first 3 months, aligning with P3) should build initial awareness quickly. Following that, the plan shifts to a more sustained, performance-focused digital advertising strategy (search, social retargeting, podcast presence) based on what drives the best engagement and supports the overall TWC goals.
- **Goal Alignment & Brand Distinction:** The reach objectives (P1, P3) directly support the overall goal of making TWC a highly regarded destination by increasing visibility. Traffic objectives (P2) fuel owned media engagement, contributing to positive brand

experiences and potentially improving perception over time. Executing all paid media using the distinct TWC visual identity and voice is key. This reinforces that TWC is a special, curated extension *by* Walgreens, not just another standard Walgreens ad campaign, supporting the goal of building a unique and positive brand association for the initiative (Plescia, 2024; Drug Store News, 2024).

This paid media strategy will boost the credibility and reputation already established through owned and earned media. This strategy will raise awareness, drive engagement, and ultimately help solidify The Wellness Club by Walgreens brand.

| CATEGORY | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|-----------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------|-----|-------------------------------------|-----|-----|--------------------------------------------------------------|-----|------|-----|-----|-----|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
| Owned Media | | | | | | | | | | | | |
| Digital Platform Experience | Launch TWC Hubs (App/Web) | | | | | | | | | | | |
| | Telehealth integration | | | | | | | | | | | |
| High Value, Targeted Content | | Develop & integrate optional subscription feature/questionnaire | | | | | | | | | | |
| | | Launch & maintain article series (Ongoing) | | | | | | | | | | |
| | | Produce short, shareable benefit videos (Ongoing) | | | | | | | | | | |
| Personalization & Data | | Launch & manage TWC Instagram page (Ongoing) | | | | | | | | | | |
| | | Tailor content target audience | | | | | Increase content production | | | | | |
| | | Implement data collection (with consent) | | Send targeted TWC emails (based on) | | | Provide curated product recommendations | | | | | |
| In Store & Digital | | | | | | | Set up system for curated subscription deliveries | | | | | |
| | Launch redesigned TWC in-store sections | | | | | | Offer online discounts via in-store QR codes | | | | | |
| | | Promote app downloads/engagement | | | | | Show local TWC stock on app/website | | | | | |
| Earned Media | | | | | | | | | | | | |
| Media Relations | Distribute launch press kits & conduct initial | | | | | | Ongoing media outreach & expert commentary | | | | | |
| | | | | | | | Pitch stories based on campaign milestones/data/partnerships | | | | | |
| Influencer Engagement | Outreach to target influencers | | | | | | Maintain ongoing relationship building & content generation | | | | | |
| | | Distribute product kits / secure first reviews/mentions | | | | | | | | | | |
| PR with Partners | Announce brand partnerships | | | | | | Issue joint press releases for partner updates | | | | | |
| | | | | | | | Execute co-branded events or content campaigns | | | | | |
| Amplify Social Media Buzz & UGC | Launch campaign hashtag, monitor | | | | | | Run UGC contests/prompts | | | | | |
| | | | | | | | Monitor & reshare positive organic mentions/UGC | | | | | |
| Paid Media | | | | | | | | | | | | |
| Targeted Digital Advertising | Launch paid social (LinkedIn, Insta, TikTok) | | | | | | Shift to more targeted digital advertising | | | | | |
| | | | | Optimize display/video ads | | | OOH rotation to new locations | | | | | |
| High-Impact Urban OOH | | Launch OOH campaign in key markets | | | | | | | | | | |
| Content & Podcast Partnerships | Secure & launch initial podcast sponsorships/sponsored content (ongoing) | | | | | | | | | | | |
| Strategic Influencer Partnerships | Launch first paid influencer campaigns | | | | | | | | | | | |
| | | | | | | | Introduce high-reach 'celebrity' collaborations | | | | | |
| Co-Branded Merch Promotion | Launch paid social & SEM for merch collab | | | | | | | | | | | |
| | | | | | | | Leverage paid style influencers for merch promo | | | | | |

Figure 10 *Integrated Communications Timing Flowchart*

Campaign Budget with Media Cost Details

The proposed \$970,000 budget for "The Wellness Club by Walgreens" campaign was determined using a standard revenue-driven approach (West Virginia University, n.d.).

First, the target audience (urban professionals, 24-35, in 5 key metro areas) was estimated at approximately 2.8 million people, based on U.S. Census Bureau and Bureau of Labor Statistics data (e.g., U.S. Census Bureau, n.d.; Bureau of Labor Statistics, n.d.). A conversion rate of 1.5% was applied to an estimated reachable audience, resulting in roughly 21,128 customer conversions.

Next, potential revenue was estimated using a 12-month Customer Lifetime Value (CLV) of \$230. This CLV considered the average cost of initial services like telehealth consultations (Walgreens, n.d.; Gascon, 2025) and potential ongoing value from repeat engagement or wellness subscriptions (e.g., Female Switch, 2025). Multiplying the projected conversions by the estimated CLV yielded a projected revenue of approximately \$4.86 million.

Finally, applying the target 5:1 Return on Investment (ROI) ratio (West Virginia University, n.d.), the total campaign budget was calculated by dividing the projected revenue by 5, resulting in the proposed \$970,000 budget.

Budget Allocation

The \$970,000 budget is divided across three media categories:

Paid Media (55% - \$533,500)

- **Digital Advertising:** \$266,750 (50%)
 - LinkedIn, Instagram, TikTok, SEM targeting both personas
- **OOH Advertising:** \$133,375 (25%)
 - High-impact urban placements in key markets
- **Podcast Sponsorships:** \$53,350 (10%)
 - Host-read ads on relevant wellness/business podcasts
- **Influencer Partnerships:** \$53,350 (10%)
 - Strategic paid collaborations with 10-15 influencers
- **Co-branded Promotion Support:** \$26,675 (5%)
 - Promoting co-branded merchandise developed with a partner brand

Owned Media (35% - \$339,500)

- **Platform Development:** \$169,750 (50%)
 - TWC web hub and app section development
- **Content Creation:** \$101,850 (30%)
 - Expert articles, videos, and social content
- **Feature Integration & Maintenance:** \$67,900 (20%)
 - Personalization features and upkeep

Earned Media (10% - \$97,000)

- **PR Agency Support:** \$58,200 (60%)

