



## HELLO

There's an inherent warmth and familiarity to that red glow of the glass-fronted Walgreens entrance. It's more than just a pharmacy. It's a character in our day-to-day lives. So let's bring it to life.

We're tuning into the intricacies of care and delving deeper into the humanity of our cast with singular stories about how we juggle life when it's...well, life'ing.

We're all heroes in our own funny, flawed, unapologetically real ways; making it up as we go along but somehow making it work and finding joy along the way. That's what this campaign (and Walgreens) are all about.

## VISION

These are snapshots of your typical Walgreens customer's lived experience. Windows into the sheer breadth and depth of American life and culture.

Whether we're in LA, Chicago, Atlanta, or Austin, we'll show real characters in real neighbourhoods, with real, lived-in Walgreens stores. But do so in a way that captures these stores in their best light.

With each film, we're celebrating the rich diversity and detail of these characters, their worlds, and their experiences, and connecting them with a unique Walgreens aesthetic. A bold, new visual language that refreshes this 100-year-old brand but feels instantly recognisable from the very first frame.

It's a look that hooks our audience in and keeps them watching.

## CAMERA LANGUAGE

As you know, this isn't my first Walgreens rodeo. I don't just know this brand; I'm emotionally invested in it. And I'm excited by its potential. So let's continue what we started; evolving its visual language through this campaign and beyond.

It's an elevated, everyday look made up of simple but evocative ordinary moments that feel that little bit extraordinary, magical even. Scenes that celebrate the small achievements in our characters' lives and make our audience feel good about themselves.

I want this look and feel to become synonymous with Walgreens so that when a new creative comes on board they're already in lockstep with the brand's style and cadence. And whether audiences catch the beginning of a spot, the end, or find themselves slap bang in the middle, they're left in no doubt that it's about Walgreens.

## **CASTING**

For our audience to connect they need to believe. And for them to believe, these flawed, heroic characters and the way Walgreens helps them in their lives needs to feel real.

The insights team has done an incredible job coming up with detailed, nuanced backstories for these characters. Our job is to take these interior lives and externalise them with subtle visual clues, such as a biology textbook and different-sized clothes that show our home influencer is studying as well as looking after a family.

Like before, we're looking for relatable, expressive individuals whose looks and lives resemble those of the characters they're playing. But rather than choose between street casting and first-time actors or professional actors, let's cast our net wide and explore both options then go with the performance that gets us excited.

## **SCRIPTS**

### **IMMUNIZATION I "This is a Shot" :30 – ALT LOCATION**

We open on a WOMAN exiting from the driver's door of an older minivan parked in a mechanics garage.

We see glimpses of a car seat and a booster seat inside the minivan, as well as unopened or half-finished kids' snacks, sippy cups, crumbs, and small toys on the passenger seat and dashboard. It's clear she's got kids.

She slings a backpack over her shoulder and walks out of the garage.

Cut to the woman now walking along the sidewalk and then into a Walgreens.

We see her at the Pharmacy counter inside Walgreens, checking out with some Clorox wipes, a pack of crackers, and a healthy energy drink.

Cut to her walking back toward the mechanics with a Walgreens bag in her hand.

She enters a small, stuffy, empty waiting room, still holding the Walgreens bag. We can see into the garage through a window behind her and notice that the mechanics have lifted her car and are getting to work.

She sets the Walgreens bag down on the chair next to her and removes the sweater she's wearing. As she removes it, we see a red Walgreens band-aid on her upper arm.

**VO: This is not just a shot.**

She retrieves her snacks from the Walgreens bag, then a laptop and biology textbook from her backpack.

**VO: This is wellness made easy,**

She settles into work as she waits for the car to be fixed.

**VO: for those who've got plans.**

We slowly pull out from the mechanic's waiting room as the woman continues to work diligently.

