

Brand Recognition

Custom Box – size 9 ¼” x 6 ¼” x 1” – screened in three colors/laminated box/submitted items inserted in box and fulfilled by The Chest

CVS Pharmacy produces their own private label health care products that are available only at their stores.

One of the target audiences that they focused their sales efforts on was Nurse Practitioners. This group of medical professionals can administer & recommend a vast array of over the counter medications.

Their goals included:

Goal: Recognition of the product. (Because the name & look may vary from the traditional brand name product they wanted the Nurse Practitioner to see the actual product.)

Action: Gave away 5 actual samples just as they appear in the store.

Goal: Highlight the cost savings of their private brand products.

Action: Enclosed a brochure with side by side price comparisons with traditional brand name competitors.

Goal: Wanted the Nurse Practitioners to feel confident in recommending their product.

Action: Asked Nurse Practitioners to try the products enclosed.

The product samples, brochure & invitation to sample the goods were packed in a custom printed tuck box, fully laminated for durability. This created a complete package given to Nurse Practitioners at individual stores.



Box closed complete



Box open with inserts