- **Media Materials:** \$9,700 (10%)
- **Influencer Seeding:** \$9,700 (10%)
- **Analytics & Reporting:** \$14,550 (15%)
- **Partnership Support:** \$4,850 (5%)

| Category/Strategy | Q1 (Jan-Mar) | Q2 (Apr-Jun) | Q3 (Jul-Sep) | Q4 (Oct-Dec) | Total |
|-----------------------------------|-------------------|-------------------|-------------------|-------------------|-----------|
| PAID MEDIA | | | | | \$533,500 |
| Digital Advertising | \$93,363 (35%) | \$66,688 (25%) | \$53,350 (20%) | \$53,350 (20%) | \$266,750 |
| Out-of-Home (OOH) | \$80,025 (60%) | \$40,013 (30%) | \$13,338 (10%) | \$0 (0%) | \$133,375 |
| Podcast Sponsorships | \$13,338 (25%) | \$13,338 (25%) | \$13,338 (25%) | \$13,338 (25%) | \$53,350 |
| Influencer Partnerships | \$10,670 (20%) | \$16,005 (30%) | \$16,005 (30%) | \$10,670 (20%) | \$53,350 |
| Co-branded Promotion | \$5,335 (20%) | \$8,003 (30%) | \$8,003 (30%) | \$5,335 (20%) | \$26,675 |
| OWNED MEDIA | | | | | \$339,500 |
| Platform Development | \$84,875 (50%) | \$42,438 (25%) | \$25,463 (15%) | \$16,975 (10%) | \$169,750 |
| Content Creation | \$25,463 (25%) | \$25,463 (25%) | \$25,463 (25%) | \$25,463 (25%) | \$101,850 |
| Feature Integration & Maintenance | \$13,580 (20%) | \$20,370 (30%) | \$16,975 (25%) | \$16,975 (25%) | \$67,900 |
| EARNED MEDIA | | | | | \$97,000 |
| PR Agency Support | \$17,460 (30%) | \$14,550 (25%) | \$14,550 (25%) | \$11,640 (20%) | \$58,200 |
| Media Materials & Distribution | \$4,850 (50%) | \$1,940 (20%) | \$1,940 (20%) | \$970 (10%) | \$9,700 |
| Influencer Seeding | \$2,910 (30%) | \$2,910 (30%) | \$2,910 (30%) | \$970 (10%) | \$9,700 |
| Analytics & Reporting | \$3,638 (25%) | \$3,638 (25%) | \$3,638 (25%) | \$3,638 (25%) | \$14,550 |
| Partnership Support | \$970 (20%) | \$1,455 (30%) | \$1,455 (30%) | \$970 (10%) | \$4,850 |
| Quarterly Totals (% of Total) | \$356,475 (36.8%) | \$256,808 (26.5%) | \$196,425 (20.2%) | \$160,292 (16.5%) | \$970,000 |

