

NPA | **CONNECTS**
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**A NEW MEDIA CHANNEL
FOR BRANDS TO REACH
LOCAL CONSUMERS**

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WELCOME TO NPA CONNECTS.

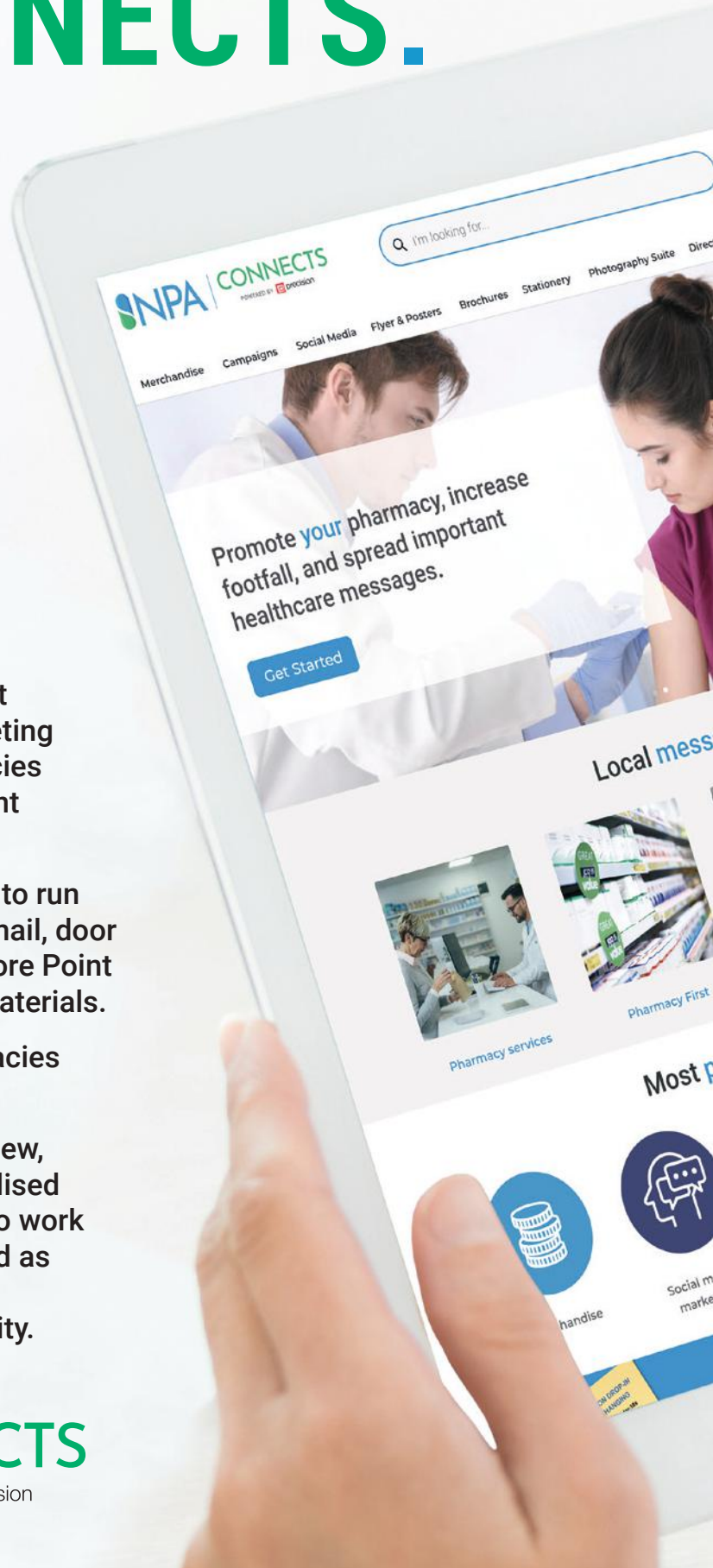
**An online platform
built to connect
your brand to
6,000 Independent
Pharmacies and over
40 million consumers
living within a 20
minute walk time.**

NPA Connects is an online platform that delivers hyperlocal, omnichannel marketing campaigns so that brands and pharmacies can directly engage with local catchment area customers.

