

# RITE AID MARKETING RESOURCES TOOL KIT FY2019





# Introduction

We value your partnership and understand the importance of working collaboratively to achieve our goals, and yours. Collaboration starts with understanding the framework in which you may work. In this tool kit, we have provided the information you need to understand how to best promote your brand within the programs and services Rite Aid offers, including:

- our customer brand promise
- Rite Aid marketing focus areas and the innovation we strive toward
- the channels available to you to optimize promotional and business planning with Rite Aid
- the people you should work with in the marketing department to leverage these channels
- the process you should follow to create a collaborative program with Rite Aid
- 3rd Party Partner tools that may be leveraged within Rite Aid

We look forward to working with you in FY'19 to develop new and innovative programs and to build your brand at Rite Aid.



# The Rite Aid Brand

## Our Brand Promise

Rite Aid's brand promise is to actively work with our customers to keep them well. From the Front End to the Pharmacy, everything we do is focused on supporting and enabling customers as they take steps on their individual path toward wellness. By providing the best products, unique programs and customized services, we help empower our customers to take an active role in the health of their family.

## How Rite Aid Actively Works with Our Customers

- It's that extra something we give our customers every single day.
- It's customized care from the pharmacist who knows all of their prescription needs.
- It's the daily, one-on-one relationships our Wellness Ambassadors build in every aisle they walk.
- It's the attention we give to sourcing, stocking and always having available just the right products for their specific needs and goals.
- It's the thought we put into every experience they have with us. Whether it is in our aisles, in their homes, or on-the-go.
- It's the personal attention we give each and every customer ... each and every day. After all, with us, it's personal.



# Marketing Focus Areas

As a retail healthcare company, we strive to deliver a unique customer experience that provides accessibility to health services, products and expert advice. We reach our customers with messaging based on their individual needs through our Marketing Focus Areas.

## Circular

The circular is a mainstay in Rite Aid's marketing tool box. 47 million customers receive our circulars when and how they choose. Digital personalization now allows us to customize the order of offers so our customers first see those most relevant to them. Through digital distribution channels, we create multiple localized versions and target the needs of the community. Our circular continues to see successful returns year over year by evolving around the ever-changing needs of the marketplace.

Participation in the core circular program is included with the FY19 Promotional Funding Commitment. However, any retail markdown must be funded with incremental dollars apart from the Minimal Fiscal Year Promotional Funding Commitment.

While there are exceptions to this rule, understand that the circular is a Rite Aid branded vehicle and that Rite Aid's style and brand equity trumps that of supplier brands.



We also offer incremental circular and print opportunities above and beyond the base Promotional Funding Commitment including promotional pull-outs, wraps and targeted mailers.

## CRM

Rite Aid recognizes that no two customers are alike. Our customers expect to receive personalized communication that is relevant to them. By leveraging CRM programs, you may activate highly targeted and measurable campaigns to grow the loyalty of our shared customer.

# Marketing Focus Areas

We provide numerous opportunities at times of the year and at scales that suit your budgeting requirements. The CRM opportunity at Rite Aid is unique as it is the only way you can participate in Plenti.

If you wish to participate in a CRM campaign, contact your Category Manager or the CRM marketing team for more information on:

- Current calendar of campaigns
- Participation forms and times for submission
- Targeting options
- Brand placement options
- Guidance on how to achieve the best results

Currently, Rite Aid does not charge our suppliers for participation in our planned CRM campaigns, other than the costs of coupon redemptions.

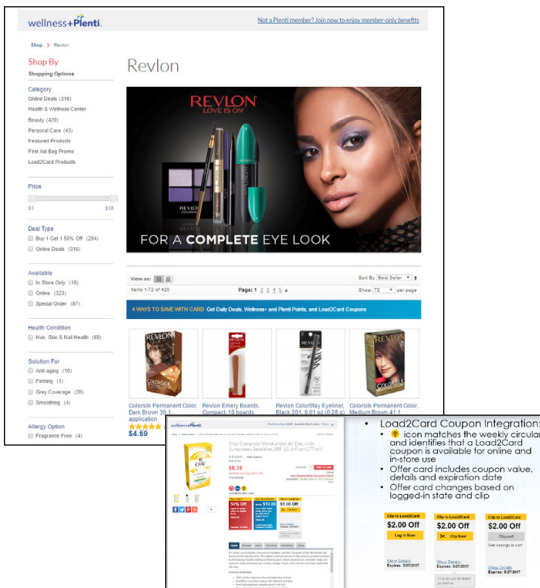


## eCommerce

RiteAid.com was created to better help our customers manage their wellness needs and easily purchase healthy products. We would like to share this experience with your users. Below are some directions on how you can add us to the list of retailers on your website. This will help increase your product sales and improve your overall eCommerce experience by providing users with an expanded selection of retailers where they can purchase your products.

### Brand Page on RiteAid.com

Brand pages on RiteAid.com organize all of the products available for purchase on the Rite Aid Online Store for a particular brand onto a single page. These pages allow brands to showcase their most recent product offer or campaign, while making it simple for a user to purchase.



Every brand that has products available for sale on RiteAid.com has a dedicated brand page. Step by step instructions for online product submission are available on the supplier portal under marketing.

Brand pages can be customized with a 690px x 350px banner, a 125px x 125px logo and a description of less than 400 characters including spaces.

### How to Link to Rite Aid

Linking to your brand or product detail page is easy. You can utilize the Rite Aid logo included on the brand style guide or link the shop now button to the appropriate product detail page, <https://shop.riteaid.com> or your specific brand page on RiteAid.com.

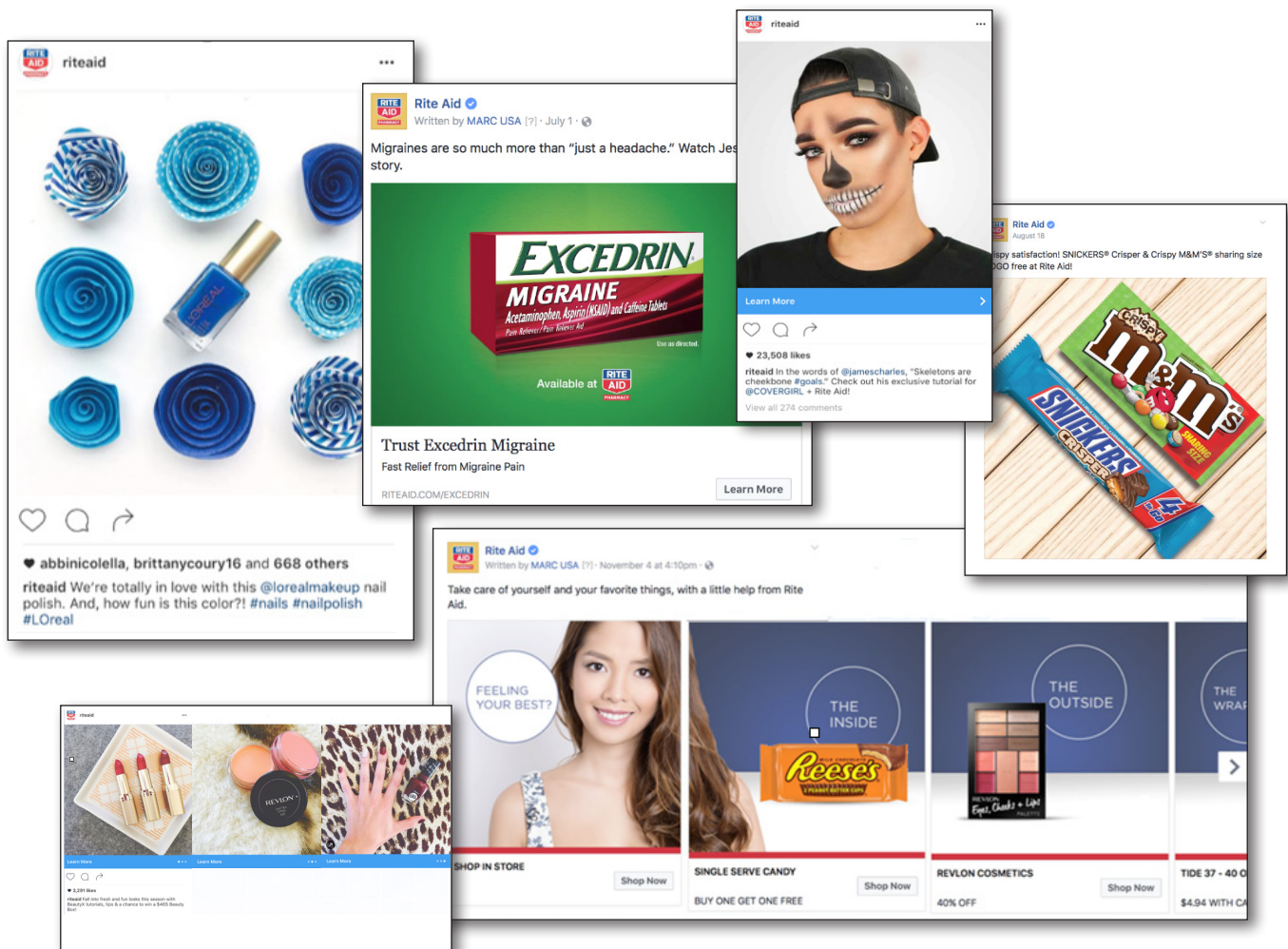
Product .xml or .csv feeds are also available for your use.