Figure 11 *TWC Campaign Budget Schedule*

Media Assets

Figure 14 Media Assets: TWC Metro Advertisement & OOH Poster Mockups

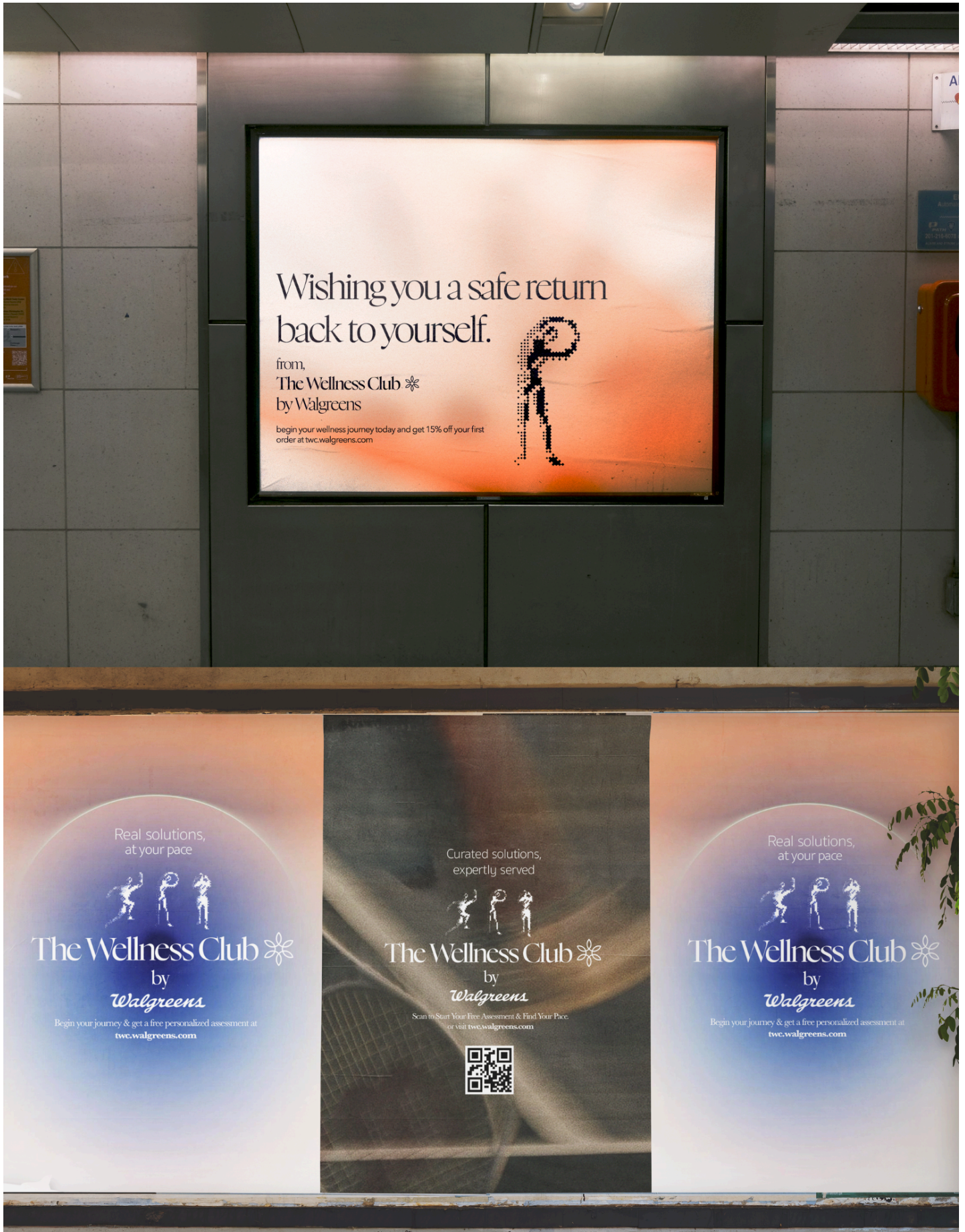
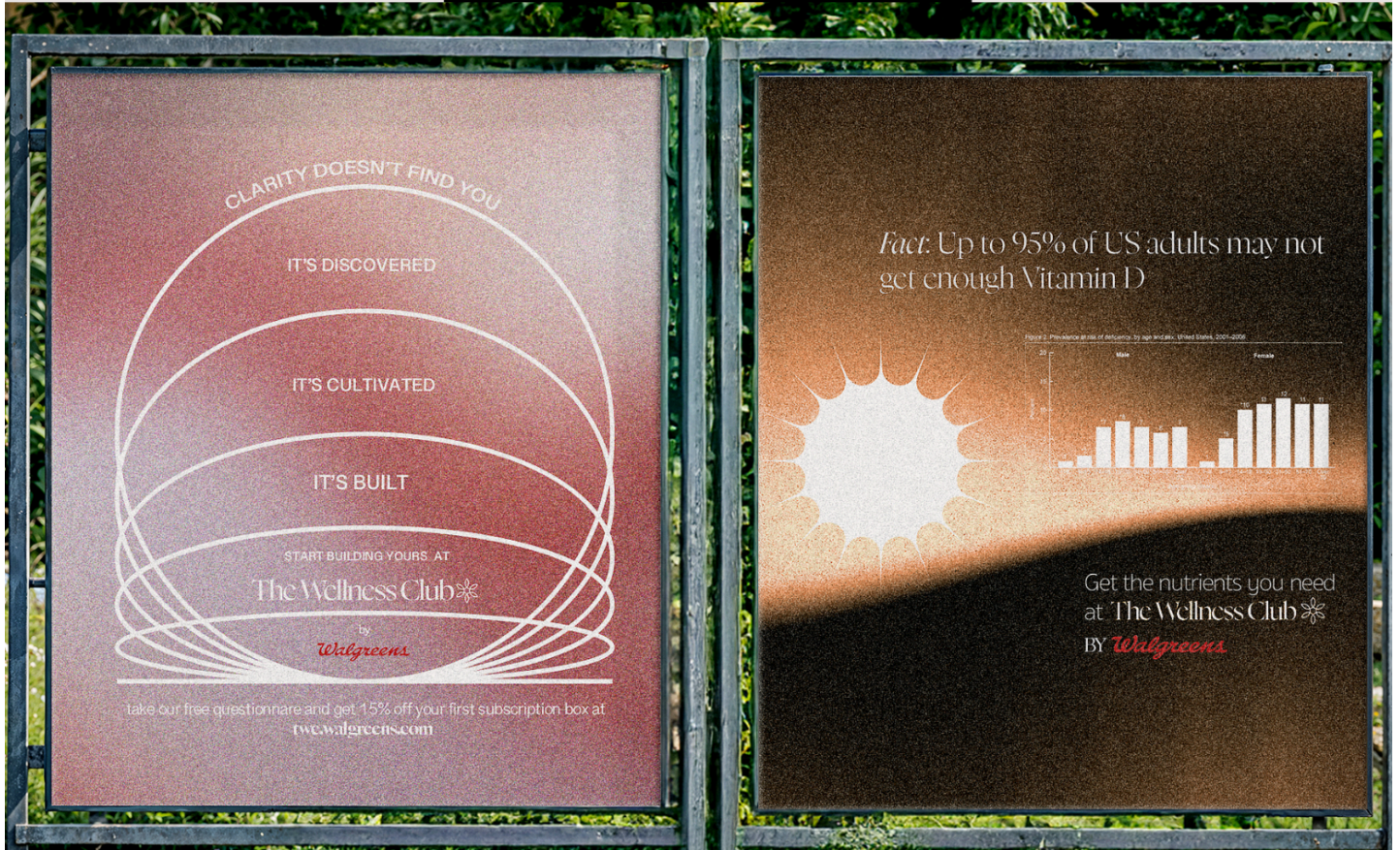
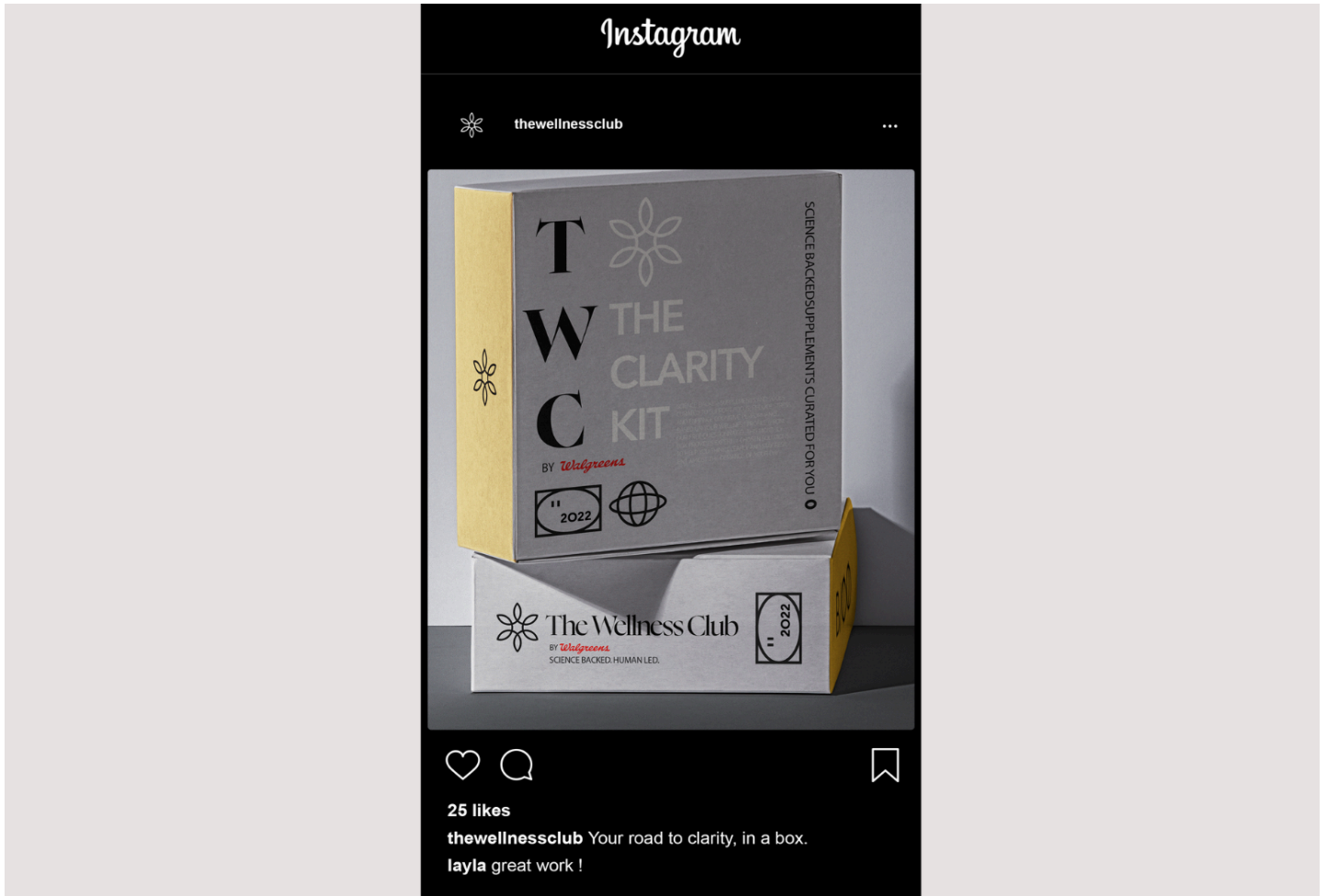


