

# Social Media Influence Impact on the US Pharmacy and OTC Category Commerce

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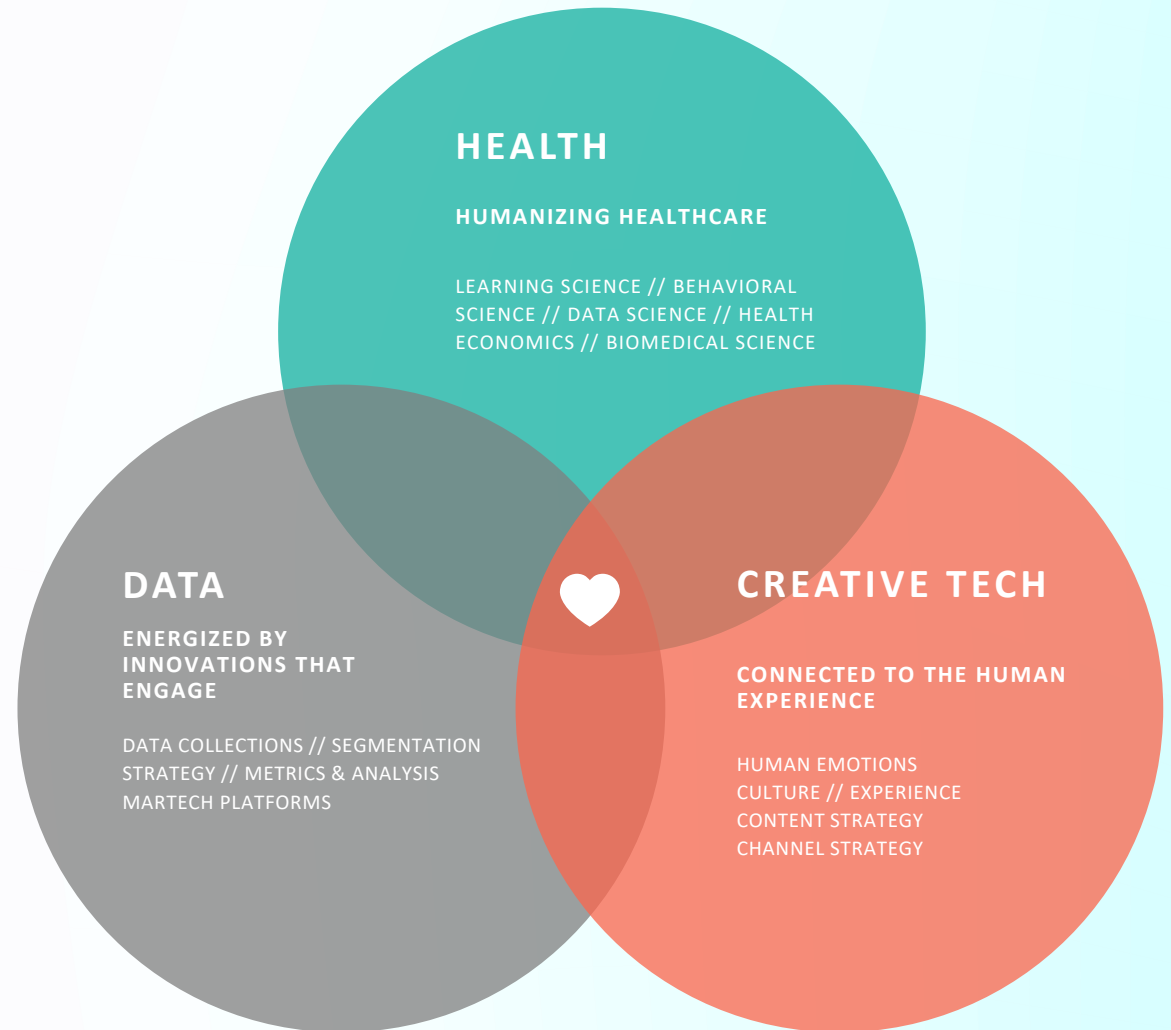
Brian currently serves as Senior Vice President of North America Commerce at VMLY&R COMMERCE, where he is a public speaker and strategist in topics related to commerce & brand awareness, retail go to market strategy, DEI commerce transformation, shopper marketing customer experiences, the consumerization of healthcare and building diverse inclusive cross-functional empathetic teams.