# Marketing Focus Areas

## Social Media

Rite Aid has an active customer fan base across a variety of social channels. Our purpose in the social space is both to extend our brand promise and to present targeted values and offers. All of this is accomplished via engaging and valuable content.

Our social channels are different from most traditional advertising channels in that the social media landscape is shared between our brand and the consumer. For that reason, we have to carefully balance the content that is published to make sure it aligns with the culture of the different social platforms and delivers value to our audience of customers.



## Grand Openings and ReOpenings

A successful grand opening is critically important to the future of a store. All new, relocated and remodeled stores are launched with a series of customized circular ads. The circulars highlight all the benefits of Rite Aid to new customers - from the customized care of our pharmacists and a unique beauty experience to the personal attention of our Wellness Ambassadors. The ads and personalized communications invite our current customers to experience a whole new store - with a new look and compelling offers on new and favorite products.

Special events, ranging from Mommy & Me beauty events to Weekend Warrior health screening events, are designed to appeal to all a wide range of customers including young families, seniors, beauty enthusiasts and young professionals. Local awareness of key events is developed through community partnerships, social media and CRM.

**RITE AID PHARMACY NOW OPEN**  
OFFERS VALID AT THIS LOCATION ONLY  
**304 Market Street at Strawberry Square, Harrisburg**  
SALE DATES 6/25 - 7/1/2017

Experience a whole new way to Shop  
**NEW products. NEW services. NEW look.**

- Cleaner, brighter, new store experience
- State-of-the-art, easy to locate pharmacy with private consultation areas
- Wider, easier to shop aisles with a large selection of natural and healthy food options

<b>FREE</b>	<b>FREE</b>	<b>FREE</b>
<b>197</b>	<b>477</b>	<b>297</b>
<b>77¢</b>	<b>297</b>	<b>497</b>
<b>97¢</b>	<b>47¢</b>	<b>187</b>

**Transferring prescriptions is easy!**  
In-store, online or mobile app.

**PLUS EARN UP TO 5,000 Penti points**  
WORTH \$5.00

**Get 2,500 Penti points** per prescription when you transfer 1 eligible prescription to Rite Aid with coupon and wellness Penti card. Worth **\$5.00 in savings** at Rite Aid and certain Penti partners.

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**Meet Daniel Tiger on Saturday, September 2nd from 10AM - 2PM.**  
See inside for details.

CHECK OUT ALL 4 WEEKS OF LUNCHTIME GRAND OPENING EVENTS AT RITEAID.COM/721GRANDOPENING

**RITE AID PHARMACY Summer Celebration**  
OFFERS VALID AT THIS LOCATION ONLY  
**0000 STREET AVENUE, SHOPPING CENTER**  
SALE DATES 8/27 - 9/2/2017

Join us for **FREE** in-store events this week only plus so much more!

- Cleaner, brighter, new store experience
- State-of-the-art, easy to locate pharmacy with private consultation areas
- Wider, easier to shop aisles with a large selection of natural and healthy food options

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See inside for details.

As we open and reopen stores, we look to you for ideas and suggestions on how you can help us create more excitement and build more traffic in these first few crucial weeks. Participating in grand opening events must be funded with incremental dollars apart from the base Fiscal Year Promotional Funding Commitment. See your category manager for specific details.





# Retail HealthCare Innovation

At Rite Aid, we focus on the customer's whole health journey – both preventing illness and actively supporting their overall wellness and quality of life. For the front end this means providing a broader consumer solution for their various every day health and wellness needs, in turn driving future growth. It means helping our customers be healthy and actively supporting their quality of life with programs like Quit For You, Be Rite healthy consumables and wellness+ allergy to name a few. Following are brief overviews of these programs to help illustrate how Rite Aid is partnering with our suppliers to innovate around wellness in the front end of our stores. We hope these programs and our approach inspires you to create similar innovations in your category as appropriate.

**SUCCESSFULLY QUITTING SMOKING REQUIRES A PLAN.**

Let your specially trained Rite Aid pharmacist help you manage both the emotional and physical impact of quitting.

Having a plan and getting the right support throughout your journey can help you on the path to success. Rite Aid's FREE Quit for You program is our wellness approach to help you quit smoking. The unmatched level of one-on-one communication with our pharmacist sets this program apart. Based on your individual needs and assessment, your Rite Aid pharmacist will act as a quit coach and lifeline by helping you:

- **develop** a personalized quit smoking plan.
- **review** products available to help and the savings you may receive.
- **understand** triggers to avoid and what to expect during your journey.
- **receive** the resources that can help you stay confident and motivated.
- **build** the support system you need to help you.
- **schedule** counseling sessions to encourage you along the way.

It's easy to join. Just take this brochure to your Rite Aid Pharmacist today.

To help you along your journey, Rite Aid provides savings on the tools you may need:

- **Save up to \$50** on your non-prescription nicotine replacement product purchases. Earn a \$10 off coupon after each purchase for up to a total of five \$10 coupons. Includes Nicorette Lozenges 72 ct or larger, Nicoderm CQ 14 ct, Nicorette Gum 100 ct or larger and Rite Aid Stop Smoking Aid Lozenge 72 ct or larger, Patch 14 ct or Gum 100 ct or larger. See your register receipt for all of your coupons.<sup>1</sup>
- **Earn double wellness+ points** with each non-prescription nicotine replacement products purchase.<sup>2</sup>

<sup>1</sup>Maximum product savings are based on calendar year. \$50 value delivered in \$10 coupons at the register following each of five consecutive qualifying non-prescription nicotine replacement product purchases. Coupon becomes void one week after purchase and may not be used for two weeks.  
<sup>2</sup>Points Accrued are based on the calendar year. Registered Quit for You customers earn two (2) points for every dollar spent on eligible non-prescription nicotine replacement products when they visit their local Rite Aid register. Includes Nicorette Lozenges 72 ct or larger, Nicoderm CQ 14 ct, Nicorette Gum 100 ct or larger and the Rite Aid Stop Smoking Aid Lozenge 72 ct or larger, Patch 14 ct or Gum 100 ct or larger. See RiteAid.com/Quit for more details.

