

Sequoia chosen to aid Co-op campaign

CHESTER-BASED integrated marketing agency, Sequoia, has been chosen to help The Co-operative Pharmacy break the mould of its traditional in-store promotions, with a new focus on fragrance.

Of The Co-operative's 800 pharmacies, 194 have dedicated fragrance counters; and for the first time the marketing team is set to push this area of the business with an incentive-led campaign.

The campaign incorporates a free watch as a minimum fragrance spend incentive. It will sit alongside The Co-operative Pharmacy's value focused monthly campaigns, which highlight low-pricing on everyday items.

Sequoia has developed the entire fragrance promotion. The agency will also provide full project management, print, production and distribution.

Liz Page, marketing manager for The Co-operative Pharmacy, said: "Our in-store offering is very dynamic and we have traditionally focused on health essentials and value promotions.

"Although fragrance counters do not extend throughout our entire estate, 194 stores is a significant number, and there is a real opportunity here for us to also capture spend within this arena offering customers better value on those more indulgent products."