

# Making Mail an Insight led Media Channel.



The NPA has 6,000 + members,  
who in turn, have 40,000,000  
consumers living within a walk  
time of their pharmacy.

But they are struggling.....



Pharma, OTC Brands, private practice service providers and organisations focussed on improving patient access to primary healthcare, find it hard to Influence Pharmacy and reach consumers in need.



Approach run

Hop

Step

Jump



Sand pit

Takeoff board

5

10

15

20  
(m)

World record (men) 18.29 m.  
Edwards (1995)

8.95 m  
Long jump world record

 precision

**HOP**

**STEP**

**JUMP**

**Data + Tech + Mail**

**BRAND**

**RETAILER**

**CONSUMER**



**BRAND**

**Data + Tech + Mail,**  
getting the most vulnerable  
testing for Covid again.

**BRAND**

**RETAILER**

**Data + Tech + Mail,**  
helps position Independent  
Pharmacy as the healthcare  
hub of the community!



**BRAND**

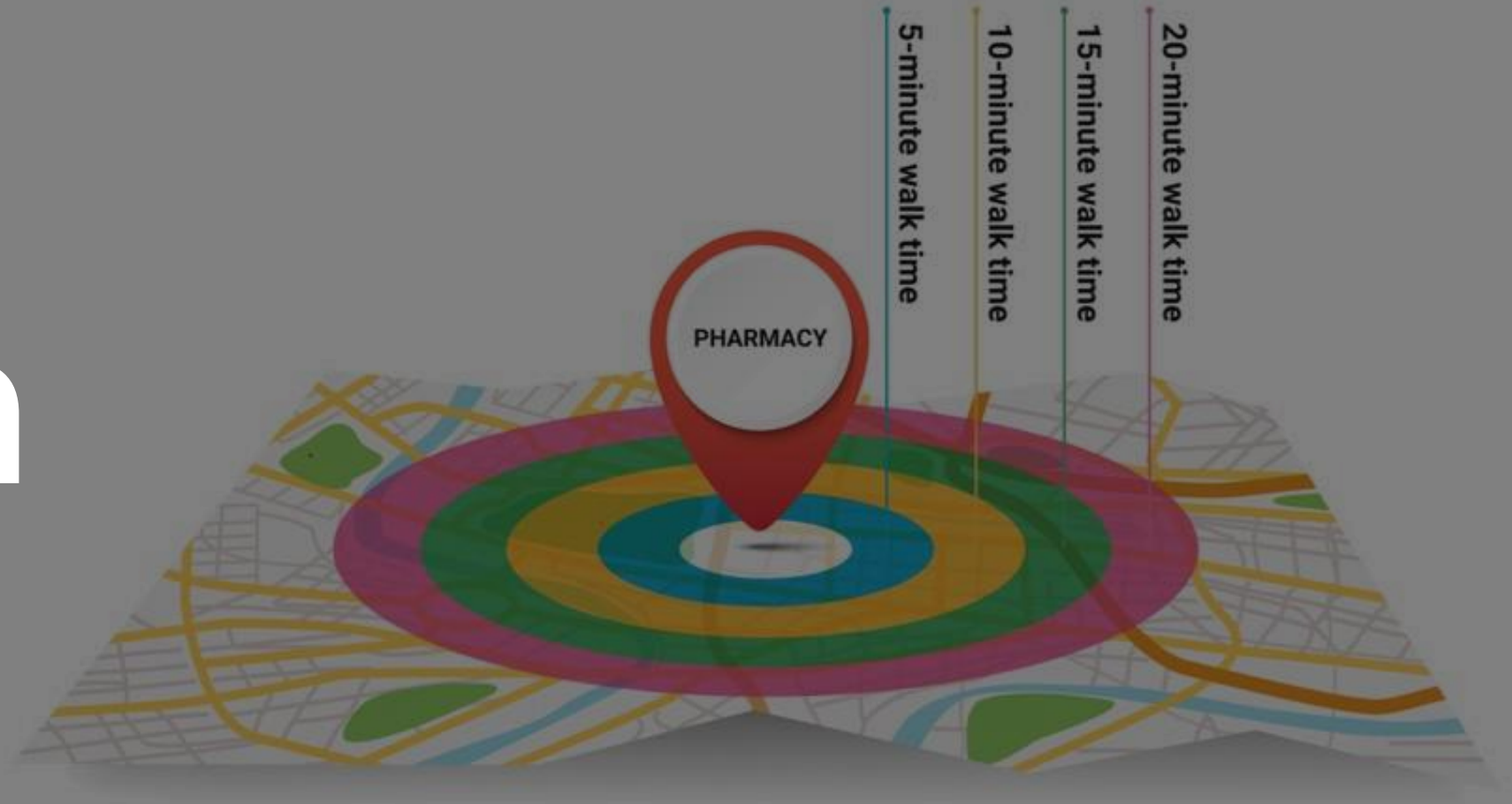