**FREE Quit Smoking Program**

**GET THE SUPPORT YOU NEED TO QUIT SMOKING.**

**QUIT FOR YOU**  
**RITE AID**

Receive one-on-one coaching from your specially trained Rite Aid Pharmacist.  
[RiteAid.com/Quit](http://RiteAid.com/Quit)

2018

Quit For You is Rite Aid's personalized wellness approach to quitting smoking. Unlike any other smoking cessation program available, Quit For You provides an unmatched level of one-on-one consultations with our specially trained pharmacist. The program focuses on the positive change quitting smoking will have on our customers and the lives of all the people they are quitting for. As well as access to an award-winning toolkit, our customers receive encouragement to continue in their quit attempt with wellness+ points as well as savings of nicotine replacement products.



# Retail HealthCare Innovation

**wellness+ allergy**  
Manage your allergy symptoms with the products that work for you and

**Earn \$20 in wellness+ BonusCash each time you spend \$75 on OTC allergy products.\***

Rite Aid wants to help make it a little easier to take care of your allergies. Now you can purchase the products you want to manage your allergies and be rewarded for it.

\*Offer valid on all over-the-counter (OTC) allergy products from 1/1/18 - 12/31/18. You must have a wellness+ or Plenti card and register for wellness+ Allergy in order to qualify for the program benefits. See riteaid.com/allergy for complete details. Wellness BonusCash awards are loaded automatically to wellness+ or Plenti card only for use in-store or at riteaid.com 6AM day after issuance, and expire after 60 days.

Through newsletters and emails wellness+ Allergy provides our customers with information, tips and tools on how to better manage the allergy season. And, our customers are rewarded for managing their symptoms with \$20 in wellness+ BonusCash awards for every \$75 spent on qualifying allergy products.

Rite Aid is making it easier for our customers to make the right choices for their health and wellness. The Be Rite program empowers them to make healthy decisions on food and beverages when choosing a destination and throughout the store during their shopping experience. Healthy consumable shelf tags help guide them in the aisle by identifying products that meet specific FDA healthy food guidelines. Themed promotional

endcap displays group products by similar attribute so our customers can more easily manage their diabetes with low carb and sugar free selections or heart disease with low sodium and heart healthy selections. To continually help educate our customers on how to make healthy decisions throughout the year, we distribute seasonal recipes incorporating products that meet their individual health requirements. Our circulars incorporate gluten-free and organic icons so our customers recognize us as a destination to manage their lifestyle needs.

We've made it easier to find the foods and beverages that fit your wellness needs.

<p><b>Gluten Free:</b> Foods with this icon do not contain gluten or gluten-containing ingredients. If you are diagnosed with Celiac Disease, gluten intolerance, or wishing to follow a gluten-free diet for other reasons, look for this icon to help you make informed gluten-free choices.</p>	<p><b>Organic:</b> Foods with this icon must meet the USDA Organic criteria, which means the product has been grown, prepared and packaged according to the approved USDA standards for organic foods. If you are looking for foods which are grown and harvested in ways which promote ecological balance while also addressing the use of synthetic chemicals, choose foods labeled with this icon.</p>	<p><b>Heart Healthy:</b> Foods with this icon are low-fat, low in saturated fat, low in cholesterol, and contain less than 40mg of sodium per serving. Half &amp; half dishes contain 60mg or sodium or less per serving. Whether you have been diagnosed with heart disease, or you are looking for ways to help prevent heart disease, dietary choices can have an impact on your future health. Foods that meet this heart healthy criteria can help you make better choices.</p>	<p><b>Carb Aware:</b> Foods with this icon contain 15 grams of carbohydrates or less per serving. Whether you are managing a diabetic diet, or are reducing your carbohydrate intake for other reasons, this icon can help you identify foods limited in carbohydrates. And if counting carbohydrates is essential on a diabetic diet, foods with this icon will contain more than one carbohydrate exchange per serving.</p>
<p><b>Low Sodium:</b> Foods with this icon contain less than 140mg of sodium per serving. According to the current Dietary Guidelines for Americans, it is recommended to keep daily sodium intake under 2,300mg daily for the general population. But the Guidelines recommend further reduction of sodium to less than 1,500mg daily for individuals of African American heritage, those diagnosed with hypertension or high blood pressure, those over 50 years of age, or those with chronic kidney disease. Using the low sodium icon while shopping can help you make better sodium choices to help you stay in the range that is best for you.<sup>1</sup></p>	<p><b>Sugar Free:</b> Foods with this icon contain zero grams of sugar per serving. It is no secret that most Americans eat too much sugar! If you are looking to simply reduce your sugar intake, or looking for the occasional sugar-free treat, this icon can help you find what you are looking for in-store.</p>	<p><b>Good Source of Fiber:</b> Foods with this icon contain at least 2.5 grams of fiber per serving, and also contain 3 grams or less of fat per serving. It is no secret that most Americans eat too much sugar! If you are looking to simply reduce your sugar intake, or looking for the occasional sugar-free treat, this icon can help you find what you are looking for in-store.</p>	<p>Look for the <b>Be Rite</b> labels throughout the store.</p>

Make better choices for your wellness

**Be Rite**  
by choosing the right foods and beverages for your wellness needs.



# Collaborative Marketing Process

To ensure better visibility and shared understanding of all Rite Aid supplier marketing opportunities, **we require that all marketing requests be reviewed and approved by the category management department prior to initiating contact with anyone in the marketing department.** This will improve overall alignment of priorities, promotional planning and most importantly any required supplier funding – trade or shopper marketing in nature.

To make this process as streamlined and simple as possible for our category management team, we have developed a marketing request form, which can be completed electronically and sent to your category manager for review and approval. This form contains all of the basic information required to engage with the marketing department and facilitate the kick-off of the effort.



# Marketing Request Form



## MARKETING REQUEST FORM

Supplier: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ eMail: \_\_\_\_\_

Category: \_\_\_\_\_ Brand(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### MARKETING SUPPORT REQUEST AREA

#### Advertising

- Circular or FSI
- In-Store Display or Signage
- Shared Mail

#### Marketing

- Brand Equity and Category-Wide Programs
- New Item Launch
- Brand Tagging/Logo Use
- Community Event/Sponsorship

#### Digital

- Offsite Digital Media, Search, Affiliate, Display
- Social Media, Promotion, Posts
- Sponsored content

#### Customer Relationship Marketing

- Weekly wellness+ Member Communication
- Load2Card
- Digital Coupons
- Solo Direct Mail

#### eCommerce

- Product Listing
- Brand Page
- Category Advertising
- Campaign Page

SUPPLIER FUNDING AVAILABLE?  Yes  No

NOTE: If supplier request crosses multiple categories, send form to Karin Long.

BRIEF OVERVIEW OF OPPORTUNITY/NEED (200 Words or Less):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CATEGORY MANAGEMENT AUTHORIZATION: \_\_\_\_\_



# Approved Third Party Marketing Partners

PARTNER	PRIMARY RITE AID CO-OP MARKETING SERVICES
Adheris	<ul style="list-style-type: none"><li>Targeted pharmacy monograph advertising.</li></ul>
Catalina	<ul style="list-style-type: none"><li>Targeted coupons at register (across Catalina Network).</li></ul>
Higi	<ul style="list-style-type: none"><li>Advertising opportunities on in-store health station.</li></ul>
InMar	<ul style="list-style-type: none"><li>Aggregates, presents and clears all Load2Card electronic coupons for Rite Aid Service featured on RA.com and in the Rite Aid mobile app.</li></ul>
News America	<ul style="list-style-type: none"><li>Primary in-store brand signage partner: Prints and places all, except for exclusive Rite Aid equity promotions and programs (seasonal, Rite Aid Brand, wellness+ programs, etc.) and unique programs like security pedestal signage.</li></ul>
POP Radio	<ul style="list-style-type: none"><li>Handles all in-store radio advertising opportunities.</li></ul>
Storeboard Media	<ul style="list-style-type: none"><li>Prints and places all security pedestal promotions in our stores.</li></ul>

See appendix for details on these programs.