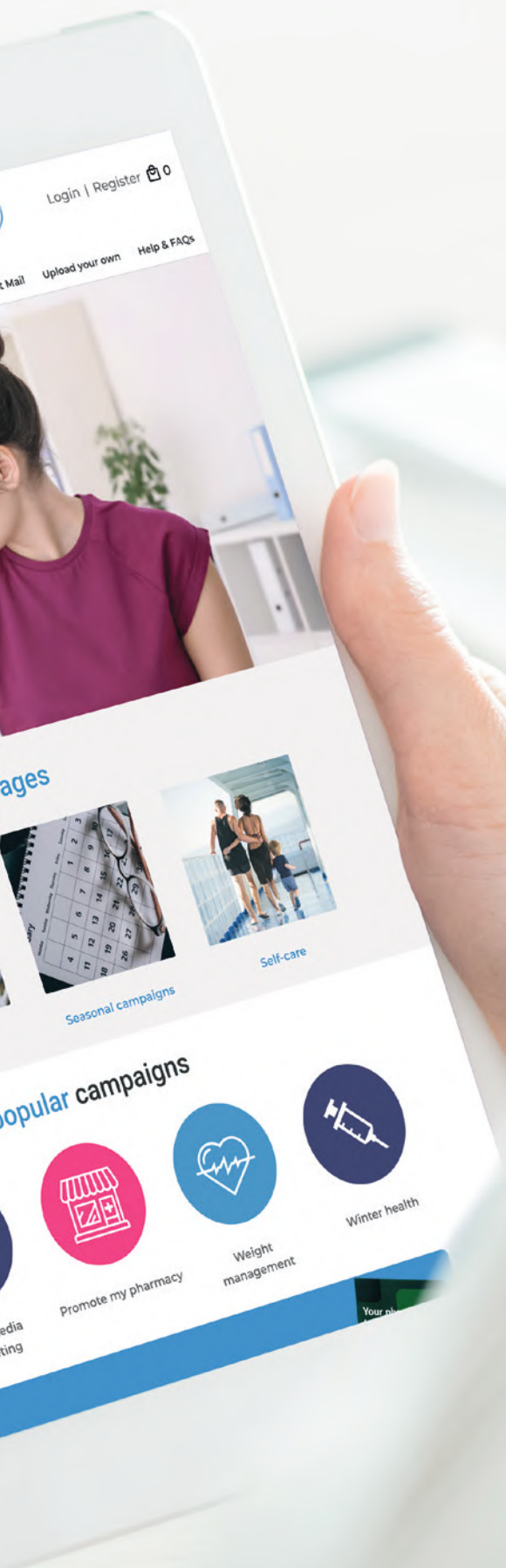
It delivers as an easy and effective way to run direct marketing campaigns via direct mail, door drops, social media, web banners, in-store Point of Sale, digital display and marketing materials.

Advertise your product to 6,000 Pharmacies and 40 million consumers.

For brands, NPA Connects becomes a new, powerful media channel delivering localised customised messaging. You'll be able to work with over 6,000 pharmacies digitally and as a collective, to deliver co-branded communications to their local community.



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It's a
hyperlocal
marketing
platform.

It's a
media
channel.

It's an
influencer
channel.

 NPA | 

NPA Connects,
helps make Independent
Pharmacy the healthcare
hub of the community!

**WHAT IS
NPA CONNECTS?**

It helps unite
6,000 independent
pharmacists to become
the largest pharmacy
group in the UK.

