

Case Study: Boots

The Challenge

WhatIf approached us when their client Boots asked for a process that would reinvigorate sales in the pharmacy, and entice pharmaceutical manufacturers and suppliers to further champion their relationship with Boots.

Tackling the issue

- We immersed ourselves in existing shopper behaviour in these aisles, talking with customers and staff. We took these learnings on board in creative sessions, where new fixtures, promotional materials, products and key shopper moments were devised.
- We brought this all to life in a major outlet over three days, where we were able to test the ideas in a real life situation, with both staff and employees.

The Outcome

- **Quick wins** - there was overwhelming positive response to certain ideas, promoting pharmacy only products. By having taken into account all the restrictions pharmacy operates under, all our ideas were brought to the shelf 'as if real'. As such the which the client was able to launch these new ideas across stores within weeks.
- **Strategic gain** - Customer behaviour had undergone such change in our 'new' store that the potential for underperforming areas, including herbal and night-time, was brought to the fore.
- A number of initiatives followed this project and with the video evidence of the project success, suppliers and their innovation processes, were included in these conversations.

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Client Feedback Form

ed to providing the best possible service, quality and value
ve this, we invite clients to complete this feedback form. The
r teams.

plete the following questions.

e overall outcome of your project?

med of progress?

and receptive to ideas or suggestions?

vel of competence of the project staff?

*"I have worked with every
ethnographer and insight
company in town. Asif's ability to
extract insight out of observations
and interviews is awesome. He
has been a critical
success factor in a number of
projects I have worked on."*

Graham Bishop
?WhatIf!
Customer Experience