With over 15 years of extensive work experience in CPG market research, creative advertising, management consulting, brand management, and direct selling to retailers . Brian's expertise includes global commerce though leadership, selling with 1<sup>st</sup> party retailer data, and advisory support surrounding global retail health commerce activations. Specialty retail intelligence expertise includes deep relationships and experiences launching new brands at Walmart, Amazon, Target, Grocery, Club, CVS, Walgreens, Dollar General , 7-11 as well as specialty beauty retailers, such as Ulta and Sephora.

Prior to VMLY&R COMMERCE, he was at Kantar Consulting ,Proctor & Gamble, and Reckitt Benckiser , where he transformed syndicated retail insights , managed retail CPG sales teams and lead a management consulting commerce practice for some of the world's largest and most successful brands.

**VMLYR partners with our clients to create connected health experiences.**

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# We Are Structured To Realize Connected Brand & Customer Experiences

## STRATEGY & RETAIL INTELLIGENCE



Brand  
Planning



Channel  
Insights



Customers  
& Culture



Analytics & Optimization

## BRAND EXPERIENCE



Integrated Campaigns



Creative  
Content



Channel  
Strategy



Media  
Services

## HEALTH & COMMERCE EXPERIENCE



Commerce



Transformation & Digital  
Strategy



Technology &  
Data



Customer  
Engagement  
Ecosystems

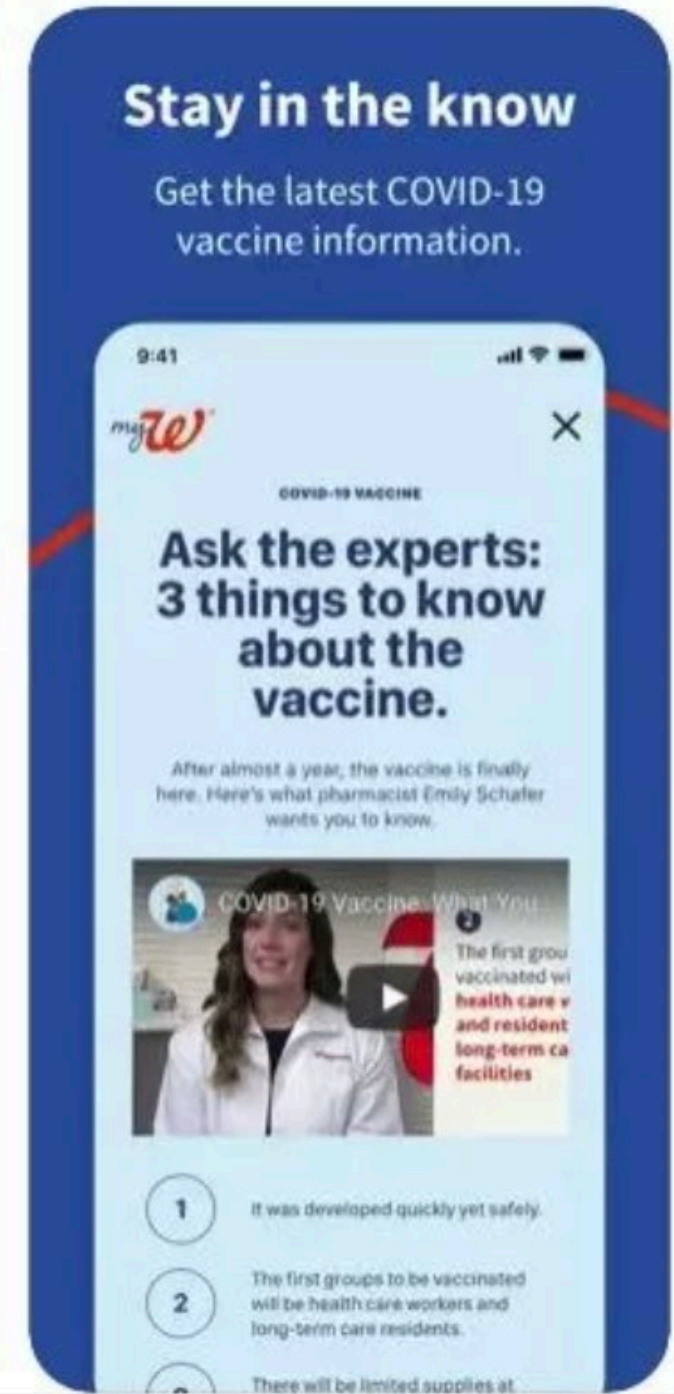
# Agenda

- Pharmacists as influencers
- Connecting to health services
- New commerce experiences

## Pharmacists as Influencers



**COVID has increased the importance of having the pharmacist recommendation in shopper marketing.**





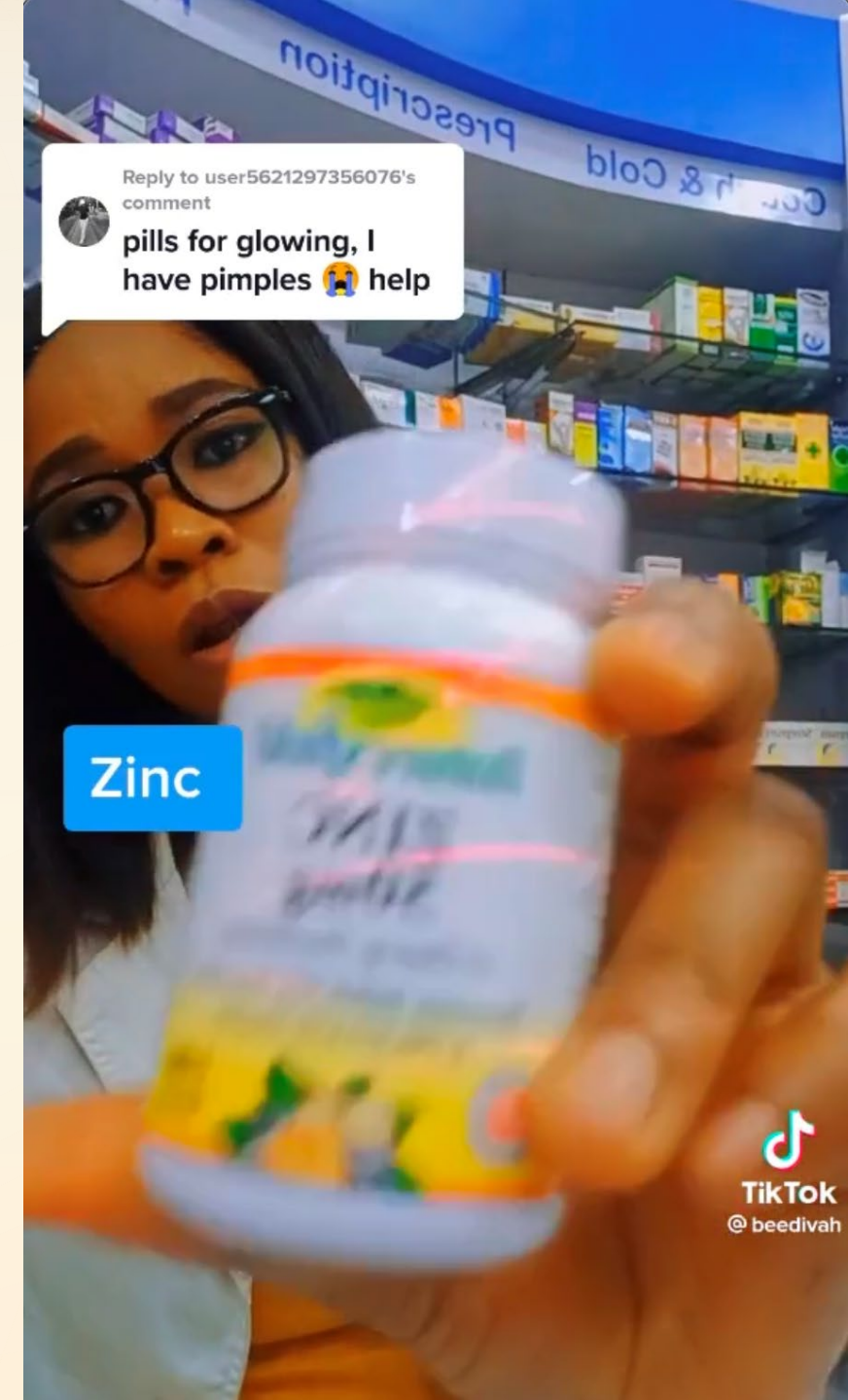
**U.S pharmacist's primary care responsibilities have created new pathways to influence the patient's path to purchase.**





