

The brand:

Situation: In 2014 CVS took a giant leap by removing cigarettes from their stores and changing their name from CVS Caremark to CVS Health. This decision was the first step in their pursuit to become a company that is focused on health. Their campaign thus far has focused on creating the first generation of non-smokers. Other endeavors include providing accessible quality health care options, such as their minute clinic, where people can come in without an appointment for health their care needs.

Problem: Though CVS has gained much praise for their decision to remove cigarettes, a disparity between the brand CVS Health and the store itself still lies. Prescription sales are on the rise for the brand, but general merchandise sales went down 8% in 2014. While some of the decline could be attributed to the removal of cigarette purchases, the truth is, supporting CVS's decision to remove cigarettes does not translate into becoming a loyal CVS customer. **If CVS wants to be taken seriously when it comes to health then they must commit to this endeavor wholeheartedly.** And this means including health into all aspects of their store.

Opportunity: CVS does in fact have it's super fans, but their are also many people who use the store for the simple fact that it's convenient and it's accessible. For many, the store itself holds no emotional connection or brand loyalty. So, how can we leverage their omnipresence and variety in products in a way that also encompasses their pursuit for better health? **How can we ensure that consumers will choose CVS, not just because it's on the way or because they're already picking up a prescription, but because CVS is their first choice as a brand?**

The strategy:

Objective: Bring cohesion to CVS as a brand and unify their pharmacy and health care department with their retail experience to **create a brand that truly stands for health.**

Insight: Being healthy is not determined by the bigger picture decisions we make, like choosing a health care plan or our annual doctor visits. Health is achieved by the simple steps we take every single day. And to truly be healthy means to put health first in every choice we make.

Strategy: Focus on prevention. Health is not just about getting better. It's about being better now.

And staying healthy means feeding good things to all parts of your life. And since CVS is a pitstop for so many, it's a great way to turn everyday habits into healthy habits.

CVS has all the tools to help you stay healthy. Because health is more that just about finding a fix. And it can be achieved through every choice you make through out your day.

Health is everything. . .

Ways to achieve our goal:

Leverage their ExtraCare Bucks Program:

They already have a strong existing coupon program. How can we use this to help motivate consumers to make healthier choices? For example, do we provide coupon deals that give you discounts on chocolate after a purchase of something healthy?

Gamifying health: A lot of people are staying healthy through apps like Lost it or My Fitness Pro. Is there a way we can gamify health so that consumers build points for better deals?

Inform: Part of being healthy is knowing what the healthy decision actually is. Can CVS keep consumers informed on what health benefits they can get from making the right choices?

Remove temptation: They've already removed cigarettes. But the truth is, beer and chips aren't going anywhere. How can we make them admissible? Like all doctors say, in moderation. Do we provide only smaller packaging (ex no cases of beer, but we will continue to sell six packs)? Can we provide healthy add-ons to a bag of chips, or tips on how to include these snacks or beverages into a healthy lifestyle? All-Natural Ingredients?

Finding the health in everything: Being healthy means more than eating the right foods. We must also consider other forms of health, such as our mental and emotional health. In what ways can CVS and their products promote healthy choices when it comes to these areas of our health? Think about all the product categories they sell (beauty, school/office supplies, greeting cards, . . .even candy!). In what way could these products provide health to our daily lives? Can we promote more than just individual health - family health, community health, global health (sustainable products, recycling areas, etc.)

Leverage their existing campaign: They've already made the first in putting health first, and therefore they've already created a platform. How can we build off what they already own? Their new tag reads, 'Health is everything,' **But health is more than a physical state. And CVS is more than just a pharmacy.** How can CVS make their idea of health resonate throughout the entire store?