**RETAILER**

**CONSUMER**

# Data + Tech + Mail,

a call to action that is relevant to them and sent from someone they know, trust and is “just up the road”.

# Data



**NICE**  
National Institute  
for Health and  
Care Excellence



**JIC  
MAIL**  
Mail Media Metrics



WELBEING DATA  
**acorn**  
Powered by CACI



# Hyperlocal Mail



**NPA** | **CONNECTS**  
POWERED BY  precision

Sector or Content

BY CONTENT

Mail Type

Addressed Mail Door Drop Business Mail Partially Addressed

Please note: minimum sample size of 30+ displayed. Filter new Q3 2023 variables on Q3 2023 date filter onwards.

Category

Information about local services

# Why partially addressed mail?

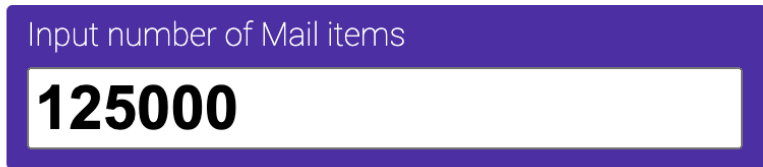
All Commercial Action 35-44 + 3 selected

Quarter

Q4 2023 + 3 selected

## What is the **predicted reach** of your mail campaign?

Partially Addressed in Information about local services:



Commercial actions:



