

## Cementing customer relationships and driving footfall

Gravitas was tasked by AAH Pharmaceuticals to demonstrate additional value for its All About Health members by reinforcing the role of pharmacy as a healthcare provider.

Our approach was to select ten pharmacies across the country willing to participate in National No Smoking Day on 9<sup>th</sup> March.

A hard hitting statement was issued urging smokers to seek help from their pharmacy in the form of individual quit plans, health checks and ongoing support.

Selected pharmacies were kitted with giant cigarettes to use in photocalls and briefed for interviews with their local media. Local case studies were sourced for health feature pages to help illustrate the struggles smokers have and how effective the all About Health smoking program can be.

The activity helped raise the pharmacies' profiles in their communities and demonstrated the true power of PR to drive footfall in store.

The blanket media coverage also helped to cement AAH's relationship with its customers.