Figure 16 Media Assets: TWC Social Media Post & Bus Stop Poster Mockups



Media Asset Descriptions

Subway/Metro Ad ("wishing you a safe return..."):

- Serves to build brand awareness and establish the core emotional tone of The Wellness Club. The warm, introspective copy ("safe return back to yourself") looks to resonate with busy urban commuters, positioning TWC as a supportive, human voice focused on genuine wellbeing.

OOH Poster ("real solutions at your pace"):

- Reinforces the TWC value proposition of providing effective wellness solutions tailored to people's needs and schedule ("at your pace"). Its role is to build brand recall and communicate a key benefit clearly and concisely in high-traffic areas. The call to action looks to drive traffic to the TWC hub.

OOH Poster (Tennis Background - "curated solutions, expertly served"):

- Uses a thematic link (tennis) to capture attention and associate TWC with concepts like balance and performance, appealing to the target audience's interests. Its role is to drive engagement via the CTA and QR code, linking to the free assessment or the digital hub.

Instagram Post (Subscription Box Mockup):

- **Purpose:** Features an image of the subscription box paired with the caption "Your road to clarity, in a box.". The primary goal is to spark curiosity by presenting an abstract concept like "clarity" as something tangible and contained "in a box". The post prompts the viewer to ask, "how?" or "what's inside?", potentially driving engagement. It makes the

goal of mental clarity feel accessible, potentially driving interest for the subscription service and encouraging sign ups.

Bus Stop/Train Ad (Vitamin D Fact):

- Uses an educational, problem-solution approach. By presenting a relevant health fact (Vitamin D deficiency), it captures attention and establishes TWC as knowledgeable. The CTA ("get the nutrients you need...") positions TWC as the solution provider, building credibility and trust.

Bus Stop/Train Ad ("clarity doesn't find you..."):

- **Purpose:** Uses an empowering "cultivated" theme to resonate with the audience's desire for self-improvement and control over wellbeing. It directly promotes the free questionnaire as an entry point and tool offered by TWC. Its role is to generate leads and drive engagement with a specific, low-barrier offering, acting as a funnel towards other TWC services.

Evaluation Plan

Measurement Strategies, Tactics, and Benchmarks

Effective measurement is crucial for understanding the performance, impact, and ROI of "The Wellness Club by Walgreens" IMC campaign. Given the campaign's primary goal of repositioning Walgreens and driving both perceptual shifts and behavioral engagement, a mixed-methods approach is necessary (Webster, n.d.). By integrating qualitative and quantitative

strategies, this plan should provide a holistic view of success against our defined objectives, allowing for ongoing optimization.

Strategy 1: Brand Perception & Trust

Objective Measured: Primarily Objective 1 (Increase brand perception as a trusted wellness destination by 25%), informs all other objectives by gauging overall resonance.

Rationale: To understand if we are successfully shifting perception and building trust, we need to measure both the quality of perception (the "why" and "how") and the quantity of change.

Methods:

- **Focus Groups (Qualitative):** Conduct pre-campaign focus groups with participants matching Michael and Emily personas to benchmark initial perceptions of Walgreens in wellness, test TWC concepts/messaging/creative for resonance and trust, and identify any barriers. Conduct mid-campaign and post-campaign focus groups to look for any shifts in perception, reactions to current campaign elements, and gather insights into why attitudes may or may not be changing (Leger, 2025).
- **Tracking Surveys (Quantitative):** Implement online surveys administered to a representative sample of our target audience (urban professionals).
 - Frequency: Baseline (pre-campaign), Survey 1 (6 months), Survey 2 (12 months).
 - Metrics: Likert scale agreement with statements like "I trust Walgreens for wellness solutions," "Walgreens provides science-backed health information," "The Wellness Club offers valuable wellness resources," "Walgreens is a go-to

destination for my wellness needs.". Track brand associations and potentially Net Promoter Score (Qualtrics, n.d.; SurveyMonkey, n.d.).

- **Benchmark:** Establish baseline scores pre-campaign. The primary benchmark is achieving a 25% increase in positive perception among our target audience by the 12-month mark.

Integration: Insights from focus groups will help refine survey questions for relevance and clarity. Survey results will identify if perception is shifting, while focus groups will help explain why.

Strategy 2: Digital Platform Engagement & Conversion

Objectives Measured: Primarily Objective 3 (Increase digital engagement by 30%), Objective 4 (Increase telehealth consultations by 40%), informs Objective 1 (engagement as indicator of interest/trust), supports Objective 2 (tracking traffic/engagement from partner content). Measures effectiveness of Owned and Paid media.

Rationale: As the campaign heavily relies on digital interaction (app, website, social media) to deliver content, build community, and drive actions (like telehealth), tracking user behavior on these platforms is essential.

Methods: Utilize web and app analytics platforms (primarily Google Analytics), social media platform analytics, and potentially internal CRM/telehealth booking data (DeBois, 2025).

- **Owned Media (Website/App):** Track metrics for dedicated TWC sections: Unique Visitors, Page/Screen Views, Session Duration, Bounce Rate, Event Completions (e.g.,

video views, content downloads, tool usage), Scroll Depth, Click-Through Rates (CTRs) on links/CTAs (especially telehealth).

- **Paid Media (Digital Ads):** Track Impressions, Reach, Clicks, CTR, Conversion Rate (e.g., app downloads, profile completions, telehealth clicks originating from ads via UTM tracking). Monitor performance across all platforms.
- **Social Media (Organic & Paid):** Track Reach, Impressions, Engagement Rate (likes, shares, comments, saves), Follower Growth, Video Views & Completion Rates, Clicks to Website/App.
- **Conversion Funnel (Telehealth - Obj 4):** Track user journey from TWC content/ads to consultation booking, to completed consultations. Measure conversion rates at each stage.

Benchmarks: Establish baseline metrics pre-campaign. Benchmarks include a 30% increase in overall digital engagement metrics (Obj 3) and tracking progress towards the 40% telehealth consultation increase (Obj 4). Paid media benchmarks will include target CTRs, and Conversion Rates.

