

## **CJC Media's Pharmacy Campaign History.**

In February 2007 we got the opportunity to become the contractors for the Primary Care and Community Care Pharmacy. Together with my business partner, [REDACTED] we were asked to attend a meeting to discuss the implementation of the campaign; a plan was put in place and executed by myself and the team to the satisfaction of the client.

This has been awarded to ourselves every year since 2007 and we are in no way being complacent and want reassure you that we are as committed and driven as the day we were first selected.

## **How It Works**

Below is the infrastructure that we currently have in place and with the help of my colleagues, we are committed to exceeding your expectations for the pharmacy distribution.

Included in this proposal is a new idea that is innovative and has added value to enhance our offering in addition to the quality service on time and at a competitive cost for distributing the campaign. I want reassure you that we can more than satisfy your requirements with the following information.

## **Site Visits**

The media vehicle that is currently used for The Scottish Governments poster campaigns are A1 and A3 acrylic poster frames. These frames were agreed at initiation and we now have 990 plastic A1 and 256 A3 frames with suction pads in place and due to the cost of any replacement I would propose this as the best vehicle to carry the campaigns.

## **Replacement of Frames**

On occasion, we are asked to replace a broken frame, I document this on the pharmacy spreadsheet that my colleagues take on each particular route and we replace it the next campaign if the campaign is imminent. If not, we will replace at the earliest opportunity. Our colleagues also carry with them a number of frames on each route and if the frame is damaged and has not been reported they will change the frame.

We store a number of frames in our storage area and would continue to use Adam Plastics of East Kilbride as our supplier as we have built up a good relationship and financial history with them.

## **Pharmacy Routes and distribution**

As for the pharmacy routes and distribution we would not need to change anything. The 1246 pharmacies will be split into postcode order and split up into geographical areas. However, there are a number of hard to reach areas, for example, The Shetland Isles, that it would not be financially viable for CJC media to deliver to personally. It was decided by The Scottish Government and CJC Media that we should send the posters to these areas; again we would propose that you continue this process.

There are 23 pharmacies that we do not deliver to personally and we send 7 direct to the pharmacist themselves; the other 16 get delivered by five different people; [REDACTED] Isle of Lewis, [REDACTED] Orkney Isles, [REDACTED], Fort William, [REDACTED] Arran and [REDACTED], Shetland Isles. They send me confirmation by phone or

email. I have built up a good working relationship with all of the above and although they only deliver 16 posters, I feel they are a vital part of the team and would be very difficult people to replace.

The remaining pharmacies are placed by geographical area into Auto Route software and the information that we received back allowed me to work out how many days it would take one man to complete the distribution, the total that came back was 70 days. As the Scottish Government requested that we complete the task in 10 working days we identified that seven distributors were needed to complete the task.

Over the years we have become so efficient with the distribution of the posters that we, at present, only need four colleagues to distribute to all the pharmacies within the allotted 10 days as the distributors have become so familiar with the routes, parking and other shortcuts.

At the start of each campaign, after the artwork and in some cases other marketing materials, get delivered to our storage area, my colleagues come to the office and pick up all they need to distribute the pharmacy posters. They will collect their uniforms, a Sat Nav, a company credit card, a fuel card, the tracker accountability system and all their routes they need for the ten day period. We have 36 routes all laid out in Geographical order but more importantly, in the order they will follow that day. Each distributor will replicate each route exactly 6 weeks after the last; this maintains the continuity of coverage.

On each spreadsheet we also collect a signature as proof of delivery; there is also a problem section on the spreadsheet which they use if they encounter any problems. At the end of each route they hand in their sheets and I collate the information and record any changes or repairs and adjust the information on the spreadsheet for the next campaign.

### **Accountability and real time posting**

This system allows our clients to monitor the delivery of every poster in real time. We have a tracking system that our colleagues carry with them as the travel throughout Scotland; our clients can log on to our website and monitor exactly what day, time and minute that the delivery takes place. This system provides peace of mind for the client and for myself as it guarantees the 100% accountability of the posting. We feel that the accountability system is an integral part of the distribution process and accountability for our clients is paramount. The system records each campaign and stores the data for more than a year.

Please view the system online at:

<http://www.yourfleetonline.com/> user: [REDACTED] [cjcmedia.com](http://www.cjcmedia.com) and password: [REDACTED]

### **Colleagues**

There are four principle distributors of the pharmacy campaigns, these guys have worked for CJC Media for over ten years and I will continue to do so. I feel that they are absolutely vital for the continued and successful distribution of the pharmacy materials. Between them they have built up the knowledge of the routes, where to park when they get there, the opening hours and even the lunch hours.

They are also 'pharmacy trained' in the respect they know when to approach the pharmacist and when to let him get on with his business. They are also aware that if there is a client who may need to take medication within the pharmacy they respect that and will not proceed with their duties until it is the right time to do so. They all wear CJC Media uniforms and are instantly recognisable to the pharmacy staff but more importantly they have continuity with the staff and the pharmacist themselves.

## **Why CJC Media?**

As a business we have been successfully trading for over 13 years and in that time we have built up an infrastructure that all responsible businesses require. In regards to the pharmacy campaigns we have delivered over 40 campaigns on behalf of The Scottish Government. We had an audit by [REDACTED] Senior Analyst- Payment Verification, Pharmacy Practitioner Services on 17/06/09 and it is my understanding that he was very satisfied with the systems and the records of each pharmacy that we had in place at that time. To this day, we still have the spreadsheets of every campaign we have carried out in the last five years.

