CAMPAIGN CONCEPT

Virtual Healthcare



CURRENT STATE

Meeting patients where they're at is at the core of our mission.

With longer wait times and scheduling doctor appointments far in advance, patients can be frustrated and not able to meet their health needs in a timely manner.

Our virtual healthcare and prescription services provide patients a convenient way to receive the treatment they need.

FROM

Avoiding a healthcare consult, powering through or trying to deal with it on my own with readily available remedies.

TO

Having easy and discreet access to healthcare and getting fast and affordable treatment.

COPYWRITING AIM

Promote the new virtual care platform envisioning real-life situations that could motivate people to seek/use virtual healthcare services instead of going the traditional route of scheduling an in-office appointment.

Key focuses for virtual care:

- Convenience Access a time-saving and affordable virtual platform-based service anytime, anywhere.
- Knowledgeable guide Chat with our nurses and doctors to get quick diagnosis/treatment/prescriptions.
- Personalized care/consult Discreet and direct start-to-end service with same day in-store pick-up, and follow-up.

A new era in healthcare has arrived.

[Speed to treatment mention as a fast follow]

When you need *care now*, not later.

Seeing a Walgreens doctor online means getting better faster.

Healthcare from the comfort of anywhere that's comfortable.

DELIVERABLES

Brochure

Banners

Landing Page

Email

In-Store Posters

Shelf Signage

Social Media

AUG

8/30: Creative KO

SEPT

9/14: Mark's CR

9/19: Jen's CR R1 (4pm)

9/25: B&C Review R1 (10am)

9/25-26: Revisions

9/27: B&C Review R2 (noon)

Approval

OCT

10/11: Asset Library Release



Visit the doctor, but without the visit.

Virtual Healthcare

Healthcare from the comfort of anywhere that's comfortable.

Speak with a board certified healthcare provider, receive treatment and get a prescription. All in one fell swoop.

Walgreens

This is new.

Virtual Healthcare

Discreet care, when and where you want it.

Meet with a healthcare provider via chat or video.



Receive a diagnosis and get a prescription right away.