CONNECTS

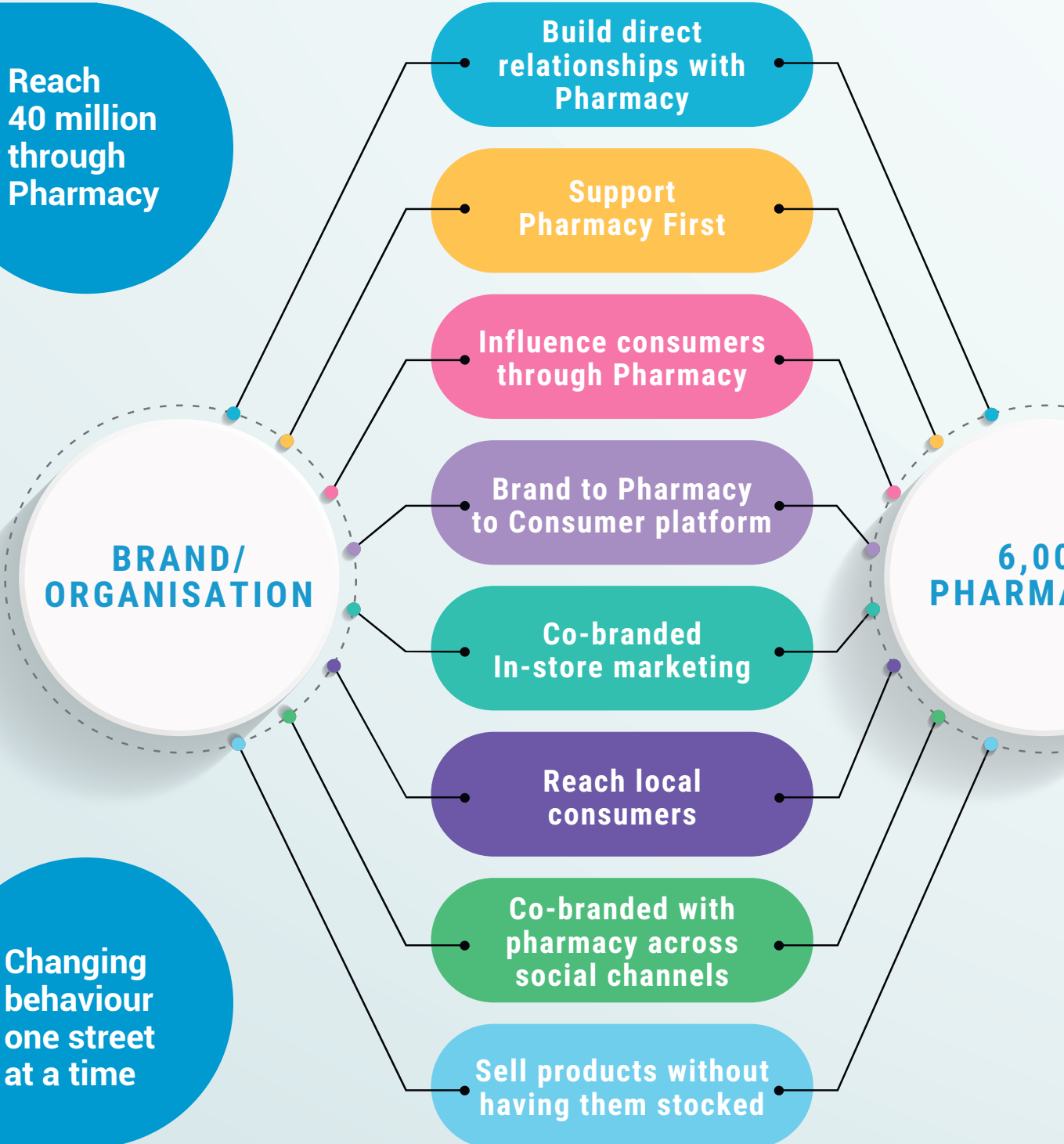
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It's a Brand
to Pharmacy
Shop.

Delivering
behavioural change,
one street at a time.

It's a trade
engagement
platform.

Reach
40 million
through
Pharmacy



Changing
behaviour
one street
at a time



CONNECTS

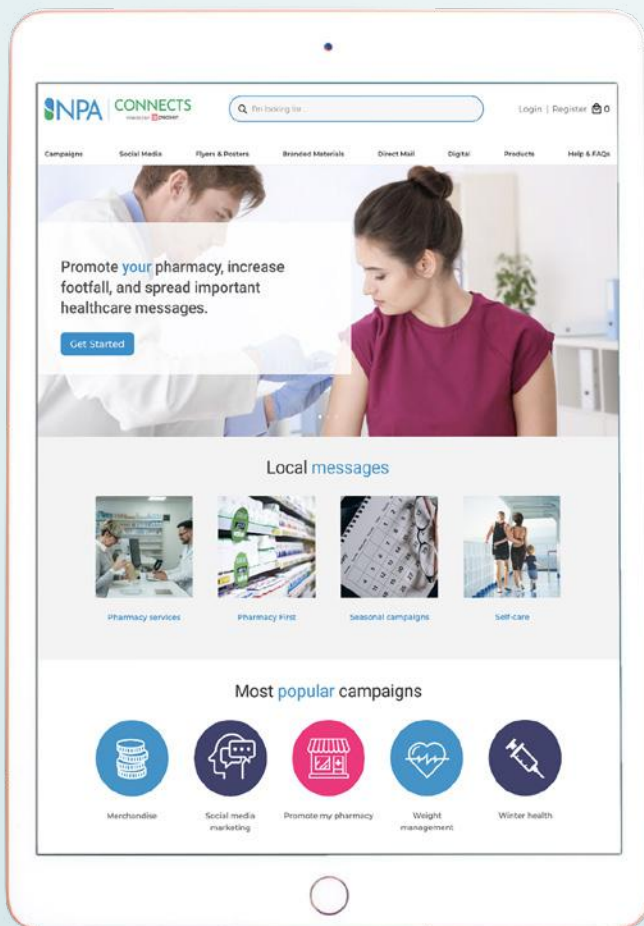
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PUTTING THE PHARMACY FIRST.