**Any company can now reach, engage, and connect to any pharmacy audience on social media.**

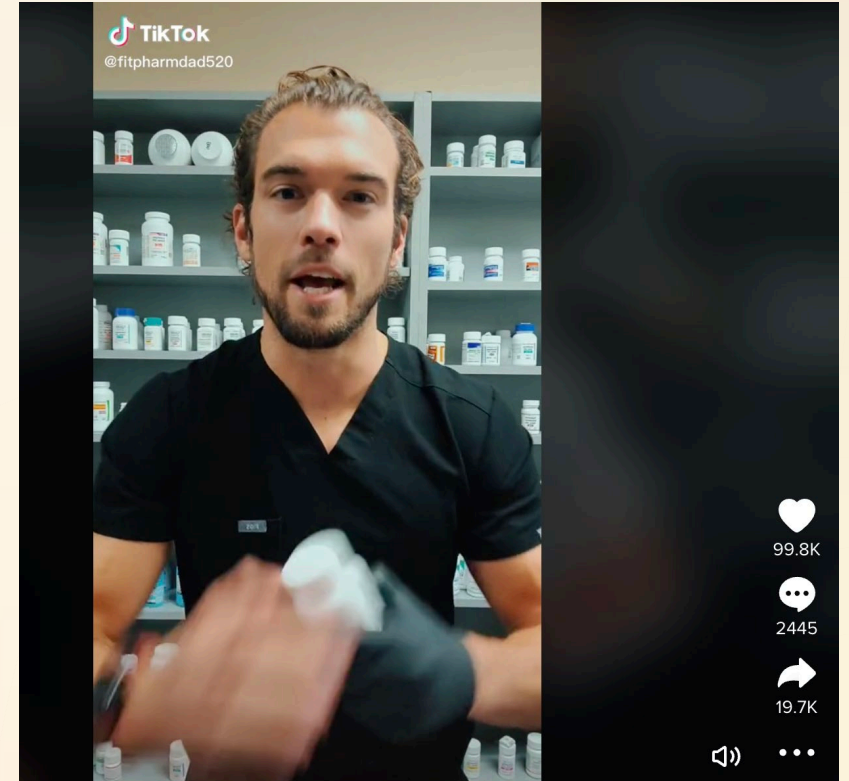
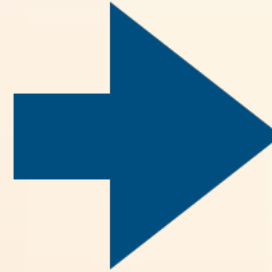
Source: <https://www.byrdie.com/dermatologist-beauty-influencers-5210605>



# The NEW Opportunity: The Pharmacist Role Shift



From behind the counter, Rx expert.



Approachable, trusted Health and Wellness social and commerce influencer.





TikTok is a community where real people  
with real conditions create videos to  
express themselves

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# TikTok is becoming a NEW Health & Wellness Search Engine

Healthcare content on TikTok generates the kind of viral engagement you can't find on any other network.