Introducing a faster way to feel better

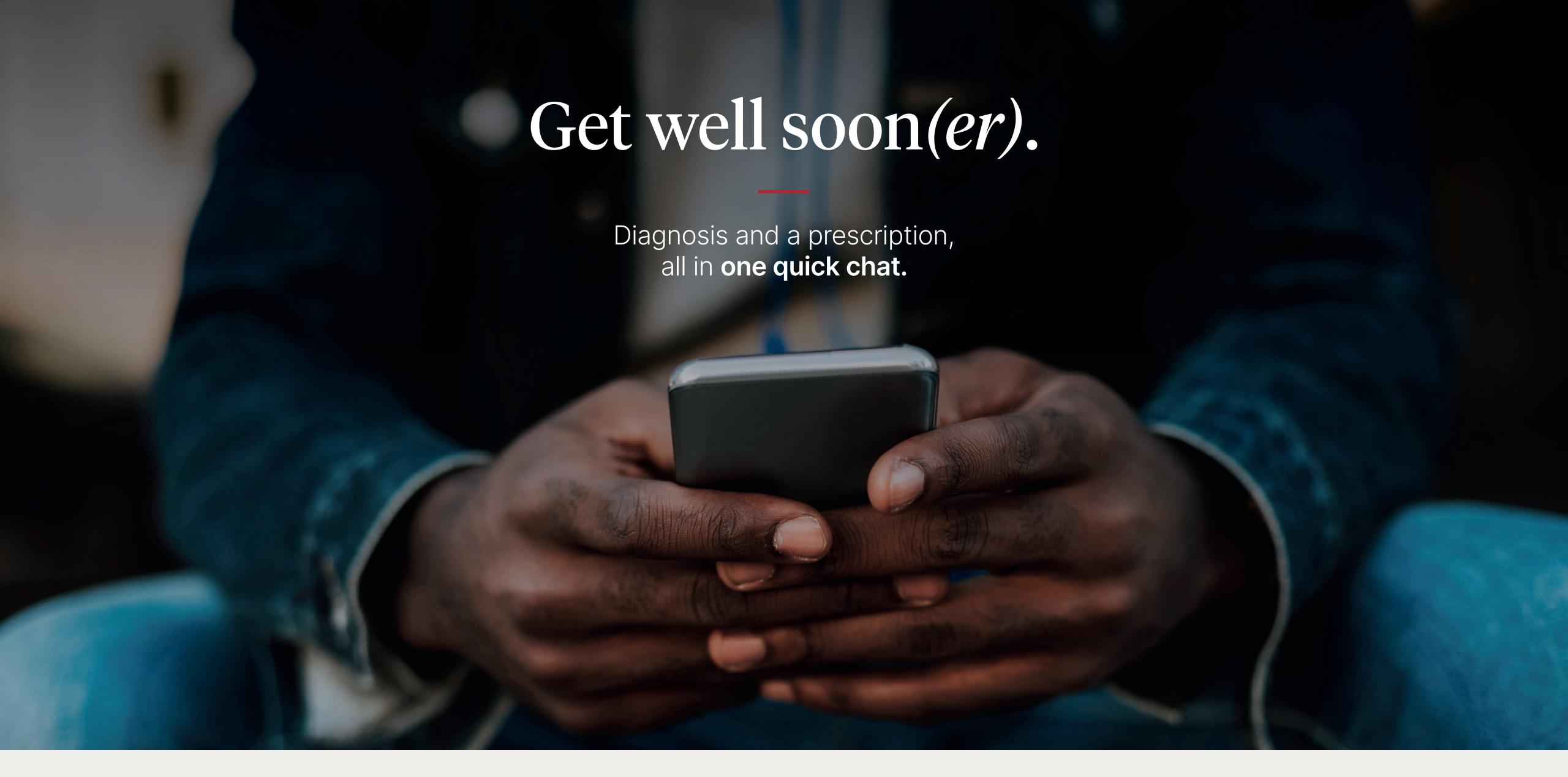
70 Virtual Healthcare

Chat with a doctor > Get a diagnosis > Get a prescription

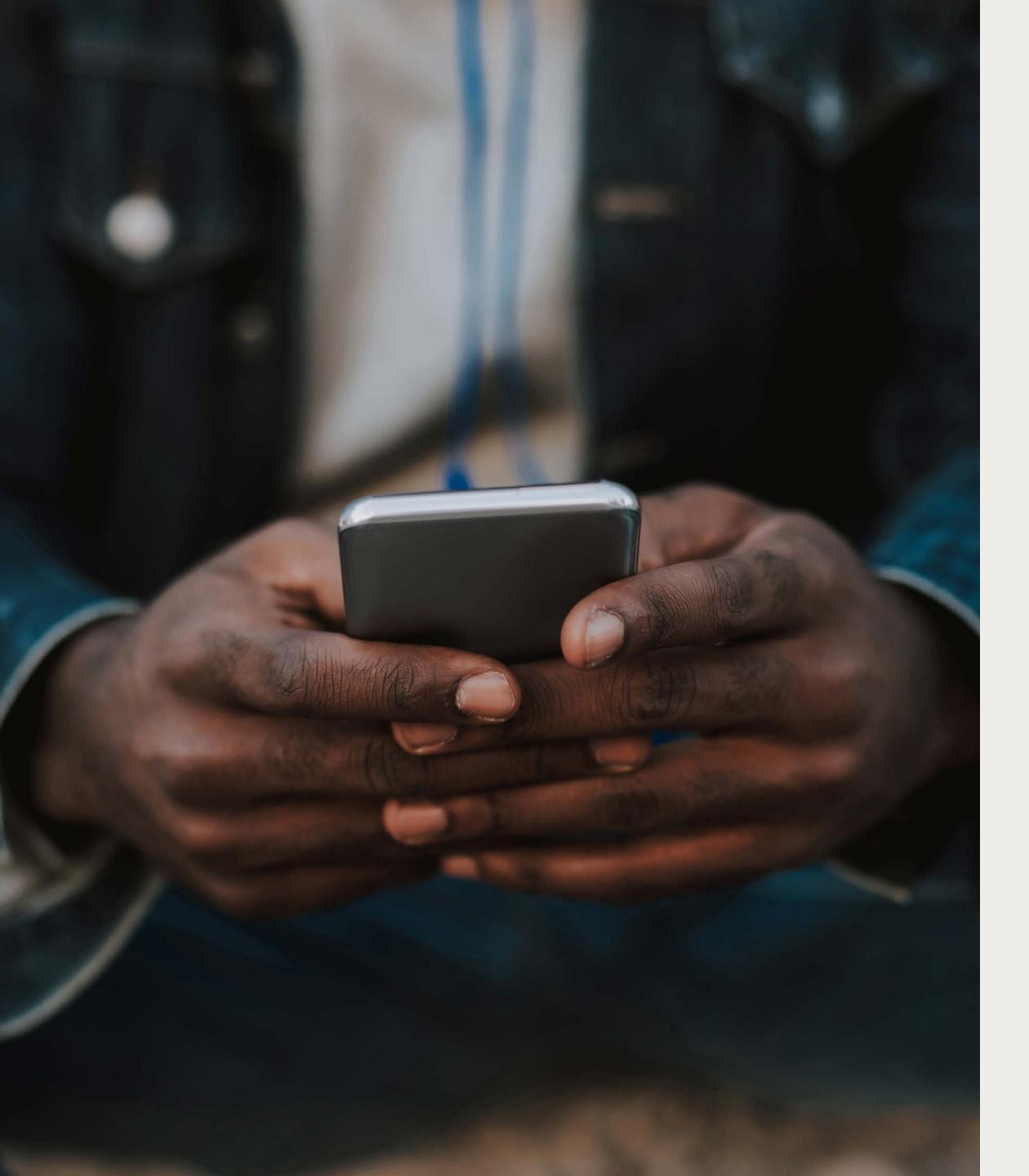


Speak with a board certified healthcare provider, receive treatment and get a prescription on the spot — from the comfort of your home, work or on the go.









Get well soon(er).

Virtual Healthcare

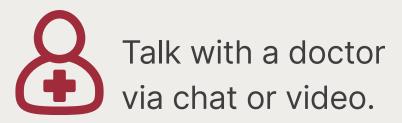
Diagnosis and a prescription, all in **one quick chat.**

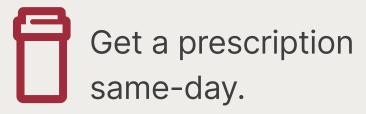
A new era in healthcare has arrived.

Walgreens



Virtual Healthcare







Scan here to start or learn more