# Appendix

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## OVERVIEW

As one of the nation's largest providers of targeted patient acquisition and adherence programs, we develop evidence-based behavioral interventions that activate patients and improve outcomes to elevate brand performance.

Our multichannel, data-driven approach and understanding of real people and their behavior is the key to understanding barriers and influencing positive health behaviors.

### *inOffice*

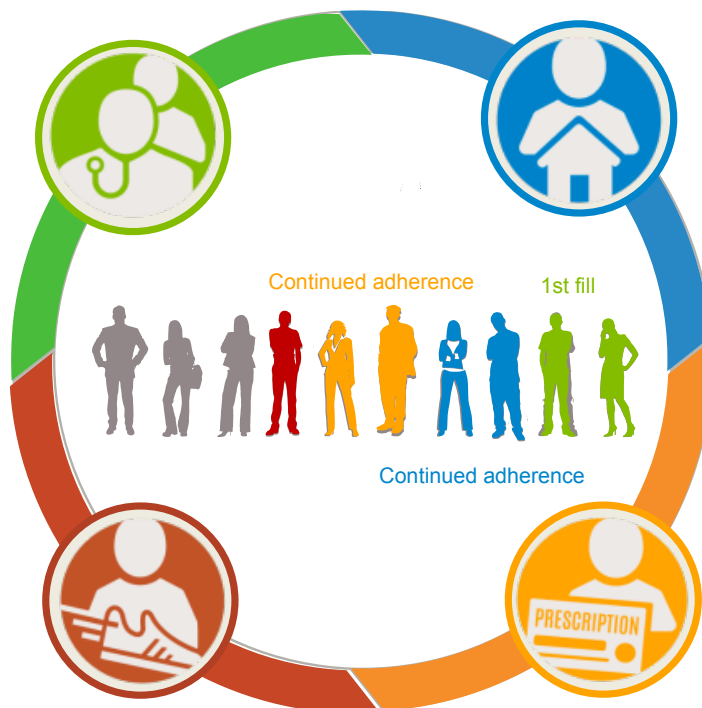
**ACTIVATES** patients to pick up their 1st fill

**PREVENTS** abandonment

### *inMotion*

**EMPOWERS** patients with immediate information

**DRIVES** compliance through mobile engagement



### *inHome*

**DRIVES** patients into the pharmacy to refill

**ENGAGES** patients with valuable resources

### *inPharmacy*

**INFLUENCES** patients at the point of purchase

**DRIVES** adherence & informed choice

## OUR HERITAGE

As part of inVentiv Health, we have access to a global network and deep therapeutic expertise enabling us to help clients successfully navigate an increasingly complex environment.







Adheris Health delivers point-of-care messaging in our pharmacies. This patient information document is printed and delivered by pharmacy staff with every prescription filled.

- Prints real-time in pharmacy while Rx is filled
- HIPAA compliant

AS Smith, Anne B.  
NDC 123456789012345  
EXPIRES 12/31/2018

AS Smith, Anne B.

Conveniently manage your prescription anywhere, anytime with the Rite Aid mobile app. On-the-go you can:

- Refill your prescriptions
- Transfer your prescriptions to Rite Aid
- Sign up for free Rx reminders

And so much more.

**Scan the QR code to download our mobile app.**

## Continue to manage your Cholesterol with VASITOR®

Along with diet and exercise, staying on track with VASITOR treatment plan will help you manage your cholesterol. Continue to take VASITOR as prescribed. Do not stop taking VASITOR without first talking to your doctor.

**Tips For Staying On Track:**

- Take your medicine the same time every day, such as first thing in the morning or with lunch.
- Seek the help of a family member or friend to help remind you to take your medication.
- Use a weekly pill organizer case so you know whether you've taken each day's medicine. Keep your original container for reference.
- Use technology to help you remember. Sign up for an automated reminder or use your phone's calendar/alerts for reminders. Refill on time!

**Continue to refill your VASITOR on time. Remember VASITOR will only work if you take it.**

To stop receiving sponsored information at this pharmacy, call 1-888-336-5744.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088. This information was developed and paid for by ABCPharma. No information that can identify you has been or will be provided to ABCPharma.

Highly selective and targeted message (trigger on age, gender, current Rx)

Large 8" x 8" print area for creative/brand message

Prints on back of drug monograph so your message is put directly into the hand of the patient

**Questions? Ask your Rite Aid Pharmacist.**

**GENERIC NAME:**  
Generic Medication

- Read the label on your prescription carefully each time you have it filled. If you have any questions, ask your doctor or pharmacist.
- Be sure to tell your doctor if you have ever had an allergic reaction to any component of this medicine.
- Be sure to tell your doctor about all other prescription, nonprescription (OTC) and herbal or natural medicines you are taking.

If you are pregnant, plan to become pregnant, or are breast-feeding an infant, discuss all medicine use with your doctor. All medicine should be kept in its original containers away from children. If you need more information about this medicine, ask your doctor or pharmacist.

**HOW TO USE THIS MEDICINE:**  
Take this medicine as instructed by your doctor. If you forget to take or use a dose, take or use it as soon as possible unless it is almost time for your next dose. Do not double your dose unless directed by your doctor. Store this medicine at room temperature in a tightly closed container, unless the label on the medicine states that it should be refrigerated.

**SIDE EFFECTS and WARNINGS:**  
Side effects are possible with any medicine, but they are usually not severe enough to cause the patient to interrupt or stop using the medicine. Tell your doctor if you have any bothersome side effects. Stop taking this medicine and contact your doctor right away if you experience an allergic reaction such as rash, difficulty breathing, swelling of the face, lips or itching.

This information is an educational aid for the use of this medicine. It is not medical advice for individual patients and does not list all possible uses, side effects, interactions or cautions about the medicine. If you have any questions or concerns with your medicine or condition, discuss them with your doctor or pharmacist.

**For faster service, phone in your refill request 24 hours in advance**

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**Rite ADVICE™**

You can refill your prescription when it's convenient for you. Refills by Phone: Call the number on your prescription bottle and follow the automated instructions. Internet refills: Order online at [www.RiteAid.com](http://www.RiteAid.com). ORDER NO. 460574