The leverage of the many coupled with the power of personalisation, changing behaviour one street at a time.



Marketing Material

Events Calendar

Merchandise



DEMOGRAPHICALLY PROFILED DATA.

NPA Connects will facilitate local messaging via 6,000 pharmacists, reaching over 40 million consumers/patients.

We personalise, and localise each message, using co-branded artwork and geo-demographically profiled data.

In doing so delivering greater resonance with the audience and a higher likelihood of engagement.

We focus on a relevant audience closest to each Pharmacy.





5-minute walk time

10-minute walk time

15-minute walk time

20-minute walk time

HOW WILL NPA CONNECTS WORK FOR YOU?

NPA Connects working for your brand through:

- **Your distribution partner**
- **Your brand promoted locally in Pharmacy**
- **Your brand promoted locally in the community**
- **Your product recommended in Pharmacy**
- **Associate your product with Pharmacy First services**

All through the communities trusted, local Pharmacy.



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DEVELOP A RELATIONSHIP WITH INDEPENDENT PHARMACY.

An Independent pharmacy, working alone, is very hard to reach, but working as a collective, they are a different proposition.

Each of our 6,000 plus independent pharmacy members have an average catchment area of 7,178 customers with localised messages. That is a total reach of over 40 million.

For brands, NPA Connects becomes a brand-new, powerful media channel delivering localised customised messaging. You'll be able to work with pharmacy digitally and as a collective, to deliver co-branded communications to their local community.



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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.



CHANGING BEHAVIOURS.

The new Self-Care Census Report for 2024 published by the PAGB points towards the need for change.



Self-care doesn't just make good sense, it's integral to building a sustainable healthcare system for the future. The evidence from this survey showcases the support people want to see in place for self-care and, working with the new government, policymakers and regulators, we need to ensure self-care is prioritised. Now is the time to capitalise on the very real opportunities in reach to realise its full potential and benefits. ”