Walgreens.com/VirtualHealthcare

Discreet care from the *comfort* of your home.



Chat with a doctor > Get a diagnosis > Get a prescription



Get care nowWalgreens.com/VirtualHealthcare

Walgreens

Discreet care, when and where you need it.



Now available



Animation

Conceptual Inspiration









NOTE: Screens are for conceptual demonstration only and are NOT true representations of the UX.

FY24 Virtual Healthcare Campaign

Brand Element

Conceptual Inspiration



Horizontal Stacked



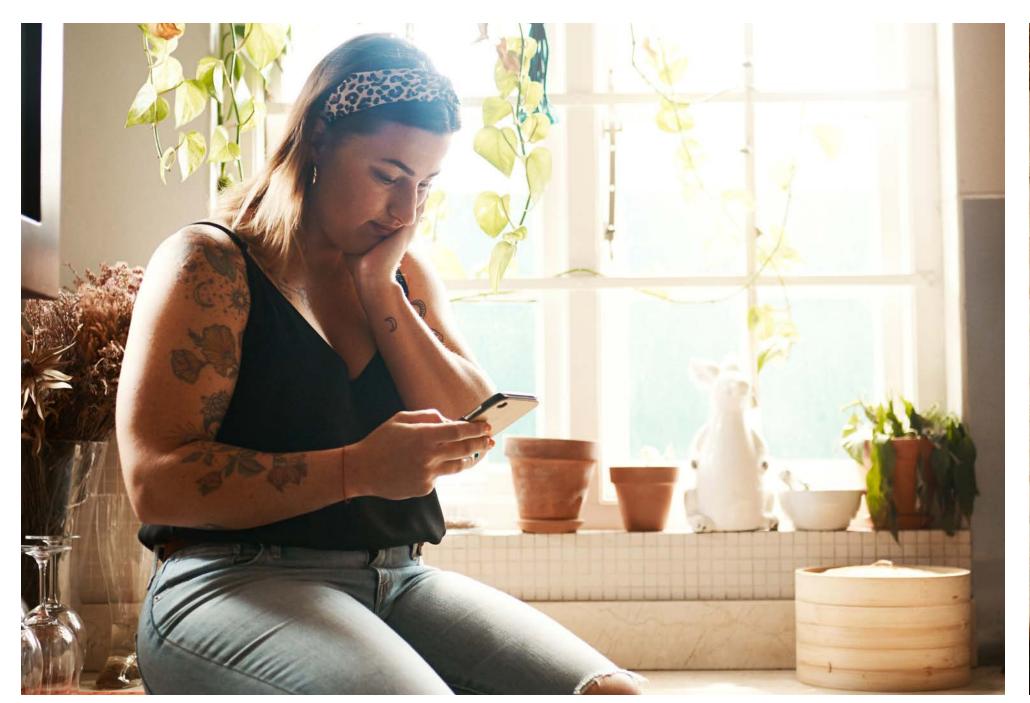
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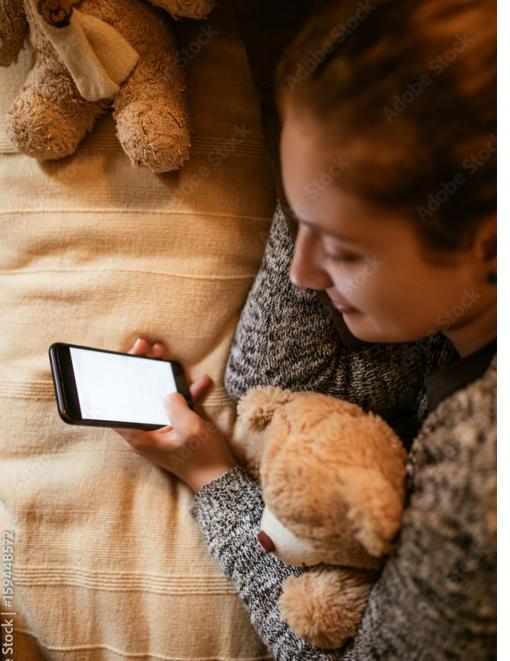