JICMAIL Audience and Item Data, n= 1411 mail items and n=21399 people

# Fabulous engagement, open & discussion stats

Action Benchmarks

### Sector or Content

Invitation/information about a specifi

### Mail Type

Addressed Mail Door Drop Business Mail **Partially Addressed**

Action Benchmarks

### Select Demographic

45-54 + 2 selected

### Timing

All

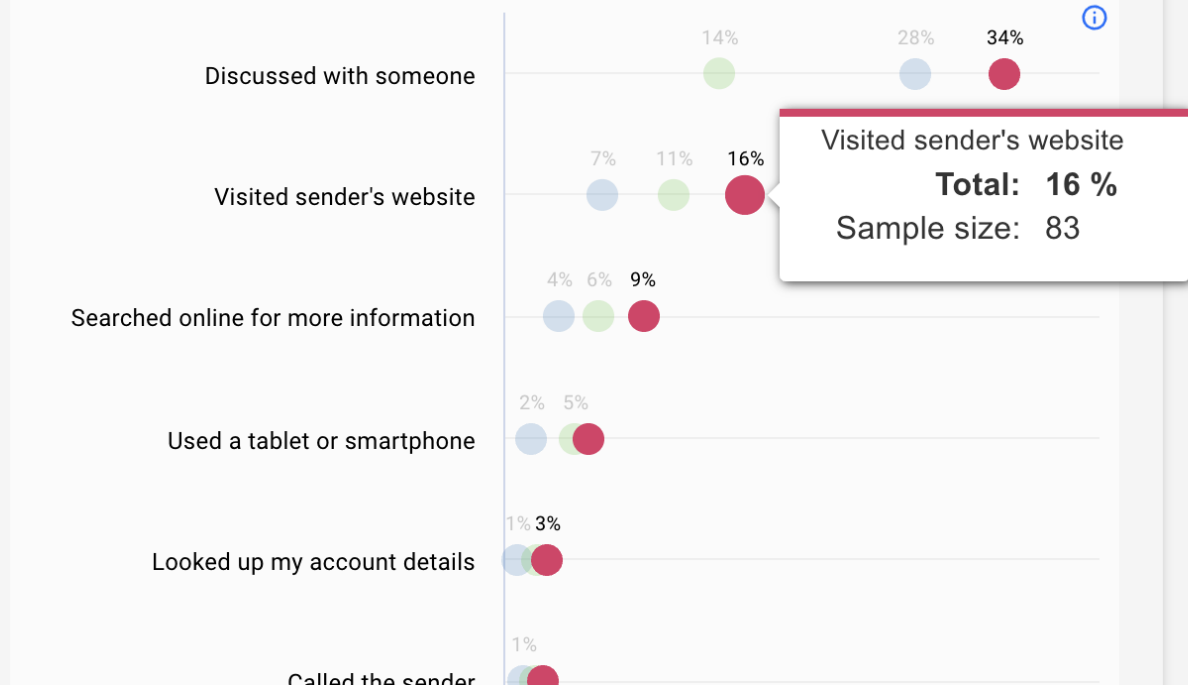
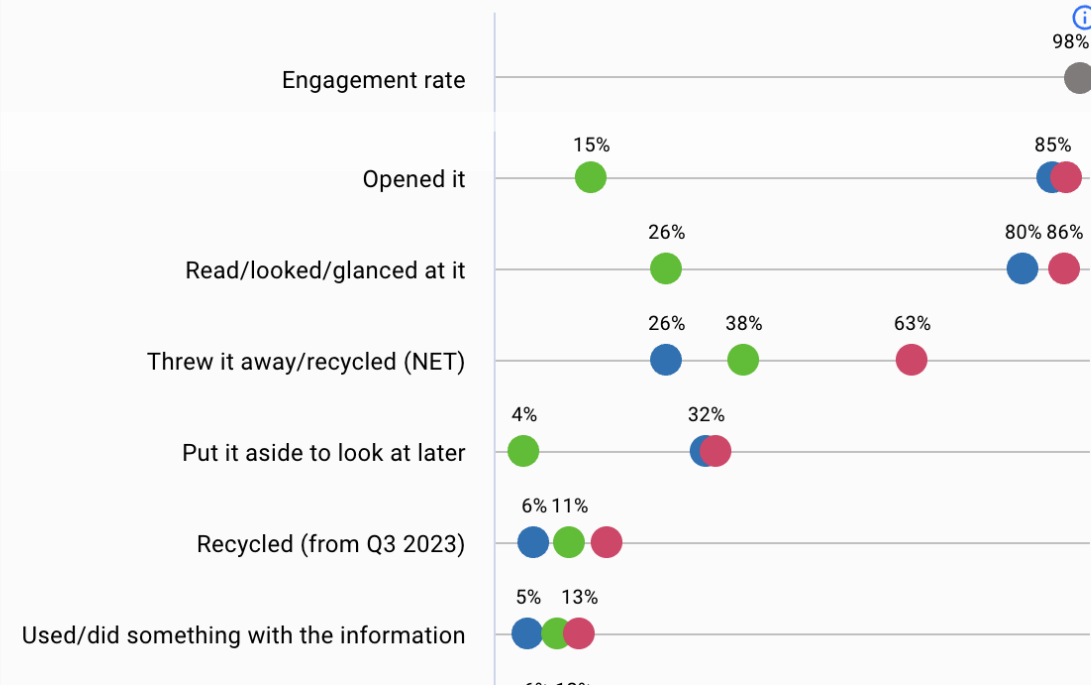
## How much is your target audience interacting with mail in your industry sector?

