**Advertising in a pharmacy.**

Lecture outline:

1. Image of a pharmacy organization. Pharmacy corporate identity.
2. Types of advertising materials used in a pharmacy organization.
3. Basic rules for placing advertising materials in a pharmacy, taking into account legislation, ethical standards and merchandising rules.

In a highly competitive environment, the image of a pharmacy plays a key role in building an effective business. The main factor influencing the image of a pharmacy is the competence and professionalism of its employees.In addition, the image of a pharmacy is influenced by factors that are always important for any business sector. These include:

* location and accessibility (for example, if a pharmacy has a ramp, people with disabilities and mothers with small children can come there);
* opening hours (round-the-clock operation can attract additional customers);
* carrying out various promotions and loyalty programs for regular customers (no matter what the discount, any client is always pleased to receive it).

To shape the image of a pharmacy, it is also necessary to pay special attention to the development of a corporate identity. Corporate identity is, first of all, a logo. Pharmacy logos often contain traditional medical symbols (red, green cross, bowl, etc.), although many designs have a completely individual style that is not symbolically tied to medical topics. The second is an individual color scheme. These positions are embodied in the following elements:

* signboard;
* external design of the shop window (if there is one);
* interior design of the premises (sales area);
* cash counters;
* internal display cases with product samples;
* printed advertising products (booklets, business cards with logo, address, contact details):
* staff clothing;
* employee badges;
* other elements of corporate identity.

The pharmacy's corporate identity complex includes the design of the pharmacy's window and door, the placement of pillars and signs on the street. A buyer, finding himself in a modern pharmacy with a well-formed corporate identity, professionally qualified and polite staff, chooses this pharmacy for his next visit.

Advertising at the point of sale is communication within the four walls that limit the sales area. Advertising at points of sale includes advertising posters, special equipment, information support for sales, promotion programs and promotions.

The purpose of point-of-sale advertising is to present the product in the most favorable light, to attract attention to the product and to explain its benefits.

Advertising functions at points of sale.

1. Informing about the features of the product (novelty, improvement, functions).

2. Provoking impulse purchases of goods whose purchase was not planned.

3. Reminder at the point of sale of all messages disseminated by other means of advertising.

Types of advertising at points of sale.

1.Advertising on the shop window. Pharmacies with street display windows should make the consumer want to get acquainted and take a closer look at it. She puts the product in a favorable light. Window advertising may use dummies, unusual elements, special neon signs or advertising of a particular brand.

2.Advertising inside the pharmacy. Designed to quietly convince the buyer to make a purchase. Types of advertising inside the pharmacy:

• unobtrusive advertising (stickers, pennants, small posters, posters, flags);

• advertising on the packaging (“presentation box”, pediment with text);

• image advertising (huge dummies, illuminated counters);

• practical advertising (samples, testers);

• informational and demonstration advertising (sound video advertising, special presentations displayed on displays). Point of sale advertising has a limited duration of effective use.

Advertising on the sales floor will require special attention. First of all, you need to highlight the main types of advertising materials. Then analyze the features of the room itself. This will help you understand what types of advertising in a pharmacy can be used. The success of a business equally depends on both advertising and competent planning and zoning of the hall.

The entrance area of ​​the pharmacy is an important place for advertising. The door is often covered with stickers or decals. If there is a small area in front of the entrance to the room, then here you can, for example, put a stand for booklets there. Leaflets or booklets will be included in these stands. You can also place a large advertising structure in this place. Owners often make mistakes when installing stickers. They should be placed either only at the entrance or be double-sided. For entrance stickers, it is better to select those products that are well known to visitors. For not very popular brands, stickers on the front door should not be used.

In the sales area, you need to choose the most visible places for posters. This could be a load-bearing column. There is no point in using all the free space. Many of them will be in the “cold” zone. Visitors simply won't notice them. If the pharmacy premises are large, then mobile phones can be installed there. These are double-sided structures that are fixed to the ceiling. Mobile phones are not suitable for small pharmacies. You also need to monitor the relevance of the drug. There is no need to advertise a flu remedy in the summer. Dummies attract the buyer's attention well. These are cardboard structures made in the form of packaging for some drug. The main mistake is installation in a place where the advertised drug is not available. The appearance of the dummies must be monitored and wiped off from dust. They can also be used outdoors.

Shelf talkers are responsible for advertising on the shelf itself. This is an informative page with information about the product. The shelf talker should be placed near the advertised product. It is advisable that other products are not covered with this material. The problems with a wobbler are the same as with a shelf talker. Wobblers are placed outside the display case; due to the plastic legs, they can tremble. The selected display must contain the advertised drug.

The structure for placing leaflets is called a dispenser. The ideal place for it is the area near the cash register. You can also select a separate table. The main rule is that the pocket should always be filled. You should not use leaflets without a dispenser or advertising stand. Leaflets laid out simply on a table or on a windowsill look chaotic. Finding the right booklet will be problematic. And the visitor will have no desire to do this.

Installing monitors will only pay off in a large pharmacy. And only if the pharmacy has a sufficient number of visitors. The point of the monitor is this: visitors should find out information while they are in line. From these considerations you need to choose the location of the monitor. For a large pharmacy, you can install several monitors, not only in the place where the queue accumulates, but also along the route of visitors. Make sure that the videos on the screen do not bore staff and visitors.

The main rules that must be followed:

* Advertising must be visible.
* Materials must be updated regularly.
* Products must not be obstructed.
* A large amount of advertising harms the pharmacy.

**PRACTICAL LESSON**

**TASK 1. Compile and write down in a notebook a dictionary of corporate identity terms (**corporate identity, image of the organization, branding, naming, logo, slogan, lettering, design, trademark, guideline).

**TASK 2. Compile and write down in your notebook a dictionary of terms for advertising materials (**booklet, sticker, mobile,shelf talker, wobbler, dispenser, gloryfire,shelf banners, toppers, pillars).

**TASK 3.**Pharmacy "Rodnik" is located at the bus stop. It has two large stained glass windows and a porch. The pharmacy has a closed form of display of goods, the sales area is 12 m2. List what advertising materials (products) would be appropriate in this pharmacy?