Rite Aid Pharmacy  
4555 Main St  
Anytown, USA 12345  
(212) 456-7890

**Rx 12345 12345678**  
Date of Birth: 01/01/2003  
1234 State St  
Anytown, USA 12345

**Drug Name**  
NDC: 12345678911      QTY: 60  
DAYS SUPPLY: 60

**Dr. Feel Better, MD**  
2458 My Street  
Anytown, USA 12345  
**2 REFILLS LEFT**

**INSURANCE CO**

DISCOUNT: \$66.00  
PAY: \$12.00

## inPharmacy BENEFITS

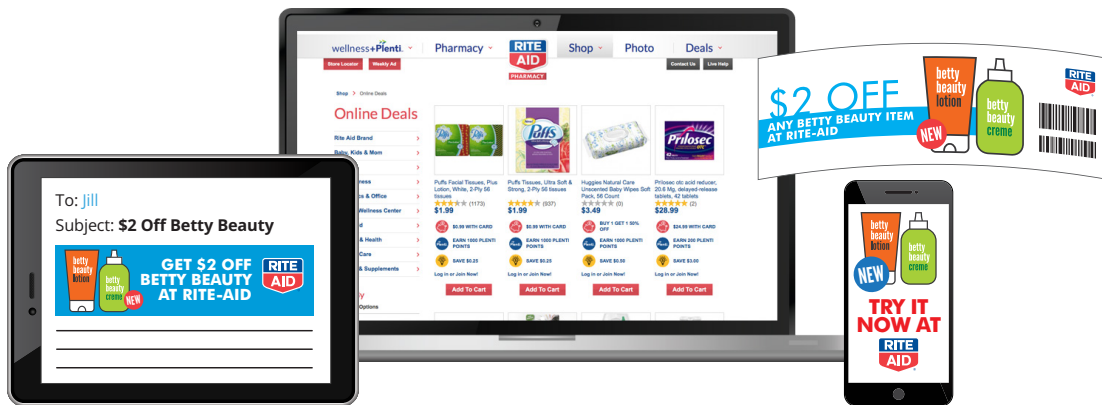
- Delivers positive sales results for Rx, OTC and CPG brands
- Promote appropriate use of product
- Generate product awareness to treat another condition, symptom or side effect relative to the patient's primary disease state
- Educate patients on good health practices with your product relative to age, gender, or physical condition



# PERSONALIZED DIGITAL MEDIA. WHEN RESULTS MATTER.

Whether your brand objective at Rite Aid is to drive incremental volume, increase loyalty, or motivate high-value consumers to try new products, Catalina has the results-based solutions to solve your biggest marketing challenges.

Catalina can reach 100% of Rite Aid shoppers, in-store and online, with the relevant offers that deliver results!



## IN-STORE. DIGITAL. MOBILE. EVERYWHERE YOUR SHOPPER IS.

Start the conversation. Call Joe Ryser at 727-563-5643 or email [joseph.ryser@catalina.com](mailto:joseph.ryser@catalina.com)

[catalina.com](http://catalina.com)

# CATALINA®

# CATALINA PERSONALIZED DIGITAL MEDIA DELIVERS MEASURABLE RESULTS.

## IN-STORE



### Up to 60% increase in volume and \$2.62 ROI

Drive instant volume with **Catalina Category Marketing**. Turn brand and category buyers into super buyers with in-store cash rewards.

### One additional month of shopper retention = 3% annual growth

Build brand loyalty with **Catalina Loyalty Rewards**. Identify and engage your loyal brand buyers to reduce defection and growth life-time value.



## DIGITAL

### Delivers more than 2x the redemption of untargeted offers

**Catalina Segment Targeted Load to Card** offers varied value incentives based on shopper segments to reduce subsidization and drive incremental shopper spend:

1. Higher value offers are delivered to Light and Never Buyers to drive **sales lift**
2. Medium value offers are delivered to Occasional Buyers to **increase consumption**
3. Lower value offers are delivered to Loyal Buyers to **drive efficient volume**



## MOBILE

### Industry-leading ROAS of \$3.45

**Catalina BuyerVision** uses purchase-based targeting and closed-loop measurement to drive the highest level of relevance in consumer-focused media.

What the consumer buys, what they need and when they'll need it is what really matters. Drive trial and repeat with **Catalina New Item Launch**. Omnichannel delivery to shoppers most likely to try your new product.

## CATALINA'S UNIQUE DIFFERENCE:

### DATA-DRIVEN MARKETING

Connect your brand to the right shoppers

### OMNI SHOPPER & REAL-TIME ACTIVATION

Personalized messaging delivered in real-time for the best ROI

### SPEED TO MARKET

Ideation to execution in 2-3 weeks

### KNOWLEDGE & EXPERIENCE

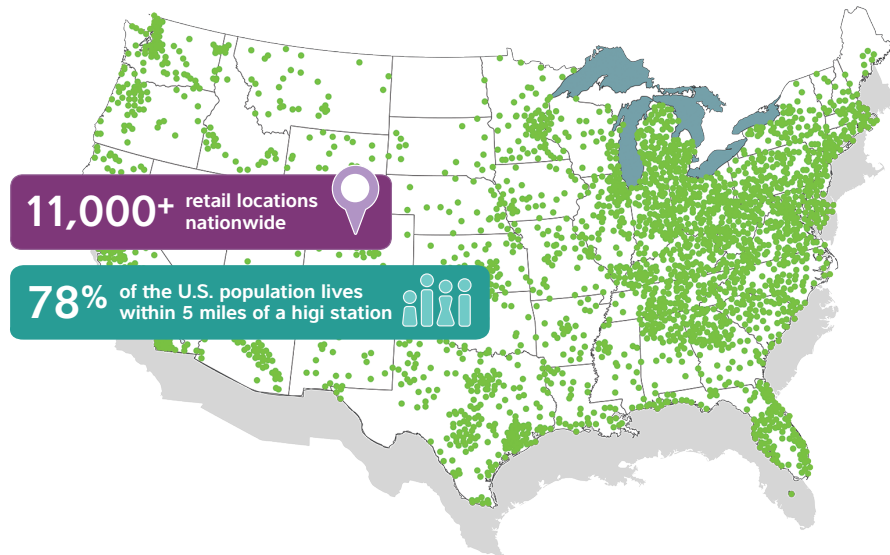
Catalina has driven lift and loyalty for more than 30 years

Start the conversation. Call Joe Ryser at 727-563-5643 or email [joseph.ryser@catalina.com](mailto:joseph.ryser@catalina.com)

# CATALINA®

[catalina.com](http://catalina.com)

# Connect with health-minded shoppers at the moment it matters



## Sole National drug chain



- 4,209 locations
- 35M screenings to date
- 13.4M screenings, past 52 weeks
- 1.7M registered users
- 89M monthly impressions

SOURCE: high analytics, May 2016 - April 2017

## The nation's largest self-screening health station network



BLOOD PRESSURE



WEIGHT



PULSE



BMI



BODY COMPOSITION\*  
\*40% of network

Strategically located in high traffic zones at leading food, drug and mass retailers, high's free and convenient self service health station is the centerpiece of an omni-channel messaging platform with eye-level video billboard advertising, privacy screen 1:1 advertising during health screenings, in-store consumer surveys and more.

Our platform also offers valuable tools to inspire, grow and sustain healthy behaviors via our website and mobile app, featuring challenges and rewards plus seamless connectivity to over 80 health devices, activity trackers and apps. high offers brands a one-of-a-kind opportunity to deliver creative, highly-targeted experiences that scale nationally.

## Five important benefits that will push your brand communications to new heights

- 1 **Build broad awareness** when shoppers are in a health moment
- 2 **Target specific consumer segments** for focused messaging and guaranteed views
- 3 **Gain shopper insights** to inform marketing decisions
- 4 **Build deeper relationships** with shoppers and retailers for sustainable CRM
- 5 **Create 1:1 relationships with shoppers** for consumer loyalty initiatives



For more information, contact Rebecca Osmer, Director | DowellGroup  
e: [rosmer@dowellgroup.com](mailto:rosmer@dowellgroup.com) | o: 717.614.6264

# Health station programs



## Rite Aid & highi

highi's cloud-based engagement platform allows shoppers to track and share biometric and lifestyle data from health stations and third party health devices.

highi is partnering with Rite Aid to offer vendor partners an in-store marketing tool that connects shoppers with brands as they engage with their health and wellness at the highi station.

## Benefits for Rite Aid Suppliers

highi provides Rite Aid suppliers with an in store and online messaging platform coupled with data and analytics to better engage with Rite Aid shoppers.