**#MultipleSclerosis**  
246M views

**#Insomnia**  
1.9B views

**#LungCancer**  
116M views

**#WomensHealth**  
3.9B views

**#Depressed**  
5.5B views

**#Menopause**  
660M views

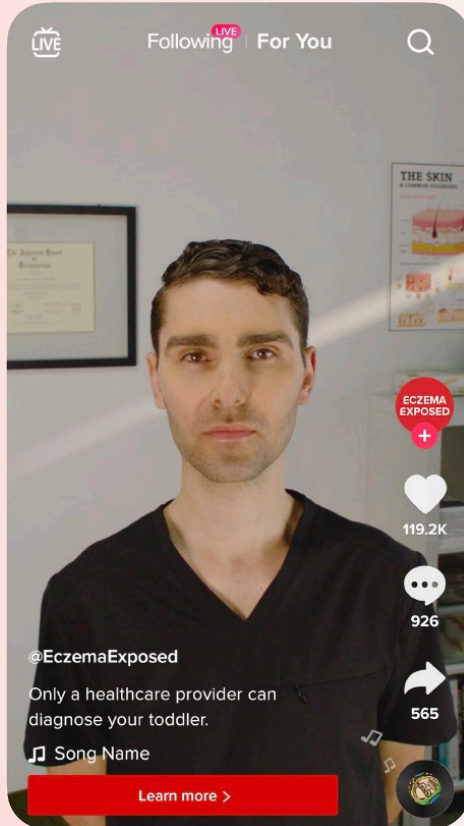
**#MentalHealth**  
41B views

**#Psoriasis**  
678M views

TikTok For Business



# Examples in TikTok Healthcare Influencers



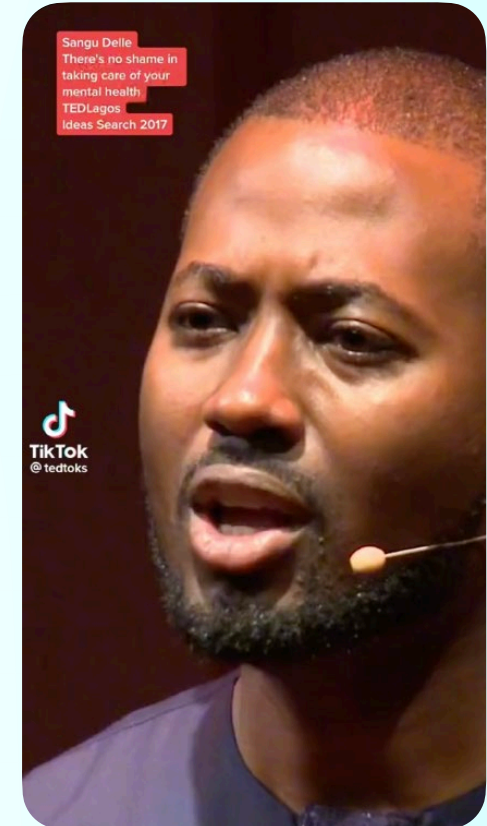
HCPs and TikTok Trends/Sounds



Patients as Creators



Sanofi Corporate ASMR



Powerful Clips from Medical Conferences

# TikTok health influencers are accelerating category consideration

## 1. Push Product Reviews

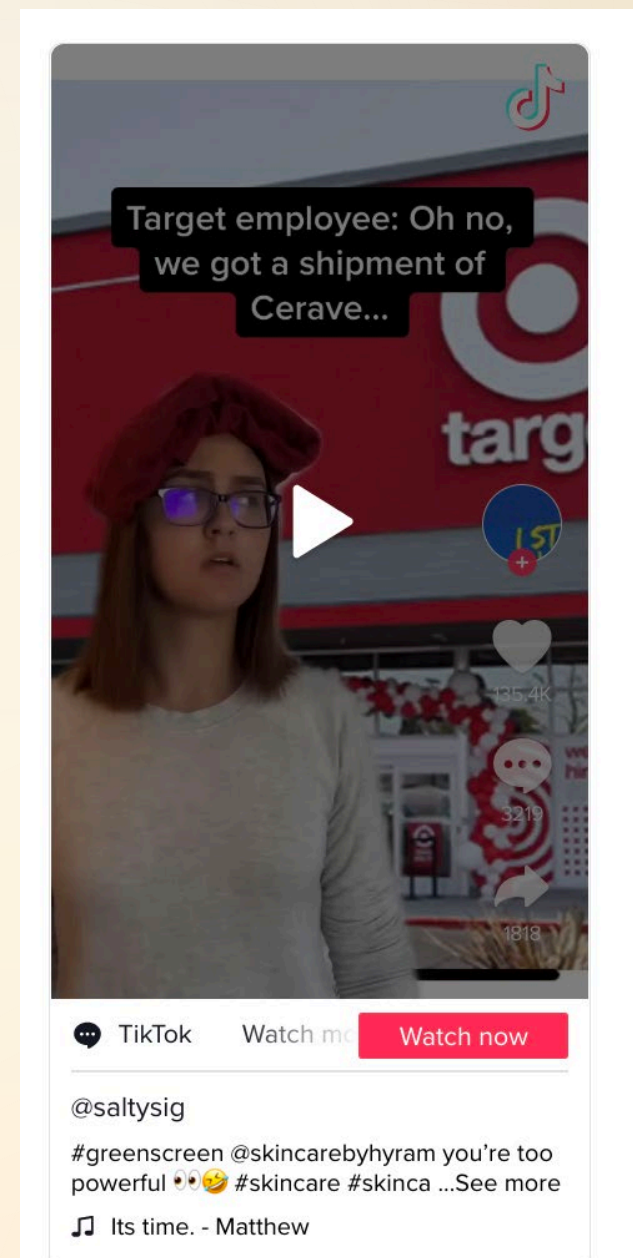
Category influencers have additional credibility often either qualified as pharmacists and primary care doctors

## 2. Monitor Organic Content

Category influencers will often organically praise brands they believe in, so if you've been shouted out or offer a similar product, you'll get better results once you reach out to get reviewed.

## 3. Give Creative Freedom

When working with category influencers, it's important you don't restrict creative control. Remember, you're partnering with them because they know their audience better than you do.



## KEY TAKEAWAY

Influence more pharmacy shopping and care interactions with retailer influencers.

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## Connecting to health services

