



United Discount Chemists



Customer Snapshot

Market

- Pharmaceutical Retailing

Goal

- Find a way to penetrate into the national Australian pharmaceuticals market.

CUSTOMER

United Discount Chemists (UDC)

WEB

www.udc.net.au

ABOUT

United Discount Chemists (UDC) is a national group of independently owned pharmacies that was established in 2006. UDC is based on an uncomplicated, discount pharmacy model, capable of competing with major players on price and still being able to offer a distinctive local service without sacrificing strong traditional pharmacy values.

"UDC's distinctive pink branding is a striking differentiator in a market typified by greens, blues, and reds", resonating with its key target market and establishing an emotional connection with consumers. The ability to replicate this branding across its marketing collateral, especially catalogues – the core of its promotional program, is pivotal to increasing UDC's success in the market.

PMP has successfully upheld the importance and effectiveness of catalogues for UDC through a strategically tailored national catalogue printing and distribution service since its inception. PMP's involvement has played a key role in helping to grow the UDC brand from 11 to more than 40 business partners Australia wide.

UDC began with a 4 page A5 catalogue and is currently printing a 12 page catalogue. They also produce an 8 page monthly catalogue with 16 page seasonal versions.

Thanks to its extensive expertise in catalogue printing, strong appreciation and thorough understanding of catalogues as a potent marketing medium, PMP prides itself in producing catalogues that are highly consistent in colour output and quality - a key success factor in achieving brand strength for UDC.

THE CHALLENGE

UDC's challenge was to find a way to penetrate into the national Australian pharmaceuticals market as it was currently servicing a local metropolitan and country market in South Australia. In order to be able to do this successfully, UDC needed a system that would allow it to map local customer bases surrounding current stores. It also needed to calculate the potential customer bases in the market.

UDC also required a multi service business to provide design and layout, pre press, printing and letterbox distribution throughout Australia at a competitive price.

THE SOLUTION

In response to UDC's needs for a customer segmentation model, PMP Distribution provided UDC with a Mosaic data and map generation solution. This model allowed for the coding of all (40) stores to better understand the current and prospective national clientele base and also provided letterbox deliverable areas for each UDC business.

UDC determines its letterbox campaign areas primarily on a geographic basis as a result of the number of stores they have nationally and their individual needs and requirements. The Mosaic model also helped identify that consumers are going to UDC stores because of store locality, the relationship UDC has built with customers and the strength it has gained in the market place.

The solution also meant the growth of catalogue printing across states thanks to PMP's multisite capability. PMP Print now provides UDC with web offset catalogue printing in South Australia, Victoria and New South Wales.

RESULTS

PMP's ability to provide a cost effective, efficient and reliable end to end solution for the printing and distribution of UDC's catalogues has been instrumental in achieving UDC's growth of over 40 stores. PMP has provided these services from the very first UDC catalogue produced. Catalogues have been the main UDC focus or spend for national and local area marketing, with the growth in consumer spending being attributed to increased consumer confidence and awareness of the brand.

PMP receives ongoing positive feedback from UDC and is very excited to be part of this rapidly growing business.

PMP knows its role will be critical in helping UDC maintain market prominence, brand loyalty and customer respect in the retail pharmaceuticals market. In light of this, PMP will continue to work closely with UDC to ensure the catalogue printing and distribution services it receives continue to be met at a very high standard without sacrificing consistency and colour repeatability, fast turnaround times, strong customer service and value for money - key elements in helping UDC further strengthen the visual integrity of its brand.

TESTIMONIAL

Recent feedback received from UDC highlights PMP's ability to respond quickly and effectively to the changing needs of UDC. We would "absolutely" recommend the PMP group of services to other business associates. PMP is synonymous with a reliable, flexible, and accountable national catalogue program.



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Adam Scaffidi – Marketing Manager,
United Discount Chemists

FOR FURTHER INFORMATION

Call 1800 032 472
or visit www.pmplimited.com.au

info@pmplimited.com.au

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About PMP Limited

PMP is recognised across Australasia as one of the largest print and distribution companies of catalogues, magazines and marketing materials. We also provide insights into your customers, shoot about 35,000 retail images a year and support the production of consistent multichannel communications through workflow and premedia solutions. Through our breadth of experience and expertise, PMP have developed a range of integrated marketing solutions to help you understand, reach and capture your customers' attention.