### Physical actions

Source: JICMAIL Item Data

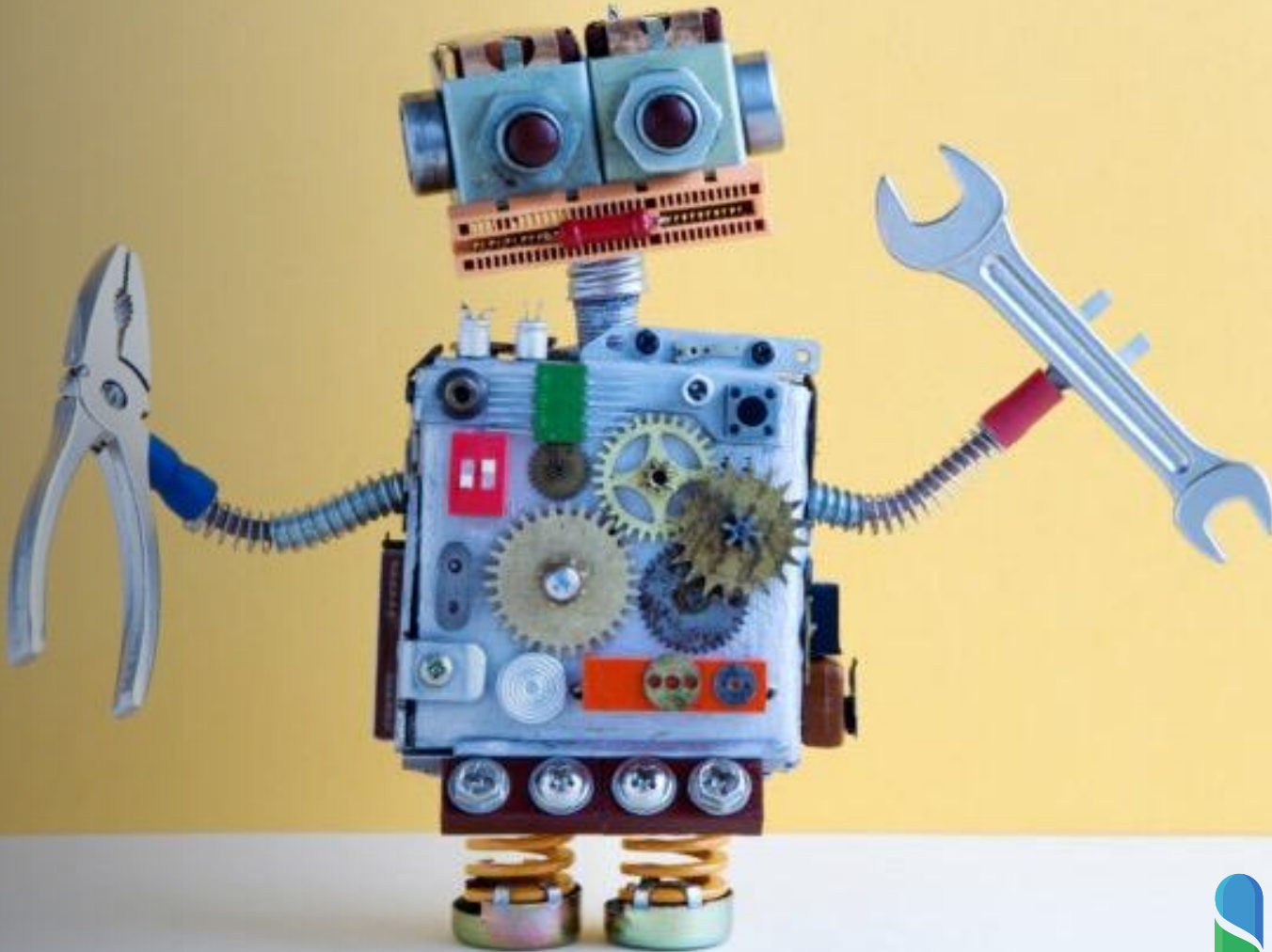
### Commercial actions

Source: JICMAIL Item Data

