



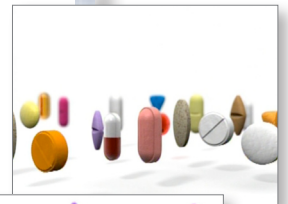
SICK AND TIRED OF THE COMPETITION.

Wal-Mart had a jagged little pill to swallow – despite owning 33% of the over-the-counter medicine market, it only had a 7% share of the \$230 billion pharmacy category bottled up. In fact, research showed that only 14% of existing customers filled their prescriptions at Wal-Mart.

Wal-Mart was suffering from a bad case of misperception, and we had to find the antidote. Through extensive research, we found the (hypodermic) needle in the haystack – the information necessary to grab considerable market share. We focused almost exclusively on maintenance drugs and set our sights on seniors and moms. We changed their definition of convenience and appealed to their price consciousness. Our message: Wal-Mart gives you the ability to script your life – fill your prescription while you shop (while always getting the lowest price). This message didn't just live in the advertising. As experts in *InsideOut Retailing*™, we knew perception problems couldn't be overcome in advertising alone. So, our efforts lived both inside and outside of the store and touched associates and customers alike.

Within the first 60 days of our launch, 1.7 million new prescriptions were filled. And new prescriptions generated in these first 60 days equaled more than 41% of total annual new prescriptions. (We think it was just what the doctor ordered.)

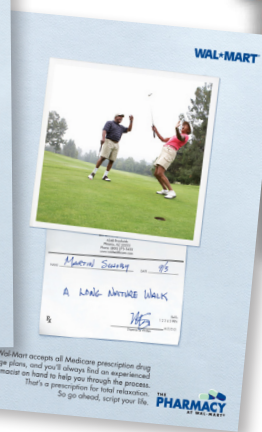
Out of Home



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PUT *InsideOut Retailing* TO WORK FOR YOU

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