



Local Marketing Support – TV Advertising Guidelines

TV Campaign Elements Required for Matching Funds

When developing a television campaign, you will want to ensure that it embodies the Health Mart brand voice and positions the Health Mart pharmacist as a warm, caring, and compassionate clinical expert dedicated to the health of your community.

The Health Mart matching funds program applies only to approved local TV campaigns. To be eligible for matching fund dollars for your TV campaign, your TV spot must establish you as a locally-owned Health Mart pharmacy, and it must end with our Health Mart tagline and logo. Below are the details:

Elements that must be included in your TV ad:

If your store does not have “Health Mart” in its name, for example *Joe’s Health Mart Pharmacy*, the TV ad must include a statement that describes your store as a locally-owned Health Mart pharmacy.

Examples include:

- Health Mart pharmacies are locally-owned pharmacies
or
- [Your Pharmacy Name], at locally-owned Health Mart pharmacy

The spot must end with the following:

- “Health Mart. Caring for you and about you.” (verbally)
- The Health Mart Logo (visually). The appropriate Health Mart logo should appear in full color on a white or light background. High-resolution logos can be downloaded from the Marketing Hub. See below for appropriate logo use.



If your store has “Health Mart” in the name or logo, you can use this standard Health Mart logo.



If your store does not have “Health Mart” in the name or logo, you must use this endorsement logo.

McKesson

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at www.mckesson.com.