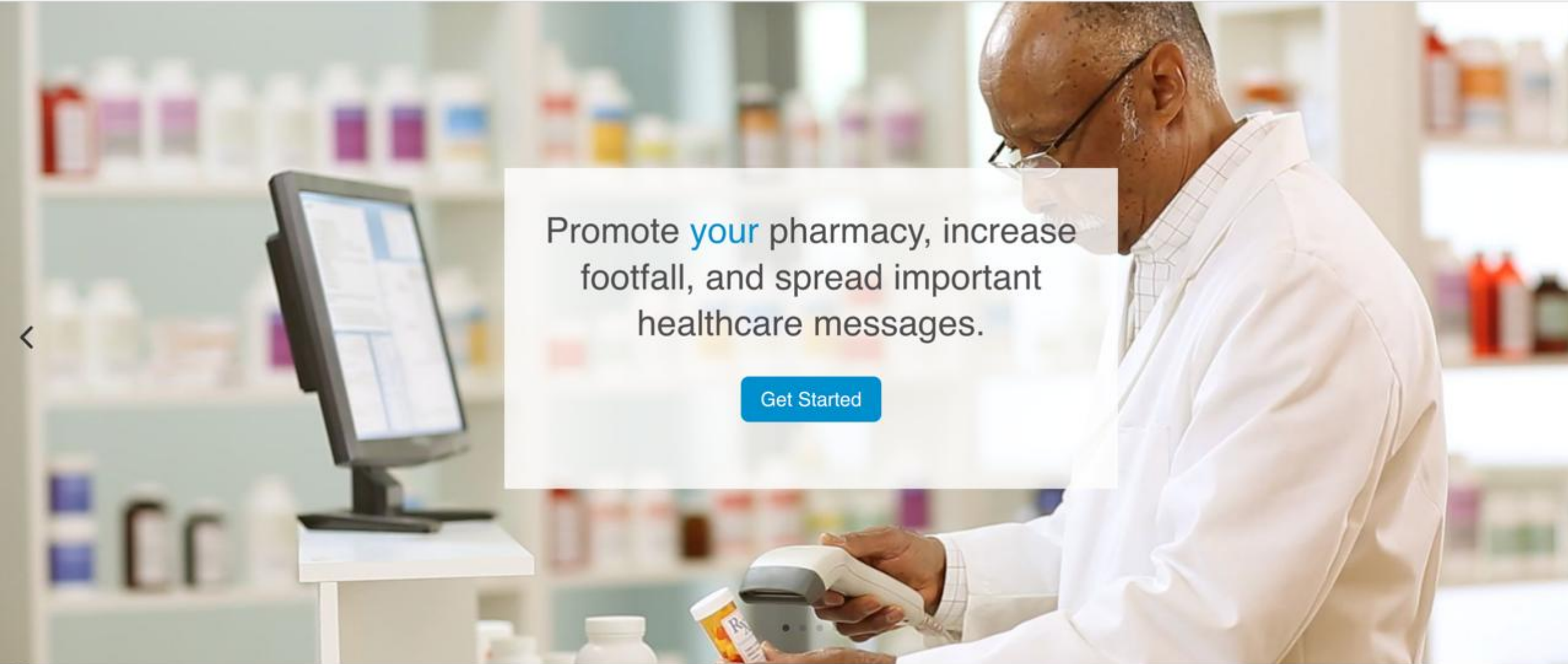




# Tech







Promote **your** pharmacy, increase footfall, and spread important healthcare messages.