Strategy 3: Reach, Earned Media, and Partnership Impact

Objectives Measured: Primarily Objective 2 (Expand reach/influence via partnerships, +25% social impressions/engagement from partnered content), informs overall awareness (Obj 1) and engagement (Obj 3). Measures Paid (influencer/partner ads) and Earned media effectiveness.

Rationale: To assess the effectiveness of partnerships and understand the broader conversation/sentiment around TWC, we need to track both direct partnership outputs and organic mentions.

Methods:

- **Partnership Tracking (Quantitative):** Use specific UTM parameters, unique promo codes, or analytics provided by influencers/partners where possible to track Reach, Impressions, Engagement (likes, shares, comments), Clicks, and Conversions generated specifically from partnered content and influencer collaborations (Sculthorp, 2024). Benchmark against initial posts to track the 25% engagement increase goal (Obj 2).
- **Social Listening (Quantitative & Qualitative):** Utilize social listening tools (e.g., Brandwatch, Talkwalker) to monitor mentions of "The Wellness Club," "Walgreens Wellness," and relevant campaign hashtags across social media, blogs, forums, and news sites (Konnect Insights, n.d.).
 - Metrics: Volume of Mentions, Reach of Mentions, Sentiment Analysis (Positive, Negative, Neutral), Key Themes & Topics of discussion.
 - Insight: Provides data on the impact of earned media, identifies potential PR issues or positive reactions, gauges the overall public sentiment (Obj 1).

Benchmarks: Establish a baseline sentiment pre-campaign. Track the 25% engagement lift on partnered content (Obj 2). Aim for an overall increase in positive sentiment and share of voice throughout the campaign.

Justification

This plan provides a complete overview of campaign performance, directly aligning with the IMC approach. By combining qualitative methods (Focus Groups) exploring the "why" behind consumer attitudes and perceptions (important for Obj 1 and understanding trust), with quantitative methods (Surveys, Digital Analytics, Social Listening) measuring the "what" and

"how many" (essential for tracking increases in Objectives 1, 2, 3, 4), we gain real, actionable insights beyond just surface-level metrics.

This plan uses industry-standard tools (GA4, Social Analytics, SEO tools, Social Listening Platforms, Survey Platforms) that are appropriate for the channels used. Regular reporting (weekly/monthly for online activities, longer-term for perception shifts) allows for adjustments and ensures the campaign stays on track to meet its objectives. Each part of the measurement strategy connects directly to the campaign's goals, so progress can be monitored.

This strategy should allow for clear, data-driven decision-making, assessing the overall value of the campaign, and accountability for achieving the repositioning and engagement goals set for The Wellness Club.

Conclusion

Walgreens stands at a crucial moment. The consumer wellness market is expanding rapidly and is presenting a clear opportunity for immediate action. While trusted for pharmacy, Walgreens is not yet the go-to destination for consumers actively pursuing wellbeing. The Wellness Club is a strategic move designed to change that. This campaign would establish Walgreens as a trusted source for accessible, science backed wellness solutions. It moves Walgreens beyond prescriptions into proactive health.

By offering curated solutions, genuine support, and digital tools, this plan confronts a competitive market and potential skepticism head on. This strategy specifically targets urban professionals who demand reliable, effective wellness options that integrate into their fast paced

lives, speaking directly to their values and habits, both digital and physical. The Wellness Club provides that reliability they expect through both easy access and science backed products they can trust.

The campaign leverages Walgreens' core strengths with heritage trust and pharmacy expertise, while developing a unique, premium identity for The Wellness Club itself. Owned channels will deliver personalized value, earned media will build credibility, and paid media will drive targeted awareness, all working together. This kind of integrated approach is crucial for cutting through the noise.

This plan was designed to be a much needed evolution for Walgreens to stay on top of market trends and connect with its most receptive audience. By aligning The Wellness Club's campaign's message, delivery, and measurement, Walgreens will not only enhance its brand value and customer loyalty, but redefine its role in preventative health overall.

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Appendix A Media Asset Examples

Figure A1 Subscription Box Packaging Mockup



Figure A2 TWC Subway Advertisement Mockup ("Safe Return")



Figure A3 The Wellness Club by Walgreens Full Logo



Figure A4 The Wellness Club by Walgreens Abbreviated Logo



Figure A5 Subscription Box Label Design



Figure A6 Subscription Box Cover Design



Figure A7 Out-of-Home Poster Mockup ("Expertly Served")



Figure A8 Out-of-Home Poster Mockup ("Real Solutions")



Figure A9 Transit Advertisement Mockup (Vitamin D Fact)

Fact: Up to 95% of US adults may not get enough Vitamin D

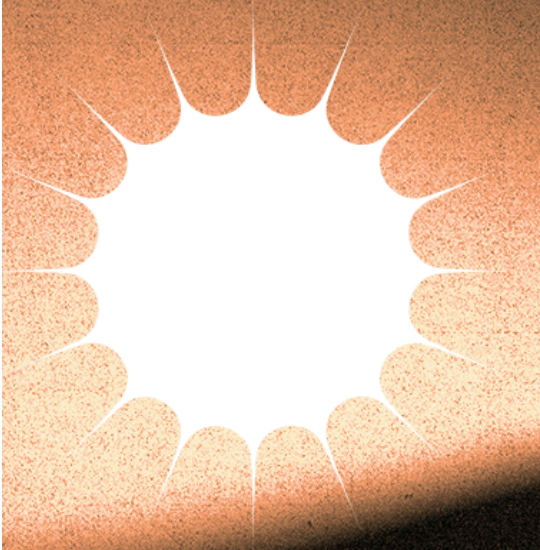
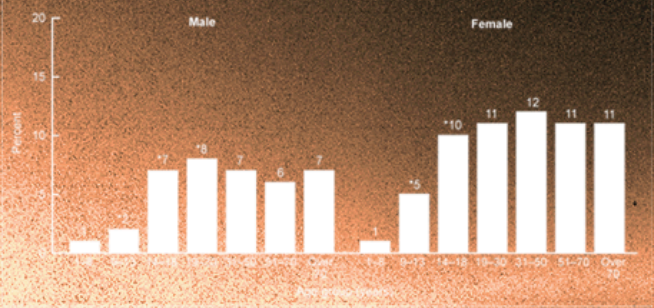