**VO: Get your flu and COVID vaccines for free. Schedule same day in the app or walk into your Walgreens today.**

**ALT. VO: Schedule same day in the Walgreens app today.**

**ALT. END:** Cut from the waiting room directly to end cards as the VO speaks. The end card has iconography on it.

**SUPER: Walgreens**

**IMMUNIZATION I "This is a Shot" :30 - HERO**

We open on a laundromat in the evening.

A WOMAN folds baby onesies, toddler t-shirts, men's coveralls, robes, etc. It's obvious she is washing more than just her own. The woman starts a dryer cycle on a fresh load. The cycle timer reads: 44 minutes.

Cut to the woman exiting the laundromat and walking down the sidewalk into a Walgreens.

We see her at the Pharmacy counter inside Walgreens, checking out with laundry detergent, a pack of crackers, and a healthy energy drink.

Cut to her re-entering the laundromat, now holding a Walgreens bag. She sets the bag down and begins stuffing dirty clothes into a washer. She removes the sweater she's wearing and adds it to the next load.

As she tosses this load into the washer, we see a red Walgreens band-aid on her upper arm.

**VO: This is not just a shot.**

She retrieves her snacks from the Walgreens bag, then a laptop and biology textbook from her backpack.

**VO: This is wellness made easy,**

She settles into work as she waits for the laundry to finish.

**VO: for those who've got plans.**

We slowly pull out from the laundromat as the woman continues to work diligently, capturing the 'Walgreens' sign across the street reflected in the laundromat window on the closing shot.

**VO: Get your flu and COVID vaccines for free. Schedule same day in the app or walk into your Walgreens today.**

**ALT. VO: Schedule same day in the Walgreens app today.**

**ALT. END:** Cut from laundromat directly to end cards as the VO speaks. The end card has iconography on it.

**SUPER: Walgreens**

**MEDICARE | "This is Independence" :30**

We open on a BLACK MAN (65+) in a Walgreens pharmacy. He's at the counter, picking up a prescription.

**VO: This is not just a pharmacist.**

Cut to him on his porch with his adult DAUGHTER. His yard is tidy but littered with some of his grandkids' toys.

His daughter finishes helping him set up his 90-day refill on a tablet.

She gives him a quick hug and then heads down the steps to her car.

**VO: This is not just a refill.**

Cut to the next day where we see the man on his porch chatting with a Walgreens DELIVERY PERSON.

**VO: This is not just a delivery.**

Cut to the man sitting on his front porch, enjoying a quiet morning as the sunlight hits his face and he bathes in its warmth.

**VO: This is being independent, together.**

Cut to an end card.

**SUPER V1 Reference: Use Walgreens Find Rx Coverage to help you find the right Medicare plan for you during the 2024 Annual Enrollment Period.**

**SUPER V1 Reco: Use Find Rx Coverage to find the right Medicare plan for you.**

Cut to an end card with iconography depicting delivery and 90-day refills.

**SUPER V2: Fill your Medicare prescriptions with the pharmacy partner you can trust.**

**VO: Walgreens.**

### **WALGREENS WORLD (brand synergy and integration)**

Walgreens is an iconic brand that needs no introduction, so let's not give it one.

Instead, that warmth and familiarity I've been banging on about will seep into the subconscious of our audience as we naturally integrate Walgreens into the story like it's just another character. An organic part of everyday life in the world of our consumers.

## **MANIFESTO**

We're breaking new ground with these commercials. Flying in the face of dry, product-centred healthcare spots with a series of soulful, character-driven stories that subtly weave Walgreens' products and services into the narrative.

Why? Because it's only by getting our audience to identify and empathise with our characters that we'll create an emotional bond between them and the brand. And those feelings of warmth and familiarity will linger long after the spot has ended and flood their nervous system when they see it again.

## **THANK YOU**

As you can probably tell, my love for Walgreens and this campaign runs pretty deep. I'm a working-class British girl at heart, so I'm all for championing the simple humanity and genuine poetry of people conquering those day-to-day struggles and making them heroes in the eyes of our audience.

But this is just the start of the conversation. Let's keep pushing the creative, honing our voice, and making the Walgreens brand look and feel even more distinctive.

I look forward to talking more.