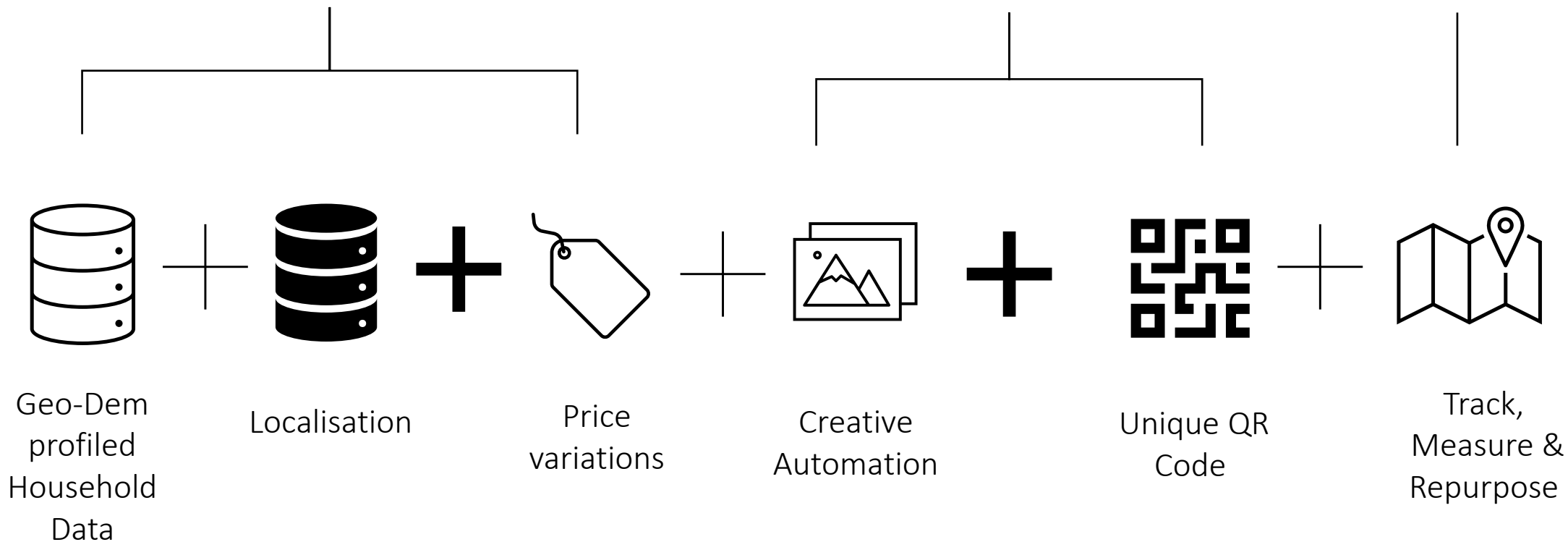
Get Started



Variable  
Data

Mass  
Customisation

Zero Party Data  
Capture





# Localised Mail



# Delivering change, one nudge at a time.

The more we define our audience,  
change the message to suit and localise  
the content, the more we will engage,  
act and make changes.

