

MEDIA RELEASE



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TerryWhite Chemmart launches new brand campaign: 'That's Real Chemistry'

LEADING pharmacy group TerryWhite Chemmart is continuing to build on its reputation as the market leader for customer experience and care with the unveiling of its new brand campaign: 'That's Real Chemistry'.

The cornerstone of the wider brand and marketing campaign is building on the trusted relationship between TerryWhite Chemmart pharmacists and their customers.

TerryWhite Chemmart Chief Operating Officer, Duncan Phillips said the brand positioning of 'That's Real Chemistry' provided TerryWhite Chemmart with a point of difference and was part of the Group's long-term plan to elevate the brand in the Australian pharmacy industry.

"We believe the connections developed between our pharmacists and their customers are what sets us apart from our competition and reinforces our position as a frontline healthcare leader," Mr Phillips said.

"We know that it's our Masterclass trained pharmacists that differentiates us, not just for their training but also for the advice that they provide to their patients and their communities.

"Real Chemistry' is about *care*, about providing interactions, not just transactions.

"Trusted pricing, an extensive range of health services, a discreet, professional environment and most importantly pharmacists that show exemplary support and care is what differentiates TerryWhite Chemmart from other pharmacy brands," he said.

Mr Phillips said the new strategy would help drive awareness of the brand, as well as increase customer understanding of what made TerryWhite Chemmart so unique in the market.

"Our marketing activities will be communicated in a way that is impactful and meaningful, building on the strong trust and loyalty that has already been developed with our customers over the years."

The campaign's creative concept was inspired by the insight that customers value quality most when it came to customer service, professional advice and products.

The campaign will be rolled out across traditional and digital media platforms across Australia including TV, outdoor, press, digital and across all owned assets of social, website, eDM's, catalogues and POS. The new brand positioning will also be used in the Group's internal communications.

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About TerryWhite Chemmart

TerryWhite Chemmart is one of Australia's leading retail pharmacy networks delivering frontline healthcare. With more than 450 community pharmacies across Australia, we are committed to ensuring every Australian has easier access to pharmacists and expert health advice every day. TerryWhite Chemmart provides high-quality, accessible and cost-effective community based health care services and programs.