Figure 2. Prevalence at risk of deficiency, by age and sex: United States, 2001–2006



| Sex | Age Group | Percent |
|--------|-----------|---------|
| Male | 18-24 | 2 |
| Male | 25-30 | 3 |
| Male | 31-35 | 7 |
| Male | 36-40 | 8 |
| Male | 41-45 | 7 |
| Male | 46-50 | 6 |
| Male | 51-55 | 7 |
| Male | 56-60 | 1 |
| Male | 61-65 | 5 |
| Female | 18-24 | 10 |
| Female | 25-30 | 11 |
| Female | 31-35 | 12 |
| Female | 36-40 | 11 |
| Female | 41-45 | 11 |
| Female | 46-50 | 11 |


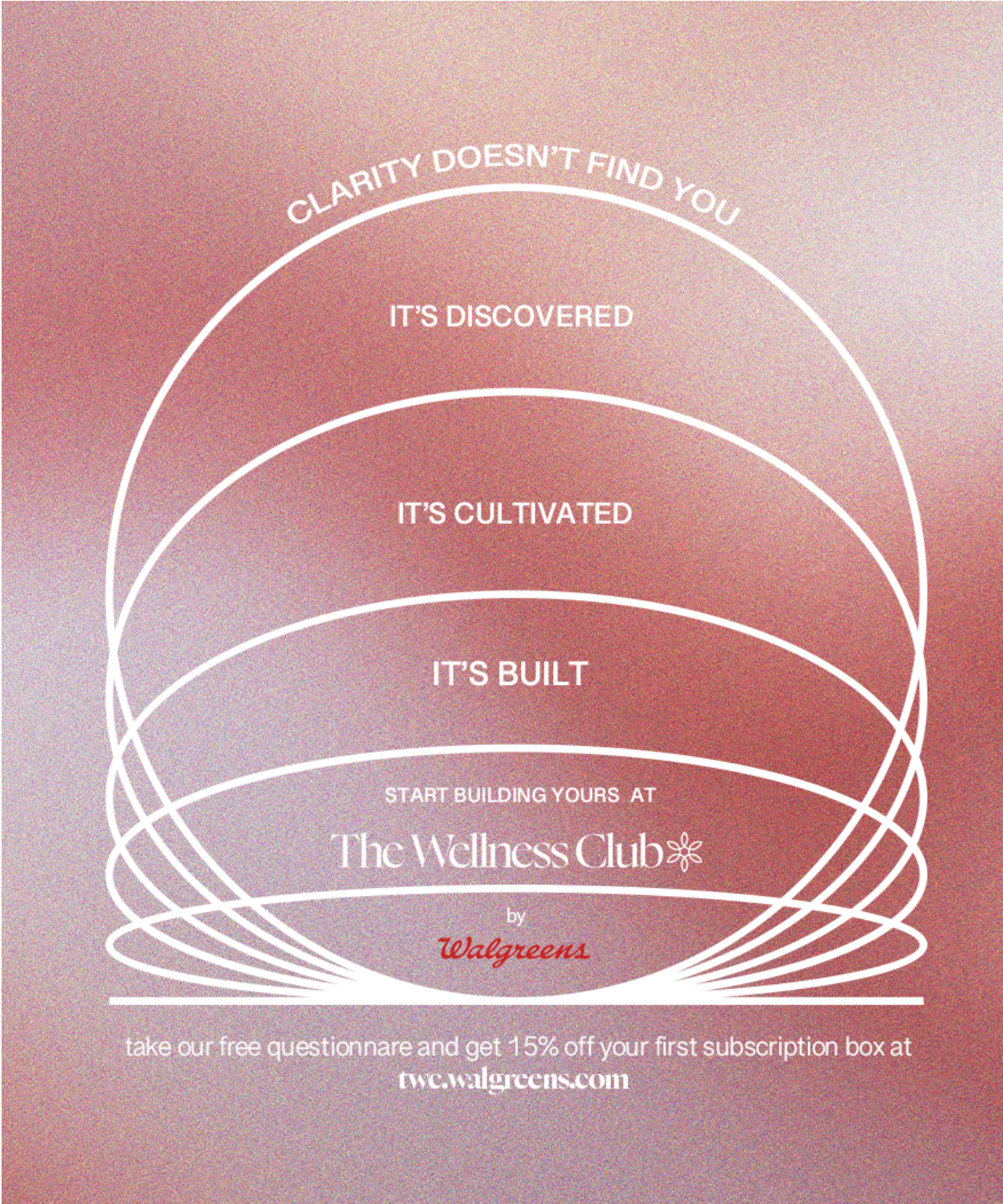
Get the nutrients you need
at The Wellness Club 
BY *Walgreens*

Figure A10 Out-of-Home Poster Mockup ("Cultivated" Theme)



Appendix B: Audience Personas

Figure B1 Primary Target Audience Persona Profile: Michael



Michael
Financial Technology
Manager

Age 33
Gender Male
Location Seattle

Mindset

- Tech-forward
- 'Biohacker'
- Values scientific credibility
- Seeks practical solutions

Technology Expectations

Expects seamless digital experiences (booking services, tracking health metrics)

Interests/Influences

- Follows thought leaders (neuroscientists, performance coaches)
- Participates in online communities (cognitive enhancement, productivity optimization)

Drivers

Optimization



Finding Science-Backed Solutions



Measurable improvements (mental clarity, stress management, performance)



Figure B2 Secondary Target Audience Persona Profile: Emily



Emily

Marketing Executive

Age 28
Gender Female
Location Chicago

Mindset/Values

- Values authenticity
- Values evidence based approaches
- Tech-savvy
- Identifies with “wellness generation”

Technology Expectations

- Highly engaged with digital innovation
- Prefers digital interactions for scheduling and purchasing
- Heavy mobile app user (streamed yoga, wellness research, appointments)

Interests/Influences

- Regular fitness (yoga, pilates, classes)
- Meditation apps, mental health, mindfulness practices
- Active on social media
- Checks scientific articles on nutrition