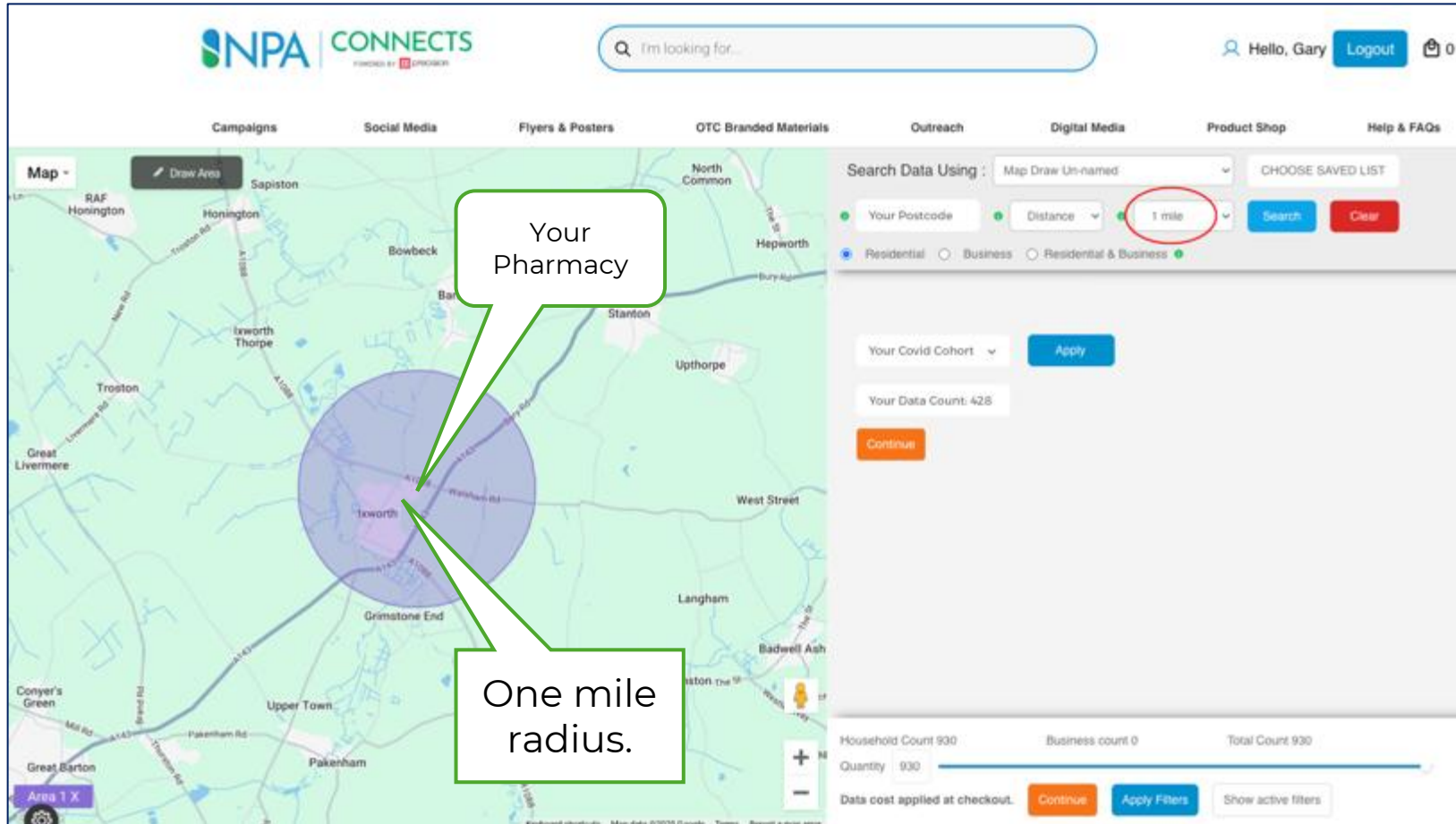


## Pharma to Pharmacy

Pharma, supporting Independent Pharmacy to improve healthcare outcomes within their community.



# Reaching the most likely.



- Profiled data set:
  - Age: 85+
  - Limited Living
  - Poorly pensioners
  - Elderly ailments
  - Dangerous dependencies
  - Respiratory risks
  - Perilous futures
- Care homes
  - Within one mile of the Pharmacy.

# CROASDALES

Your local Independent Pharmacy

Dear Neighbour,

Doluptatias aut aligenis dolore, ut harum vende ma comnim dunt, utemquam quiam, voluptat.

Antiozem. Officæ peliatia cum remolorerum ate velecat faceribus dessum ilignatus, as sam, quo verum reptatem culpa voluptae nulparum, officati dolorro occusap idigenest, ut excesed ionseque dolorerum utatur?

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- Quaspello estotae ligenda iur alit quasper umendem reprem
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Pariandus remporio dolut quatus sapidici non cuptam denitem quatest et doluptam, anihiti onsequiam vellaut.

Warm regards,

*Your Name*

Your Local Pharmacist  
CROASDALES

Doluptatias aut  
aligenis dolore, ut  
harum vende ma  
comnim.



01284 754700

croasdalespharmacy.com

1 The Traverse, Bury Saint Edmunds IP33 1BJ

QR code leads to a personalised pharmacy page detailing:

- Free to those that qualify.
- Display qualifying criteria.
- The importance having test kits available at home before symptoms appear.
- The importance of testing and what to do when testing positive.
- Get your test kits from Croasdales

Each QR code can be unique to include Household address, Pharmacy, Date & Time.



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