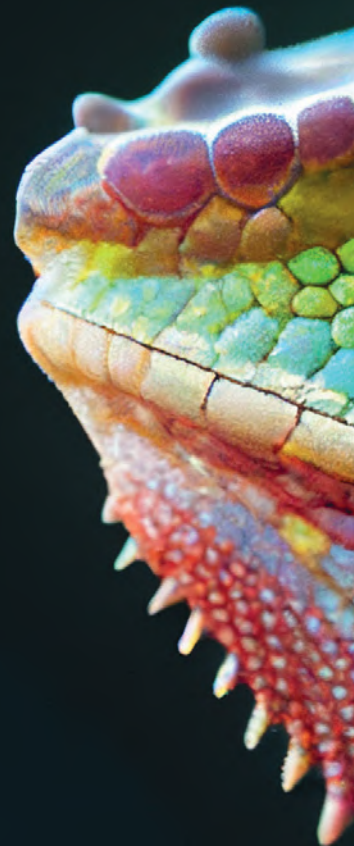
Michelle Riddalls, CEO at PAGB

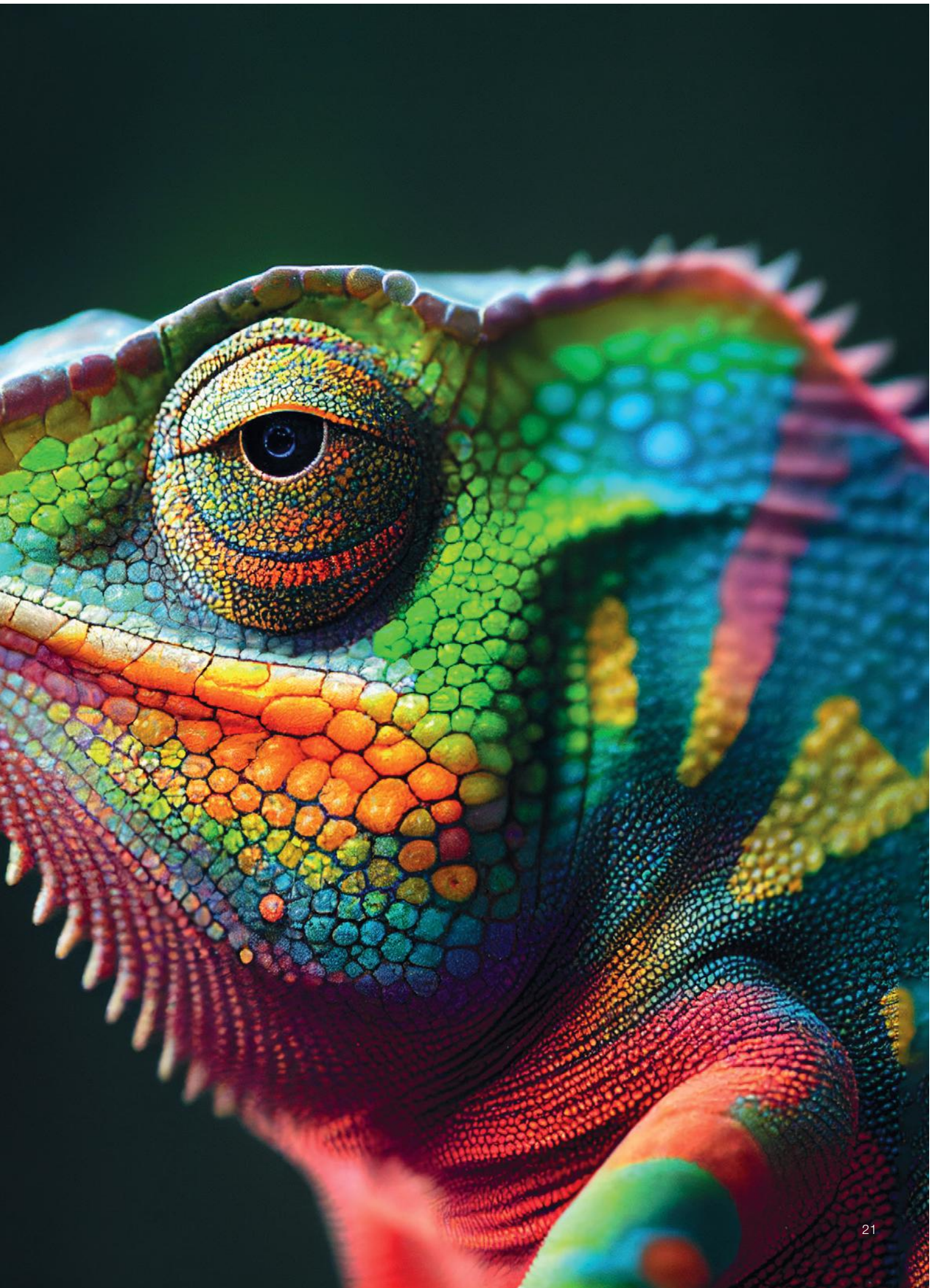
NPA Connects will enable Independent Pharmacy to come together to deliver local messages to their local community that help promote change in the area where they live. A message delivered nationally does not have the same impact as a message delivered locally, by people they know and trust.



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LOCAL MARKETING BUNDLES.

The principle of consolidation works for all products that are ordered through NPA Connects. Working together as a collective we create the economies of scale enjoyed by the likes of large national pharmacies.

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Think Pharmacy First

Here at Croasdales, your local Pharmacy, we can help you with many minor ailments and conditions without you having to visit your GP.

Our Pharmacists are experts in the use of medicine and can diagnose and treat your minor illness.

Visit Croasdales if you are suffering with:

- Aches & Pains
- Allergies
- Colds & Flu
- Hayfever
- Ear Care
- Cuts/burns/pain
- Head Licks
- Cold sores, warts & warts
- Any skin or mouth problems



Save time and avoid waiting to see a GP

CROASDALES
Your local Pharmacy

1 The Terrace, Bury St Edmunds, Suffolk IP11 1BE

01284 754 700

www.croasdalepharmacy.com

CROASDALES

Your local independent Pharmacy

It's Sniffle Season
Is your little one having trouble sleeping?