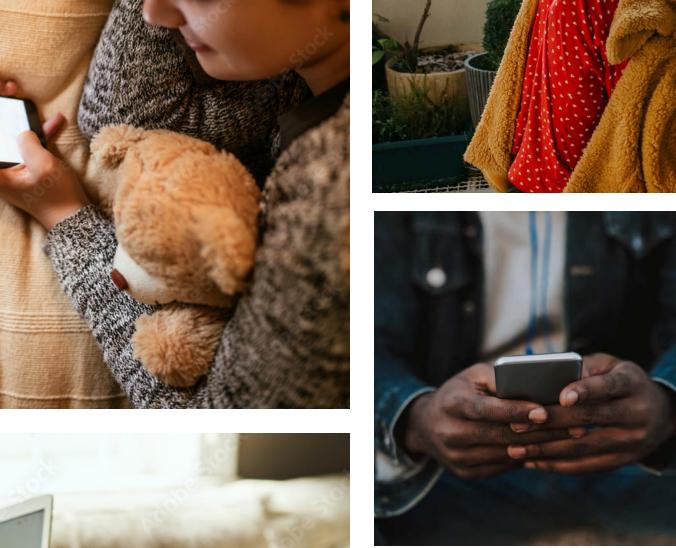
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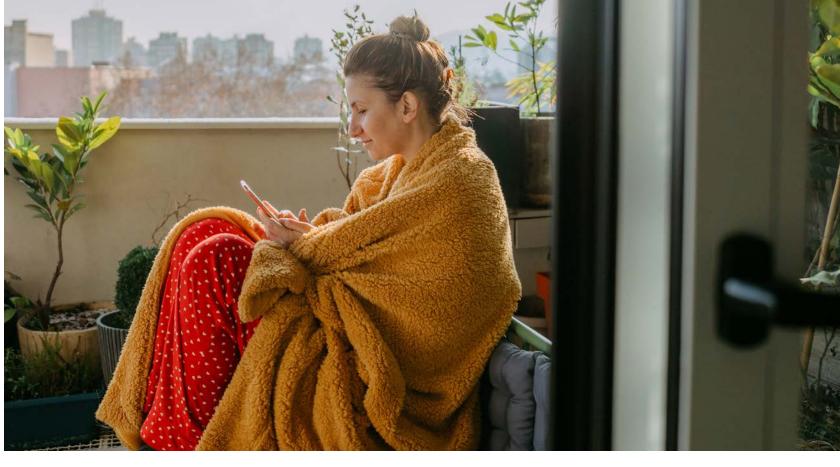
Conceptual Inspiration

