



Good Neighbor Pharmacies – Television Spot :30 Timmons&Company

Concept:

Customer, Mary, 40, female, soccer mom-type, walks in the front door of a highly-Good-Neighbor-branded pharmacy.

The moment she walks in, pharmacist Mark comes up to her and says:

“Mary, great to see you again. Your doctor called in your prescription, and it’s all set for you.”

Mary: “Thanks, Mark. But I have to grab a few more things first.”

Mark: “Take your time.”

Mary walks over to the children’s medicine and picks up a bottle. Mark comes from around the corner and says:

“Hey Mary, try this one. (picks up a different bottle) It works better with your son’s allergies.”

Mary: “Thanks Mark”

Mary walks over to another aisle and picks up a box of medicine. Mark pops out again, as if he’s everywhere, and says:

“Hey Mary, (picks up a different box) don’t forget this for your and Joe’s vacation.”

Mary walks over to the counter and Mark again pops up out again (not in a creepy way but as if there were 10 of him) and says:

“Hey Mary (puts her checkout bag on the counter) your insurance called asking about this, but no worries, I took care of it.”

Mary: “What would I do without you, Mark?”

Mark: “That’s why I’m here.”

V/O or screen text:

“We know you because we’re *your* pharmacy.
We can help you better because we’re a *Good Neighbor* pharmacy.”



Timmons&Company
The Marketing SWAT Team™

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:30

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Concept:

Customer, Diane, 35, two under-10 children in tow, is wandering the aisles of a huge spartan-looking Home Depot-sized and -styled store, only it's a pharmacy. She's looking side-to-side, up at the huge shelves, hands on her hips as if frustrated because she can't find what she's looking for.

Dissolve to Diane on a 20 foot ladder struggling to reach for a medicine bottle on a high shelf. The kids are staring up at her from the bottom of the ladder.

Dissolve to Diane in line at a pharmacy counter. There are a dozen people ahead of her in line. It's clear they have baskets full of things you'd buy at a CVS or Walgreens, and that Diane only has her one bottle to ask the pharmacist about. Her kids look bored and miserable.

Dissolve to Diane at the front, and the pharmacist is a drive-thru speaker box or an ATM with a number pad. The speaker in a tinny voice says something like:

"Press 1 to pick up a prescription. Press 2 to pay for your purchase."

Diane presses a button and the speaker retorts:

"You've pressed an invalid key. To speak with a representative, please call back during regular business hours or visit our website for more information."

Dissolve to Diane at the counter of a well-lit, highly-Good-Neighbor-branded pharmacy. She's smiling and talking with her pharmacist in his Good Neighbor lab coat while they look at the information on the back of her prescription bottle. Her kids are playing nicely with each other.

V/O or screen text:

"Your local Good Neighbor pharmacy: Small enough to always take care of you, big enough to always have what you need."



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Concept:

Shot:

A young couple on a dais taking their wedding vows. Cut to the audience where Pharmacist Walt, in his Good Neighbor lab coat, is sitting with a woman who is clearly the young bride's mother (but Pharmacist Walt is clearly not the father). Pharmacist Walt is tearing up and wiping a tear from his eye.

Shot:

A young boy, about 10, is on stage in a school auditorium finishing a violin solo with flair while the rest of the children in the orchestra are behind him watching quietly. Cut to the audience where Pharmacist Walt is again sitting with the mother as the solo ends and both Pharmacist Walt and the mother break out in applause while exchanging proud glances.

Shot:

The same family is having a typical suburban housewarming party with a smattering of guests all having fun. The doorbell rings, and we cut to the mother opening the door, and standing there smiling is Pharmacist Walt carrying a present for the family.

Shot:

Cut to the mother at the counter of a highly-Good-Neighbor-branded pharmacy. The son is probably with her. She's smiling and talking with her pharmacist in his Good Neighbor lab coat while they look at the information on the back of her prescription bottle. They clearly have a great rapport and know each other well.

V/O or screen text:

"Your local Good Neighbor pharmacy: Small enough to know you, big enough to always be there for you."



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:20

Timmons&Company

Concept:

A door frame in a suburban house's kitchen. Slow zoom in to see that there are tic marks marking a height chart on the door. Continued zoom to show that instead of heights on the chart, it's marked with medical events:

"Timmy's colic – age 1"

"Mary discovered she was allergic to bees – age 5"

"Joe caught the flu – age 7"

"Timmy skinned his knee – age 12"

"Mary's immunization – age 14"

V/O or screen text:

"Your local Good Neighbor pharmacy: We've been by your side for a long time."



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Good Neighbor Pharmacies – Television Spot

:15

Timmons&Company

Concept:

Black-and-white. Morty, pharmacist, 65, tall, white hair, horn-rimmed glasses, old-style lab coat, yet still spry, walking through a parking lot. The cars are all old, from the '50s. Everything looks as if it's half a decade old, like a Leave-It-To-Beaver Main Street.

Morty unlocks the front door to his black-and-white 1950s pharmacy and walks through the door.

Inside now, scene is now in color. Everything is modern, clean, and highly-Good-Neighbor-branded. Morty looks the same, only in color. He walks behind the pharmacy counter where everything around him is new and shiny and all the equipment is state-of-the-art. He sits down at his fancy high-tech-looking computer and starts to type.

Morty stands smiling widely and reaches out to shake the hand of a customer who just walked in and walked over to the counter.

V/O or screen text:

“Your local Good Neighbor pharmacy: Classic personal service, modern convenience.”