- ◆ A platform proven to deliver messaging to a captive, highly targeted audience who are 3x more likely to visit a promoted area<sup>1</sup>.
- ◆ Independent research indicates highi users are 3.5x as likely to speak with or request more information from their pharmacist or doctor<sup>2</sup>.
- ◆ Leverage data analytics to gain valuable, actionable insights about Rite Aid shoppers segmented by age, gender and zip code



SOURCE: Nielsen Media Research commissioned studies, 2014/2015

## Attract Screen Program

The Attract Screen Program is a high impact digital advertising opportunity.

Program Includes:

- ◆ HD Video (non-audio) or static brand message located on the top screen of health station, at eye level to shoppers
- ◆ 15 second brand messages
  - Price: \$9/station/month

**Program value:** brand awareness with broad reach

## Targeted Multi-Channel Program

Offers an end-to-end branded experience across highi's platform, on the attract screen and on the interactive privacy screen, with the ability to target shoppers with geo/ demographic precision.

Program Includes:

- ◆ Attract screen (15 second video or static brand message)
- ◆ Blood pressure video (30-60 second video)
- ◆ Pre-results screen video on a rotational basis, as available (15 second video or static brand message)
- ◆ Message in personal results e-mail
- ◆ Optional add on: "Learn More" information capture
  - Price: \$80/station/month

**Program value:** end-to-end in store and online branded experience

## Survey Program

The Survey Program allows you to gain valuable insights by asking shoppers up to 3 survey questions prior to each health screening on the interactive privacy screen. Sponsor receives aggregate survey results and de-identified data.

Program Includes:

- ◆ Tailored survey questions
- ◆ Survey results
- ◆ De-identified data analytics
  - Price: \$50/station/month

**Program value:** location-based shopper insight



For more information, contact Rebecca Osmer, Director | DowellGroup  
e: [rosmer@dowellgroup.com](mailto:rosmer@dowellgroup.com) | o: 717.614.6264

# A partner in wellness for Rite Aid shoppers



higi's mission is to get individuals to take small but meaningful steps to create lasting health habits. Our unique, in-store and online community engagement platform gives individuals the power to collect and, when they opt-in, share their health and activity data with their healthcare providers and trusted partners.

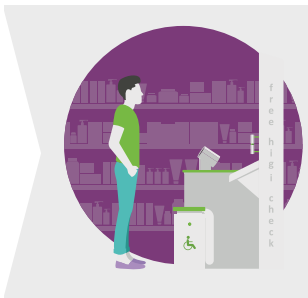
## Our omni-channel messaging platform gives you access to shoppers across multiple touch points

The highi platform includes the retail-based health station, website and mobile app. Our health stations are FDA 510(k)-cleared, HIPAA-compliant, Class II medical devices that provide a secure, real-time flow of information with multiple screening and tracking modalities, including integrations with connected device and app partners, driving repeated usage with incentives and rewards.

Our 360°, cross-device ecosystem meets individuals where they are - at retail, home, on-the-go - and helps brand marketers and healthcare stakeholders improve engagement with individuals, creating access and actionable insights to motivate and empower them in simple, fun and rewarding ways.

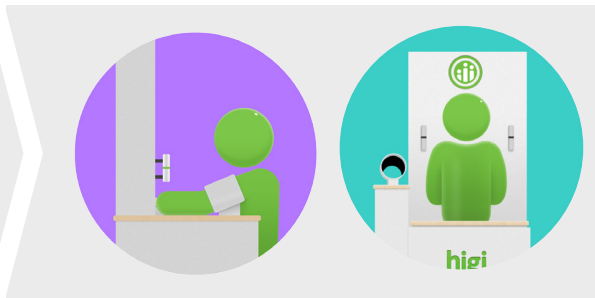
## A beacon for health through the wellness journey

### In the pharmacy



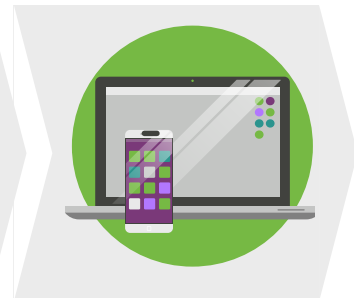
**Awareness + Educate  
& Activate**  
-  
Attract Screen

### On the station



**Educate & Activate**  
-  
Blood Pressure,  
Pulse, Weight & BMI  
Screening  
-  
Blood Pressure  
Video, Survey

### At home & on-the-go



**Follow-up &  
Reactivate**  
-  
Results Email &  
Results Web Page



For more information, contact Rebecca Osmer, Director | DowellGroup  
e: [rosmer@dowellgroup.com](mailto:rosmer@dowellgroup.com) | o: 717.614.6264



# Driving Sales with Unmatched Shopper Data & Insights

## DIGITAL PROMOTIONS



Insights into over  
**1.1 billion** baskets  
across **63 million**  
households

Directly engage millions of online and mobile shoppers and drive sales through Inmar's innovative technology and advanced analytics. Inmar's load-to-card and print-at-home solutions provide marketers with the scale, flexibility and insights needed to propel shoppers to action while optimizing promotion spend.

### ▷ Unparalleled Shopper Data

- Access to real-time shopper transaction and behavioral data
- Transparent reporting at campaign and retailer levels

### ▷ National Retailer Reach

- Distribution to more than 45% of U.S. digital rooftops
- National print-at-home distribution network

### ▷ Industry-Leading Performance

- Unmatched redemption rates and ROI
- Best-in-class targeting technology

### ▷ Expert Support

- Dedicated, consultative account management
- Comprehensive campaign management, planning and modeling



REGISTERED  
USERS  
**2MM**

USER GROWTH  
vs. 2016  
**306%**

REDEMPTION GROWTH  
vs. 2016  
**30%**

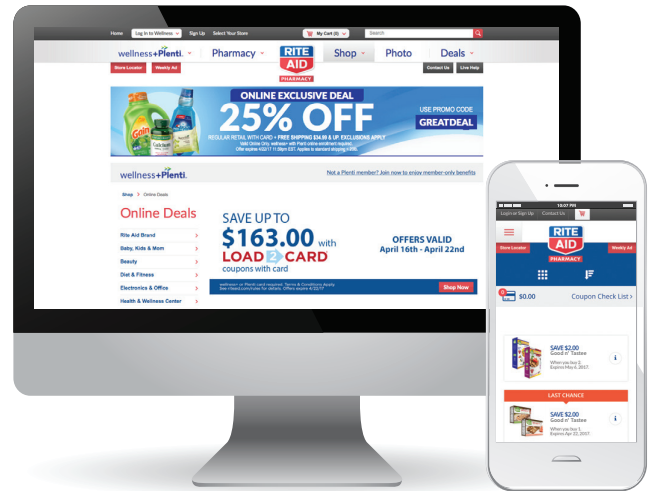
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## Load-to-Card Solutions

With Inmar's Digital Promotion Network, brands can drive sales and engage Rite Aid shoppers through national load-to-card programs that leverage Inmar's data-driven targeting technology and digital expertise. Through transparent, retailer-level reporting brands are able to continuously optimize their campaigns to maximize their ROI.

