

Lloyds Pharmacy

Lloyds Pharmacy is the UK's second largest pharmacy chain with over 2000 outlets. They have developed a highly successful retail strategy that focuses on secondary locations and local communities.

The Brief:

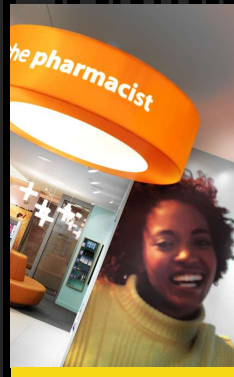
'i-am' were asked to create a new brand experience that positions the Lloyds Pharmacy brand as 'The Local Area Health Authority' and promotes increased sales through greater interaction with the pharmacist.

The Solution:

In each of the formats 'i-am' designed the experience to offer the best face to face advice, removing all the traditional physical and emotional barriers between the customer and the pharmacist in turn helping to create a far more efficient and engaging process.

The Result:

Following the successful launch of the new customer experience in Birmingham, 'i-am' and Lloyds have now developed a suite of three retail solutions to suit the specific customer needs in each site: Local Neighbourhood, at the Health Centre and in the High Street. The new stores have been a considerable commercial success and the new design is currently being rolled out across the Lloyds estate.



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