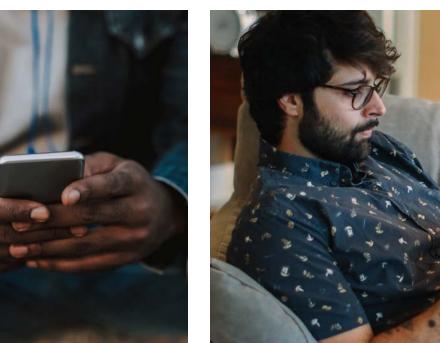


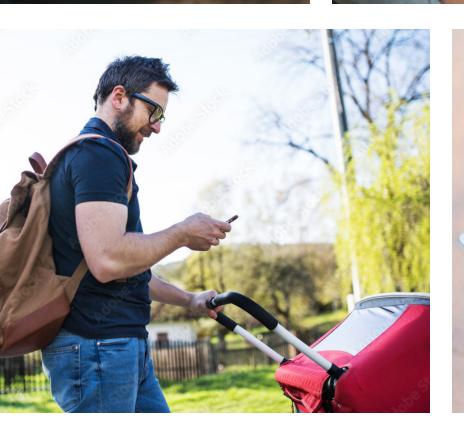


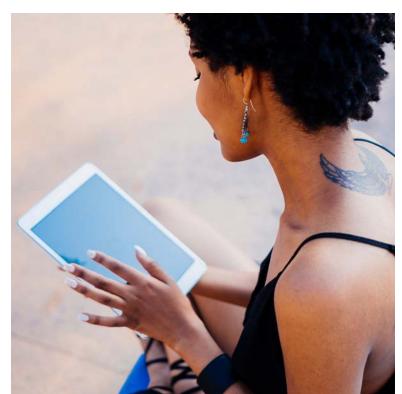






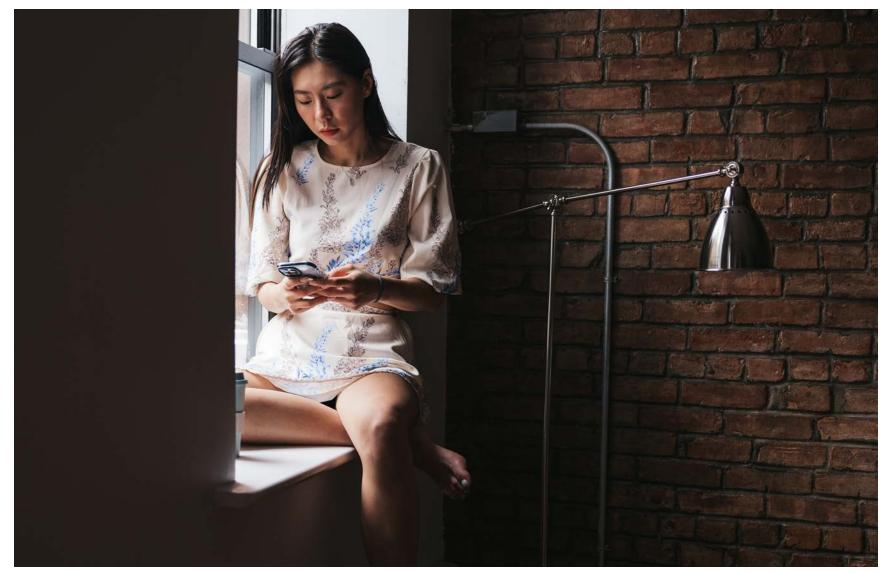


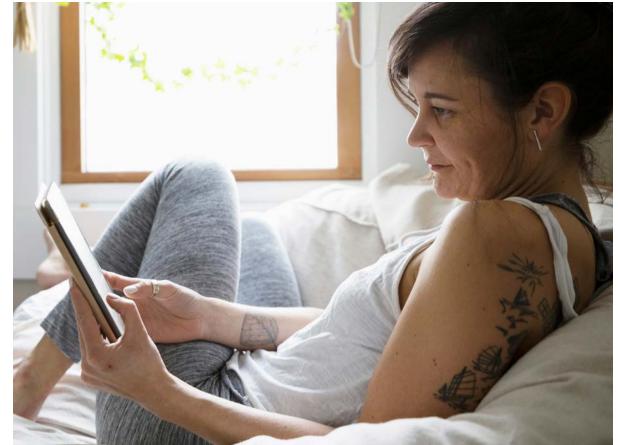
















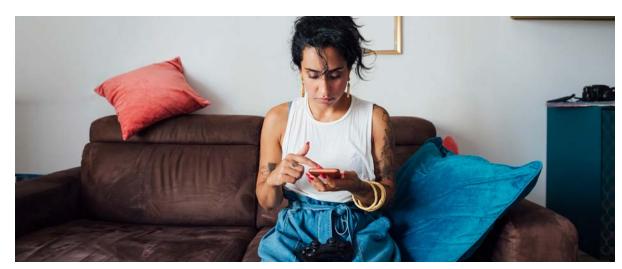




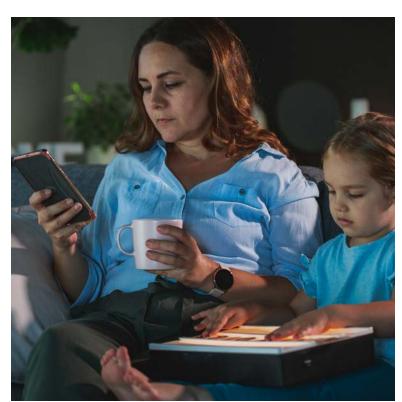












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Thank you

Questions / Comments / Feedback