It would be expected that any company that works on behalf of The Scottish Government have in place a sound financial background. CJC Media have, in place, 13 years of certified accounts and uninterrupted business trading. To date, all Government liabilities, VAT, corporation tax and personal tax have all been paid in full and we have no other outstanding liabilities to our suppliers.

We have in place all indemnity insurances. In the past five years we have been asked to repair 3 pharmacy front windows which have been damaged during the fittings all were carried out to the satisfaction of the Pharmacy.

This procedure is still in place should we be unfortunate enough that any damage happen in the future. Our insurance also covers any personal liability in the very unlikely event the frame should fall from the window and cause personal damage.

On occasion pharmacies have to contact us through our web site, via our e mail address, it is an important part of our service that we can help them in an instant with any queries they may have.

In the 5 years we have been working on behalf of The Scottish Government, I am delighted to say that we have not had one complaint or black mark against our company. We take great pride in the job that we do for The Scottish Government and on behalf of Carat and we are pleased to say that going by the feedback we have had from all concerned, they are more than happy with the service they have received from CJC Media. We have continued to deliver extra marketing materials at no extra cost and are happy to do so.

## **Added Value**

As you are aware we have various products and services that we provide with our company. I would like to provide The Scottish Government and Carat with added value that I feel will be really beneficial to the objective of the Campaigns.

At the moment, the artwork order is 1000 A1 and 270 A3 Posters; I would like to put to you that we increase the A3 order to 770. This would allow me to offer you 500 A3 panels in our pub venues throughout Scotland in the same areas, where possible, as we are delivering the pharmacy posters.

This equates to £[REDACTED] orth of media for each campaign and [REDACTED] pounds worth of media if you continue to carry out 9 campaigns per year. There is also the opportunity to add a QR Code to the poster which immediately turns the two dimensional poster into a website landing page or even a video with the appropriate smart phone.

Our pub venues average around 600 people a week, therefore, we would hope to provide 1,800,000 impacts per 6 week campaign and over 16 million impacts during the calendar year.

[http://www.cjcmedia.com/Indoor\\_Bar\\_Panels.html](http://www.cjcmedia.com/Indoor_Bar_Panels.html)

In the areas where we are a bit short of panels, which we could identify together, I would like to propose that we put A5 vinyls with the same message as the pharmacy poster into suitable venues of your choosing we could supply 200 vinyls for each campaign.

## **Digital Media**

In the Media industry we are all aware how important the Digital age has become, CJC Media would like to offer and build an App to support the Pharmacy campaigns. I am aware that there is an App available for certain campaigns however; the App designed by us will be bespoke for the pharmacy campaigns.

We propose to change the App content 9 times a year; therefore, the intended target market only has to download one single App as we propose to change the App content to coincide with every campaign change the features of the app could be:

- About "The Flu Jab": Important information as to why you should get the Flu Jab
- Find A Pharmacy: GRS List of all Pharmacies which would also provide full address, business details and one-click calling
- TV Advert: Integration of TV Advert via a You tube Link.
- You tube: Integration of current Health you tube Channel.
- Social Media Integration: Face book and twitter will be available via the App.
- NHS 24: Integration NHS 24 one-click calling.
- Data Collection: Allow customer to register in App for more information.
- Healthy Living Radio: We can use audio from other you tube videos as a "radio" station allowing people to listen to health information.

The benefits of having an App are that we can change the App per campaign and add more relevant information as we need to.

You can also send a Push Notification each time the campaign is updated, informing the App users of the new and important information. This is literally like a FREE text message platform and is a powerful and effective way to communicate instantly with App users.

CJC Media will provide this service to Carat and The Scottish Government at no extra cost; this will hopefully provide an alternative route to market to back up existing marketing materials.

The financial value for this service equates to £[REDACTED] per campaign if the 9 campaigns are carried out the same as previous years the value added will be over [REDACTED]. From a media perspective, a call to action on all media materials that we distribute to the pharmacies, which in turn, will increase the media opportunity and provide another, very effective, route to market.

## **Conclusion**

Thanks for giving CJC Media the opportunity to continue with the good work we have carried out on your behalf since the instigation of The Scottish Governments Primary Care and Community Care Pharmacy contract.

I will give you my personal guarantee that we will continue to provide you with a quality service and we will endeavour to deliver every poster and every service that I have proposed to you. I feel extremely passionate about these campaigns as it was my colleagues and I that put in place the entire infrastructure and then delivered the campaigns. For the first three and a half years of the pharmacy contract, my co director [REDACTED] lived and worked in Italy, his remit was the sales side of the business via the telephone and e mails which he performed well and I thank him for

that. My side of the business was to deal with all operations and the infrastructure of all campaigns, including the pharmacy contract and to my knowledge we have had no complaints thus far.

The only thing that has changed in regards of CJC Media's ability to deliver the pharmacy contract is the extra value that we have added I feel these benefits will contribute to the overall objective of The Scottish Government's future campaigns.

The cost of the above £ [REDACTED]

We will complete the distribution in 9 working days.

The suppliers we use to provide our current service are:

Trade References;

Turner Van Hire

45 Craigton Rd

Glasgow

G51 3EQ.

0141 [REDACTED]

Contact: [REDACTED]

Adam Plastics

11 Bessemer Drive

Kelvin Industrial Estate

Glasgow

G75 0QX

01335 [REDACTED]

Contact: [REDACTED]

Ideal Computing

78 Bruntsfield Place

Edinburgh

EH10 4HG

0131 [REDACTED]

Contact: [REDACTED]

Personal Reference;

[REDACTED]

DLA Piper Solicitors

249 West George Street

Glasgow

G2 4RB

Mobile: [REDACTED]