- Access to more than 36 million shoppers representing over 45% of all digital rooftops
- Transparent reporting providing insight into performance at the campaign and retail level
- Industry-leading redemption rates
- Best-in-class targeting using shopper basket data
- Flexible campaign execution and in-flight campaign optimization
- Exclusive co-marketing programs with key retailers



## Targeting Solutions

Inmar's targeting capabilities take digital promotions to a new, unmatched level by enabling brands to reach specific shopper segments at Rite Aid across multiple digital touchpoints with customized offers based on previous brand or category engagement. No longer does the same digital offer have to be given to all shoppers. With Rite Aid's digital program brands can:

- Split targeted Rite Aid promotions into multiple offers of varying face values, purchase requirements and/or promoted UPCs based on actual shopper data
- Simultaneously deliver these offers to carefully selected unique segments of the population
- Build longitudinal 1:1 relationships with shoppers by delivering offers that reflect their progression along the category lifecycle
- Maximize efficiency and optimize ROI by achieving multiple objectives with one campaign



Source: 2016 Inmar Shopper Behavior Study

To learn more, contact Inmar // [solutions@inmar.com](mailto:solutions@inmar.com) • 866.440.6917

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# NEWS AMERICA MARKETING®/SMARTSOURCE®: IN-STORE, AT-HOME AND DIGITAL



News America Marketing's SmartSource portfolio of advertising and promotion programs delivers brand messages to shoppers all along their paths to purchase.

## IN-STORE MEDIA

SmartSource in-store programs, like Shelftalk, Shelftake One and Coupon Machine, are turn-key; we handle production, installation and removal, so Rite Aid gets the program benefits without any store-labor costs.



### SmartSource Coupon Machine®:

Coupon incentives delivered at the shelf directly in front of the product.

- Category Sales Average: 1%\*
- Brand Sales Lift Range: +18-34%\*\*



### SmartSource® Shelftalk:

At-shelf advertising placed in the aisle.

- Category Sales Average: 1.3%\*
- Brand Sales Lift Range: +6-13%\*\*



### SmartSource Shelftake One®:

Promotion dispenser that delivers information and offers at the shelf.

- Category Sales Lift Average: 1.3%\*
- Brand Sales Lift Range: +7-13%\*\*



### SmartSource® Shelftalk Banner®:

At-shelf advertising placed in the aisle.

- Category Sales Average: 1.3%\*
- Brand Sales Lift Range: +6-13%\*\*



### SmartSource® Shelfvision Push 2 View:

Offers interactive advertising at shelf. Uses high quality video to integrate TV commercials and highlight product features. Designed to provide information to help with consumers' at-shelf purchase decisions

Add a tear pad\*\*\*  
to Shelftalk and  
Shelftalk Banner  
and offer shoppers  
coupon savings and  
other incentives!



# 2018

## SmartSource In-Store Program Schedule For Rite Aid

CYCLE 1	CYCLE 2	CYCLE 3	CYCLE 4	CYCLE 5	CYCLE 6	CYCLE 7	CYCLE 8	CYCLE 9	CYCLE 10	CYCLE 11	CYCLE 12	CYCLE 13
JAN 8 - FEB 4	FEB 5 - MAR 4	MAR 5 - APR 1	APR 2 - APR 29	APR 30 - MAY 27	MAY 28 - JUN 24	JUN 25 - JUL 22	JUL 23 - AUG 19	AUG 20 - SEP 16	SEP 17 - OCT 14	OCT 15 - NOV 11	NOV 12 - DEC 9	DEC 10 - JAN 6
Sales Close/Artwork Due for Coupon Machine, Shelftake One, Shelftalk, Shelftalk Banner												
10/27/17	11/23/17	12/22/17	1/19/18	2/16/18	3/16/18	4/13/18	5/11/18	6/8/18	7/6/18	8/3/18	8/31/18	9/28/18
Sales Close/Artwork Due for P2V, Shelftalk with Tear Pad, Shelftalk Banner with Tear Pad												
10/20/17	11/17/17	12/15/17	1/12/18	2/9/18	3/9/18	4/6/18	5/4/18	6/1/18	6/29/18	7/27/18	8/24/18	9/21/18

\*IRI Store Census Data, GFK Audits & Surveys; Approximately 80% of matched-panel test results for this program fall within this range. Based on all match panel test analyses with a category sales lift from 2012-present (Mar. 2017).

\*\*IRI Store Census Data, GFK Audits & Surveys; Approximately 80% of matched-panel test results for this program fall within this range.

\*\*\*Client has to purchase promotion as well as advertising rights.



## AT-HOME MEDIA



### Price Feature Plus® (PFP)

Rite Aid specific ads in the FSI that are placed adjacent to a manufacturer's coupon, highlighting reduced price points and final-net costs. PFP ads encourage shoppers to visit Rite Aid store locations for these offers.



### SmartSource® Direct:

#### Direct Mail and Sampling

Reaches a targeted audience using our access to household-level databases<sup>1</sup> and digital-marketing programs<sup>2</sup> including:

- Retailer-loyalty card targeting<sup>1</sup>
- Third-party marketing data<sup>2</sup>
- Opt-in online marketing



### SmartSource Media Group®:

Custom media programs that offer targeted advertising and promotions via advanced sourcing capabilities\*. Programs are completely turn-key.

\*3rd party database, with NAM access secured on a program-by-program basis.

We manage programs with our vendors from beginning to end, including the development of targeted databases, print execution and package solutions, addressing mailers and USPS processing.

<sup>1</sup>3rd party database, with NAM access secured on a program-by-program basis.



## DIGITAL MEDIA

News America offers a three-tiered approach to support Rite Aid digitally:



### Direct 2 Card Coupons:

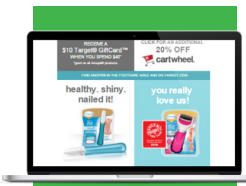
We have the capability to post manufacturer coupons directly to **RiteAid.com**.



### Programmatic Digital Media:

We have access to first-party behavioral data of shoppers across 170+ partner sites. We can utilize this data to target consumers living within a radius of Rite Aid stores with ads designed to drive them to **RiteAid.com**.

<sup>1</sup>As of July 2017



### Targeted E-mail Campaigns:

We have permissions-based and customized 3rd party email lists of 200,000,000 addresses that puts your message right into shoppers' inboxes. We can utilize geographic, demographic, psychographic and transactional targeting in selecting the audience and creating programs designed to drive traffic to **RiteAid.com**

For further information about News America Marketing's Programs, please contact:

**Gavin O'Day**

Vice President Group Sales Manager,  
Shopper Marketing

212-782-8088

goday@newsamerica.com

**NEWS AMERICA  
MARKETING**



# RITE AID

## In-Store Audio Overview



- Do you want to reach shoppers throughout the entire store?
- How about delivering a message in a captive media environment?
- Add value to your current traditional media buy and utilize InStore Audio Network so that the last message heard just before a shopper makes their purchase decision is from your brand!

**We'll broadcast your brand's message and drive consumers to the shelf with InStore Audio Network®**

InStore Audio Network is "Point-Of-Purchase" in-store audio that delivers audio advertising to over 4,500 Rite Aid stores.

HBC and packaged goods advertisers benefit from reaching every shopper that enters the store with an audio message that has proven to increase sales by an average of 16%.

Other advertisers, for products, services or Rx items, can take advantage of the powerful reach and frequency of InStore Audio Network in Rite Aid.

**For more information on InStore Audio Network, please contact:  
Gary Seem at 609-454-2815 OR visit [InStoreAudioNetwork.com](http://InStoreAudioNetwork.com)**



# **InStore Audio Network** will deliver your brand's message to millions of consumers in a **captive media environment** at the **point-of-purchase**.

## **THE PACKAGE:**

You can add significant value to your media buy by including in-store audio for a very low cost! You will receive a 30-second spot that airs twice per hour for every hour that the store is open. To provide maximum flexibility, this program is bought by the week.