Drop into your local independent pharmacy today

croasdalespharmacy.com

call 01284 754700 for more information

CROASDALES
Your local Pharmacy

LOCAL MARKETING BUNDLES.

- **Croasdales Pharmacy** decide to promote sniffle season to parents of children aged 3 months to 8.
- **Klearvol** provide co-branding funding for campaign.
- **Croasdales Pharmacy** create marketing materials and POS using the templates provided in NPA Connects.
- Using the NPA Connects GDPR compliant data, **Croasdales Pharmacy** create a Direct Mail campaign to 100 families of children under 8 years old within walking distance of the pharmacy.
- **Precision** print and distribute postcards to the target audience and deliver POS materials to pharmacy.



A2 Poster

Shelf Wobbler



Standeo



Postcard



Social Media Ads



Leaflet

A BRAND TO PHARMACY SHOP.

NPA Connects provides stock to independent pharmacy while helping to advertise to their local catchment area.

This approach ensures that they not only have the products the customers need but also the marketing tools to reach consumers effectively.



BRAND ACTIVATION.

CROASDALES
Your local Independent Pharmacy

It's Sniffle Season
Is your little one having trouble sleeping?

Scan the QR code to visit our website

20% off
in pharmacy

Drop into your local independent pharmacy today

Call 01284 754700

Return Address
Precision
PO BOX 780
BURY ST. EDMUNDS
IP33 9NW

CROASDALES
Your local Independent Pharmacy

For all your Sniffle Season needs

Drop into your local independent pharmacy today
1 The Traverse, Bury St Edmunds, Suffolk, IP33 1BE
Tel: **01284 754 700**
Email: **pharmacy.fpg21@nhs.net**
croasdalespharmacy.com

01284 754 700
www.croasdalespharmacy.com

sleep tight pillow spray
Klearvo!
from 3 months

vapour rub gel
Klearvo!
from 1 year

inhalation capsules
Klearvo!
from 3 years

20% off in pharmacy

Drop into your local independent pharmacy today

Call 01284 754700



CONNECTS

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The logo for Klearvo! is displayed in a green, rounded rectangular frame. The word "Klearvo!" is written in a playful, rounded font. The letter "l" is stylized to look like a green cucumber with a small white seed at the bottom. A small "TM" trademark symbol is located above the exclamation point.

**Campaign of the month is Klearvo!
If a Pharmacy buys two outers
for £44, they will receive a
personalised local marketing pack.**

**Klearvo! can choose to limit
the number of Pharmacists
that can take part.**

**NPA Connects send the
Pharmacy two outers to arrive
within 3 days!**

**Klearvo! can choose to send a
20% off voucher for the
Pharmacists next order from
the shop!**

**NPA Connects will send a
personalised mailer to 100
families with Children between 0-4
who live close to the Pharmacies
that take up the offer.**

**Before the mailer is sent, the
Pharmacy can choose to offer a
discount voucher.**

**Klearvo! invest in
co-branded (Pharmacy/Klearvo!)
mailer to local Mothers.**

**Each mailer is co-branded
between the Pharmacy
and the Brand.**

STOCK YOUR PRODUCTS DIGITALLY.

But can it? Introducing per pharmacy, per product, POS-to-Basket!

Unique QR Code

Personalised to the Pharmacy

1. Customer scans the code.
2. Orders the product.
3. Margin paid to the Pharmacy.
4. Balance of payment to the brand.
5. Fulfilled centrally on behalf of the Pharmacist by NPA Connects, direct to home or Pharmacy.
6. Full transparency on all transactions.



Klearvol!

Breathing,
lasts all night

NOW! **£9.98**
20 capsules

including free
sustainable
delivery



Release the power
of Klearvol

- Essential oils for inhalation
- Natural aromatic oils of
pine, menthol and thymol


from the manufacturer

11:20

5qr.uk/klearvol10s

precision
healthcare

Klearvol - 20 Cap.
Free Delivery



soothing natural vapours for d

Klearvol!

essential oils for inhalation
from 3 months

20 cap

PREV

View Details

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Making Pharmacy the healthcare hub of the community.

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