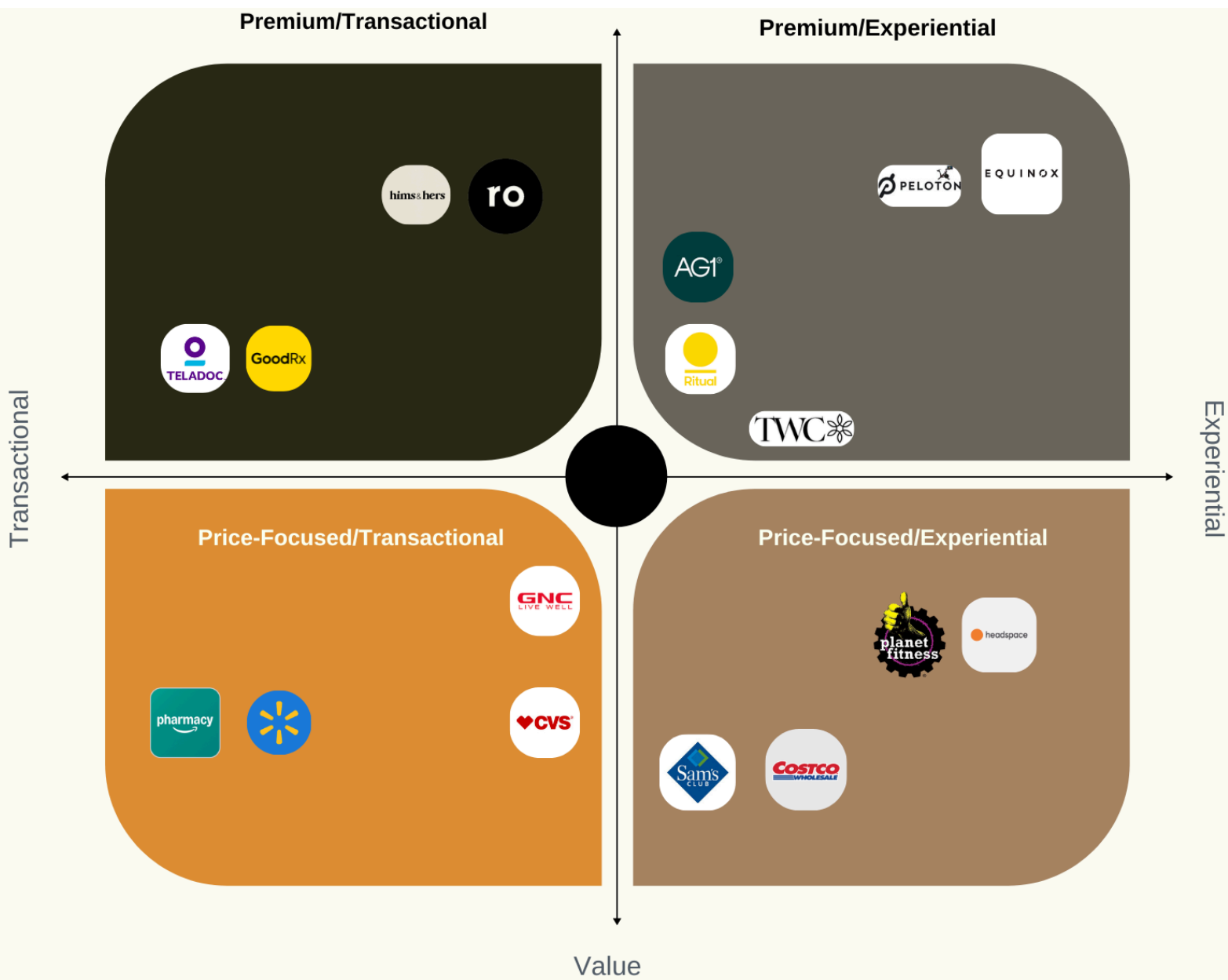
Drivers

Balance & Personal Growth

Mental Clarity & Physical Fitness

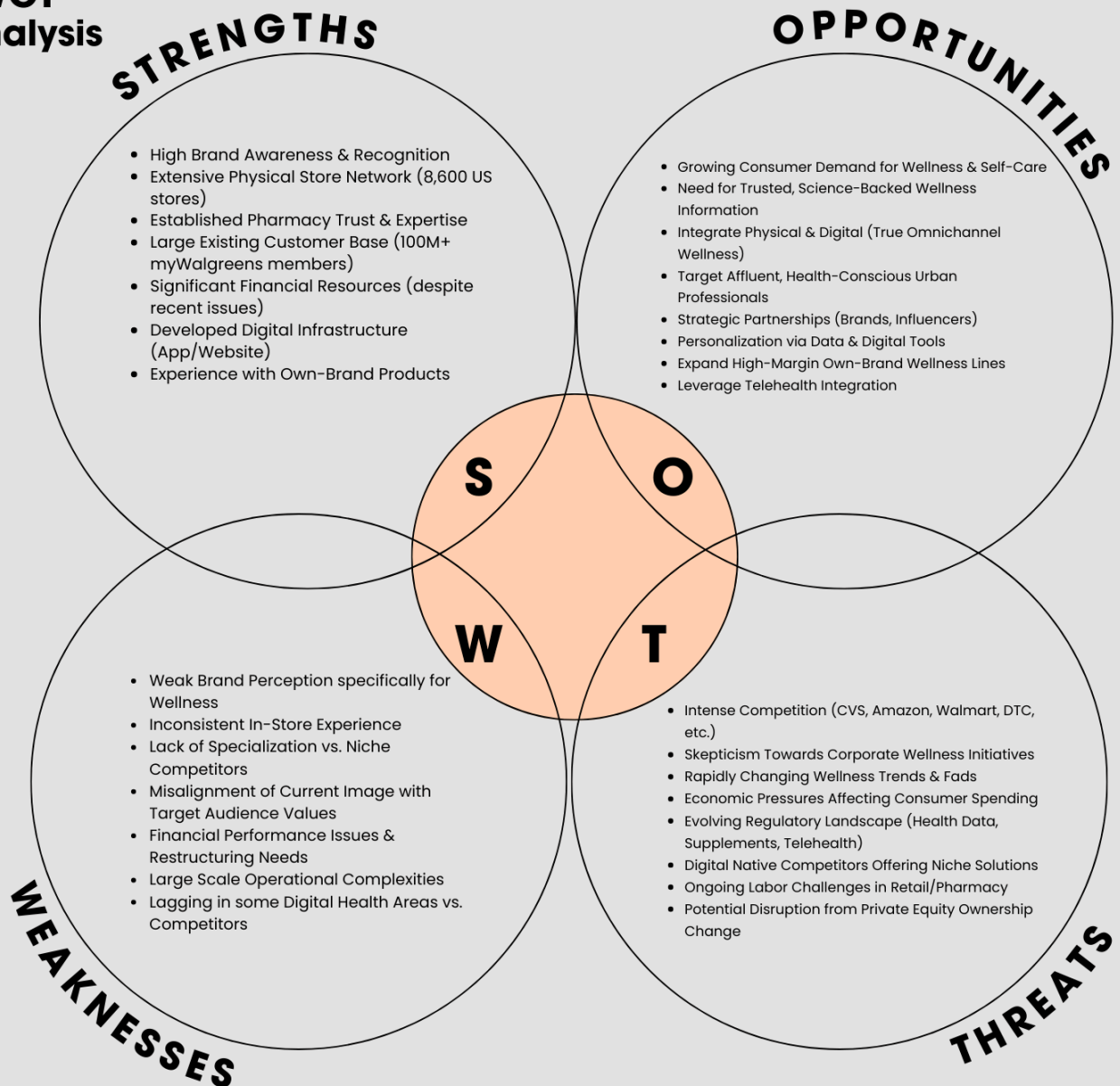
Improved Overall Well-Being

Appendix C: Competitive Landscape Quadrant Chart for TWC



Appendix D: Walgreens SWOT Analysis

The Wellness Club SWOT Analysis



Appendix E: Full Integrated Communications Timing Flowchart

| CATEGORY | Q1 | | | Q2 | | | Q3 | | | Q4 | | | |
|-----------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------|-----------------------------------------------------------------|-----|-------------------------------------|---------------------------------------------------|-------------------------------|------|-----|-----|-----|--|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | |
| Owned Media | | | | | | | | | | | | | |
| Digital Platform Experience | Launch TWC Hubs (App/Web) | | | | | | | | | | | | |
| | Telehealth integration | | | | | | | | | | | | |
| | | | | Develop & integrate optional subscription feature/questionnaire | | | | | | | | | |
| High Value, Targeted Content | Launch & maintain article series (Ongoing) | | | | | | | | | | | | |
| | Produce short, shareable benefit videos (Ongoing) | | | | | | | | | | | | |
| | Launch & manage TWC Instagram page (Ongoing) | | | | | | | | | | | | |
| | | Tailor content target audience | | | | | Increase content production | | | | | | |
| Personalization & Data | | Implement data collection (with consent) | | | | | | | | | | | |
| | | | Send targeted TWC emails (based on | | | | Provide curated product recommendations | | | | | | |
| | | | | | | | Set up system for curated subscription deliveries | | | | | | |
| In Store & Digital | Launch redesigned TWC in-store sections | | | | | | | | | | | | |
| | | Promote app downloads/engagement | | | | | | | | | | | |
| | | | | | | | Offer online discounts via in-store QR codes | | | | | | |
| | | | | | | Show local TWC stock on app/website | | | | | | | |
| Earned Media | | | | | | | | | | | | | |
| Media Relations | Distribute launch press kits & conduct initial | | | | | | | | | | | | |
| | | Ongoing media outreach & expert commentary | | | | | | | | | | | |
| | | | | Pitch stories based on campaign milestones/data/partnerships | | | | | | | | | |
| Influencer Engagement | Outreach to target influencers | | | | | | | | | | | | |
| | | Distribute product kits / secure first reviews/mentions | | | | | | | | | | | |
| | Maintain ongoing relationship building & content generation | | | | | | | | | | | | |
| PR with Partners | Announce brand partnerships | | | | | | | | | | | | |
| | | | | Issue joint press releases for partner updates | | | | | | | | | |
| | | | | Execute co-branded events or content campaigns | | | | | | | | | |
| Amplify Social Media Buzz & UGC | Launch campaign hashtag, monitor | | | | | | | | | | | | |
| | | | Run UGC contests/prompts | | | | | | | | | | |