## **COSTS:**

Cost per store (net)	\$8.00/store/week
Total # of Rite Aid stores in the network	4,526
Full Rite Aid buy for one week	\$36,208

*(Lead times for ads are roughly 2-3 weeks prior to start date)*

## **RESEARCH:**

Average sales lift	+16%
Impact on Brand Awareness	+42 points

## **TOTAL POTENTIAL IMPRESSIONS IN RITE AID (per week):**

<u>Demographic</u>	<u>Audience</u>
Total Adults 18+	15,898,939
Total Women 18+	9,214,897
Total Women 25-54	5,596,363

## **THE FULL INSTORE AUDIO NETWORK:**

**(Call for details on rates and availability)**

Grocery Network	10,447
Drug Store Network	12,011
Mass Merch Network	1,174
Total Network	23,654

Sources:  
IRI, Audits & Surveys  
Edison Media Research  
Guideline Research

For more information, contact:

**Gary Seem**

President / CEO

609-454-2815

[Gary.Seem@InStoreAudioNetwork.com](mailto:Gary.Seem@InStoreAudioNetwork.com)

[www.InStoreAudioNetwork.com](http://www.InStoreAudioNetwork.com)



Updated 7-7-16



# Now Your Brand Can Reach Every Rite Aid Shopper!



**StoreBoard Media has the exclusive right to place advertising on security pedestals in Rite Aid stores nationwide.**

**YOU can now deliver high quality brand impressions to consumers who are able to purchase your product.**



### Strategic Usage

Increase brand awareness, introduce NEW products/services or feature seasonal products.

### Rates – Media Only (Plus Production)

Top 3 markets – \$2.42 Cost Per Thousand (\$200 CPS)  
 Markets 4-10 – \$1.99 Cost Per Thousand (\$165 CPS)  
 All Other Markets – \$1.69 Cost Per Thousand (\$140 CPS)

### Ad Position/Size

The largest advertising space available at the entrance of Rite Aid stores with 100% visibility to all shoppers. Average stores have 3 two-sided pedestals that are 5 feet tall by 2 feet wide, creating 60 square feet of billboard impact!

### Media Buys

Can be bought nationally, regionally and locally or by DMA.

### Category Exclusive/Prime Location

Regardless of how many pedestals are in a store, one advertiser gets all per cycle, per location... creating a multiple billboard effect for total domination of the front of the store.

### Cycles

There are 13, four (4) week cycles.

Media Cycles and Due Dates		
Cycle	Date	Artwork Due
<b>2017</b>		
1	Jan 9 - Feb 5	21-Nov
2	Feb 6 - Mar 5	19-Dec
3	Mar 6 - Apr 2	16-Jan
4	Apr 3 - Apr 30	13-Feb
5	May 1 - May 28	13-Mar
6	May 29 - Jun 25	10-Apr
7	Jun 26 - Jul 23	8-May
8	Jul 24 - Aug 20	5-Jun
9	Aug 21 - Sep 17	3-Jul
10	Sep 18 - Oct 15	31-Jul
11	Oct 16 - Nov 12	28-Aug
12	Nov 13 - Dec 10	25-Sep
13	Dec 11 - Jan 7	23-Oct

Media Cycles and Due Dates		
Cycle	Date	Artwork Due
<b>2018</b>		
1	Jan 8 - Feb 4	20-Nov
2	Feb 5 - Mar 4	18-Dec
3	Mar 5 - Apr 1	15-Jan
4	Apr 2 - Apr 29	12-Feb
5	Apr 30 - May 27	12-Mar
6	May 28 - Jun 24	9-Apr
7	Jun 25 - Jul 22	7-May
8	Jul 23 - Aug 19	4-Jun
9	Aug 20 - Sep 16	2-Jul
10	Sep 17 - Oct 14	30-Jul
11	Oct 15 - Nov 11	27-Aug
12	Nov 12 - Dec 9	24-Sep
13	Dec 10 - Jan 6	22-Oct

### Closing Dates

Space Reservation nine weeks prior to cycle date; artwork seven weeks prior.

### Full Turnkey

StoreBoard Media will **print, coordinate, distribute, and verify.**

**For Reservations Contact:**  
 StoreBoard Media  
 Charlie Williams, EVP Sales  
 646.472.1888  
[Charlie@StoreBoards.net](mailto:Charlie@StoreBoards.net)





# Now Your Brand Can Reach Every Rite Aid Shopper!



## Delivering Reach and Recency

- Put your brand message where it is actually viewed and can be acted upon.
- StoreBoard Media links a consumer exposed to the message when they are in a position to make a purchase.

### Increased Brand Awareness



© 2010 Arbitron Inc.

StoreBoard Media | Arbitron Retail Advertising Effectiveness Case Study

- Visually aided message recall among those who noticed StoreBoards was over 50%.
- The StoreBoard messages increased the brand’s overall advertising awareness.
- StoreBoards had a significant impact on the brands’ in-store presence.
- The majority of shoppers find StoreBoards a useful way to learn about products.
- 41% of shoppers who noticed StoreBoards could make a connection between the ad and a purchase they’ve made.

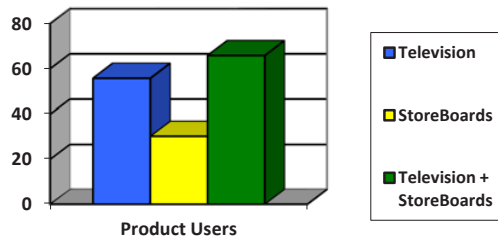


### Increased Reach – Complements Television Activity

StoreBoard Media | Nielsen 2010 re-allocation study



- Nielsen studies have confirmed that no matter how much money a brand spends on television, StoreBoard Media can add new reach points in an efficient and effective manner.
- Using the same budget and reallocating a portion to StoreBoards increases reach among those who use your product.



**Masi**  
© 2010 Masi International Inc.

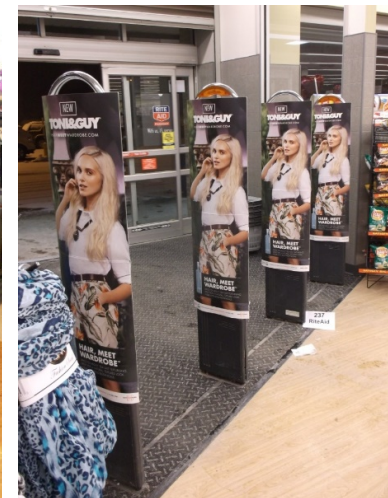
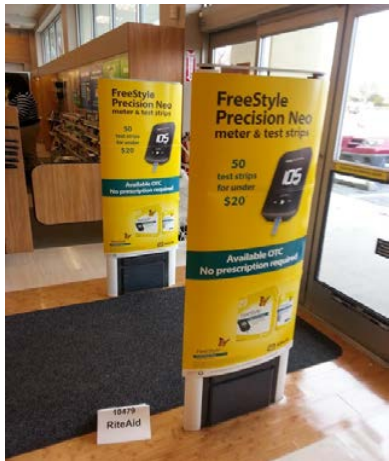
### Increased Sales

- Test stores that contained the StoreBoard Media program had sales lift that averaged 24.4% compared to the control stores.
  - Allergy – **12.4%**
  - Cough, Cold, & Allergy – **45.4%**
  - Hair Care -- **30%**
  - Razors – **47.7%** Men’s HBA – **43.6%**
  - Cough & Cold – **17.6%**
  - Gum & Candy – **12.9%**
  - Oral Care – **8.59%**
  - Skin Care – **29%**

[360 Lexington Avenue, 19<sup>th</sup> Fl, New York, NY 10017] [P (212) 682 3300] [www.StoreBoards.net]



Now Your Brand Can Reach Every Rite Aid Shopper!



[360 Lexington Avenue, 19<sup>th</sup> Fl, New York, NY 10017] [P (212) 682 3300] [www.StoreBoards.net]

