



**take
care
clinic**SM
at select
Walgreens

“Walgreens is an excellent option for today’s busy families. To be able to ‘drop in’ rather than schedule an appointment is awesome and my children do not have to miss class time for minor issues. The parents were very thankful for the info provided. It was very timely as we are in the midst of a flu outbreak in Houston. Most of us were not aware of the Take Care Clinics, I will certainly use them in the future.”

Beth Irwin
PTO Vice President
Harmony School
Houston, TX

Case Study

WALGREENS TAKE CARE CLINIC
Customized, grassroots campaign makes Walgreens Take Care Clinic moms’ first stop on road to family wellness.

THE CHALLENGE

Walgreens wanted to increase awareness of its in-store Take Care Clinics on a grassroots, community level – urging moms to think of Walgreens’ Take Care Clinics first, when a family member has a minor urgent care need.

THE SOLUTION

School Family Media’s Back2School program, executed by PTO and PTA leaders at K-8 schools, enabled Walgreens to effectively promote their services, convenient locations and nurse practitioners as valuable, family-friendly community assets during the critical back-to-school season.

School Family Media, through its Back2School program, provided Walgreens with:

- **Exclusive access to moms in an authentic family-focused environment –**

Take Care Clinic nurse practitioners were able to personally engage moms at grassroots level Back2School events, when moms are especially interested in products and services that will minimize sick days and help their kids thrive throughout the school year.

- **Custom program management -** School Family Media identified and reached out directly to select PTO and PTA groups that met custom geographic and event criteria in 23 key Walgreens markets. School Family Media’s client service team guided each participating school and Walgreens through each event – from initial communications and planning to follow up and survey feedback.



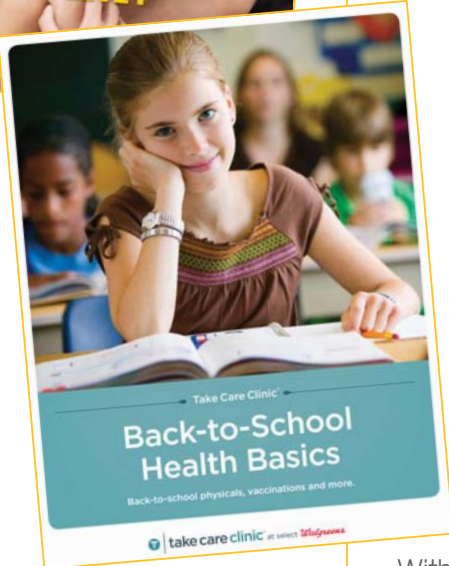
Take Care Clinic nurse practitioners at Back2School events



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Walgreens' *Back-to-School Health Basics* pamphlet, distributed with *Jump In!* magazine to school parents nationwide

As part of their Back2School sponsorship, Walgreens also took advantage of School Family Media's turnkey print and event sampling Back2School program components – extending the reach and impact of their Take Care Clinic message from school into the home.

PRINT – *Jump In!* magazine SFM's popular, annual back-to-school consumer publication, handed to moms – by moms – at Back2School events

SAMPLING – Walgreens-branded product samples and Take Care Clinic free health evaluation coupons distributed at Back2School events

THE RESULTS

The response and appreciation from both schools and families to Walgreens for "investing" their time and resources in a school-family community event was overwhelming – and trackable:*

Word of Mouth Marketing	
I would recommend Take Care Clinics to other parents	95%
Customer Conversion	
Families who had visited or intend to visit a Take Care Clinic for a health issue for a family member...	
Before the event	19%
Intend to visit after the event	57%

A 300% increase!

With School Family Media's Back2School program, Walgreens was able to literally immerse its Take Care Clinic brand and representatives into an optimally social, relevant and targeted experiential environment – making genuine, behavior-changing connections with their most powerful demographic.

*School Family Media Back2School Program Survey 2009



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[Click here](#) for more information about School Family Media – Marketing Solutions Group.