| | | | | Monitor & reshare positive organic mentions/UGC | | | | | | | | | |
| | | | | Feature positive media/influencer coverage on owned channels | | | | | | | | | |
| Paid Media | | | | | | | | | | | | | |
| Targeted Digital Advertising | Launch paid social (LinkedIn, Insta, TikTok) | | | | | | | | | | | | |
| | | | Optimize display/video ads | Shift to more targeted digital advertising | | | | | | | | | |
| High-Impact Urban OOH | | Launch OOH campaign in key markets | | | | | | OOH rotation to new locations | | | | | |
| Content & Podcast Partnerships | Secure & launch initial podcast sponsorships/sponsored content (ongoing) | | | | | | | | | | | | |
| Strategic Influencer Partnerships | Launch first paid influencer campaigns | | | | | | | | | | | | |
| | | | | | | | Introduce high-reach 'celebrity' collaborations | | | | | | |
| Co-Branded Merch Promotion | | | | Launch paid social & SEM for merch collab | | | | | | | | | |
| | | | | Leverage paid style influencers for merch promo | | | | | | | | | |

Appendix F: Campaign Budget Timeline

Figure E1 Detailed Campaign Budget Timeline

| Category/Strategy | Q1 (Jan-Mar) | Q2 (Apr-Jun) | Q3 (Jul-Sep) | Q4 (Oct-Dec) | Total |
|-----------------------------------|-------------------|-------------------|-------------------|-------------------|-----------|
| PAID MEDIA | | | | | \$533,500 |
| Digital Advertising | \$93,363 (35%) | \$66,688 (25%) | \$53,350 (20%) | \$53,350 (20%) | \$266,750 |
| Out-of-Home (OOH) | \$80,025 (60%) | \$40,013 (30%) | \$13,338 (10%) | \$0 (0%) | \$133,375 |
| Podcast Sponsorships | \$13,338 (25%) | \$13,338 (25%) | \$13,338 (25%) | \$13,338 (25%) | \$53,350 |
| Influencer Partnerships | \$10,670 (20%) | \$16,005 (30%) | \$16,005 (30%) | \$10,670 (20%) | \$53,350 |
| Co-branded Promotion | \$5,335 (20%) | \$8,003 (30%) | \$8,003 (30%) | \$5,335 (20%) | \$26,675 |
| OWNED MEDIA | | | | | \$339,500 |
| Platform Development | \$84,875 (50%) | \$42,438 (25%) | \$25,463 (15%) | \$16,975 (10%) | \$169,750 |
| Content Creation | \$25,463 (25%) | \$25,463 (25%) | \$25,463 (25%) | \$25,463 (25%) | \$101,850 |
| Feature Integration & Maintenance | \$13,580 (20%) | \$20,370 (30%) | \$16,975 (25%) | \$16,975 (25%) | \$67,900 |
| EARNED MEDIA | | | | | \$97,000 |
| PR Agency Support | \$17,460 (30%) | \$14,550 (25%) | \$14,550 (25%) | \$11,640 (20%) | \$58,200 |
| Media Materials & Distribution | \$4,850 (50%) | \$1,940 (20%) | \$1,940 (20%) | \$970 (10%) | \$9,700 |
| Influencer Seeding | \$2,910 (30%) | \$2,910 (30%) | \$2,910 (30%) | \$970 (10%) | \$9,700 |
| Analytics & Reporting | \$3,638 (25%) | \$3,638 (25%) | \$3,638 (25%) | \$3,638 (25%) | \$14,550 |
| Partnership Support | \$970 (20%) | \$1,455 (30%) | \$1,455 (30%) | \$970 (10%) | \$4,850 |
| Quarterly Totals (% of Total) | \$356,475 (36.8%) | \$256,808 (26.5%) | \$196,425 (20.2%) | \$160,292 (16.5%) | \$970,000 |

Figure E2 Budget Distribution by Category Pie Chart