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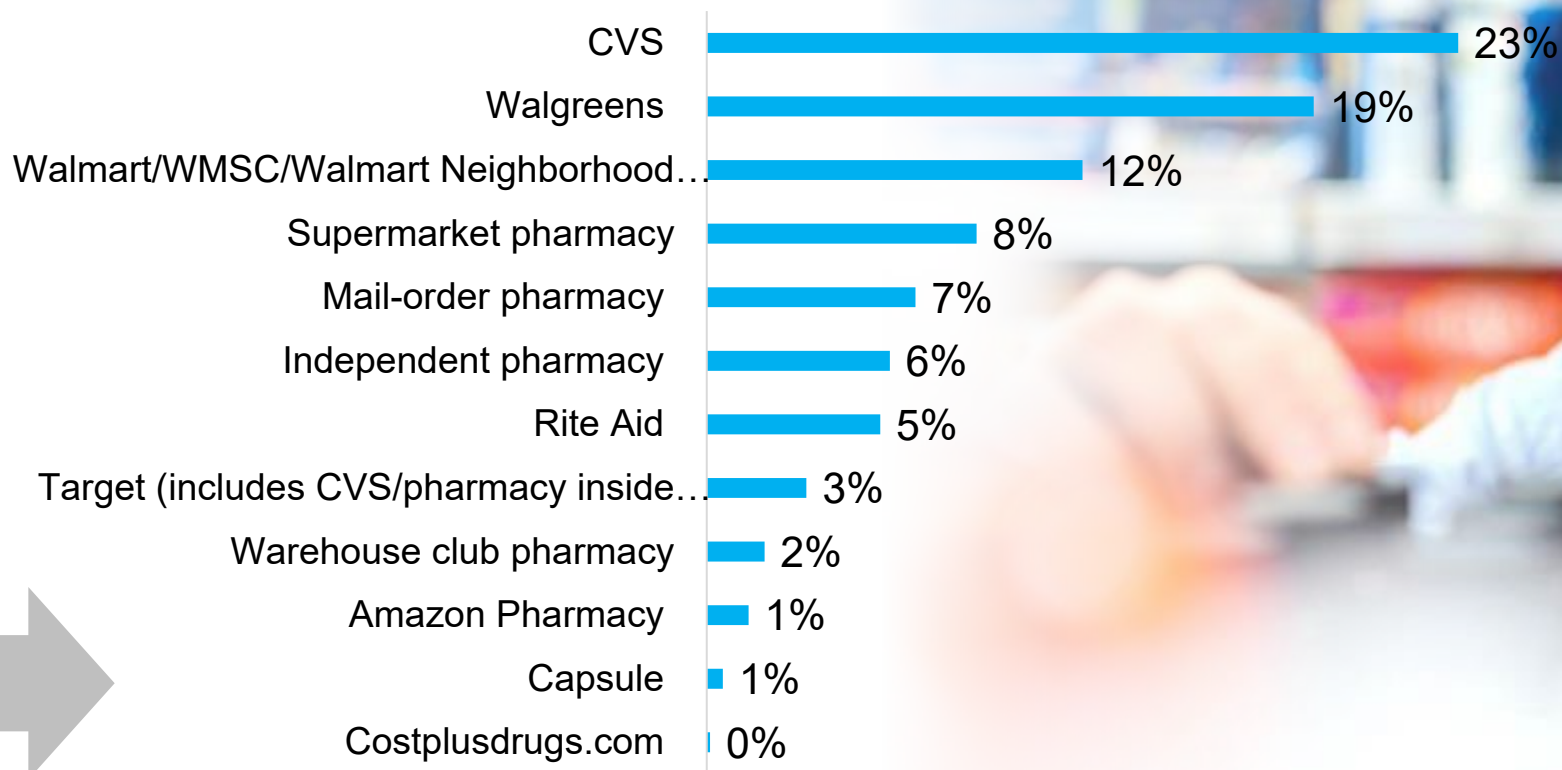
There is a lot of complexity along the retail pharmacy path to purchase





# More pharmacy growth is coming from uncomfortable places

## Where Prescriptions Most Often Filled (among all shoppers)



# Top drug stores are expanding connected & community access



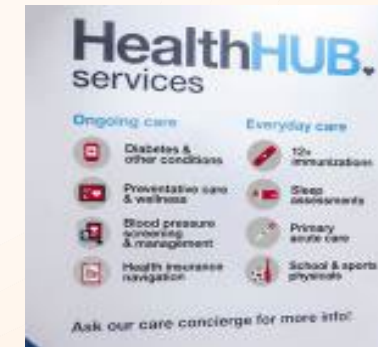
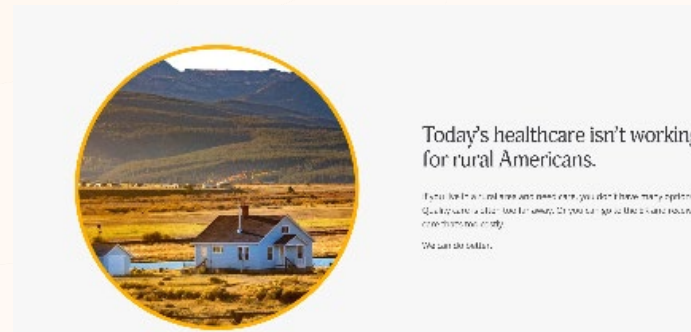
- Walgreens is investing significantly in its Walgreens Health segment.



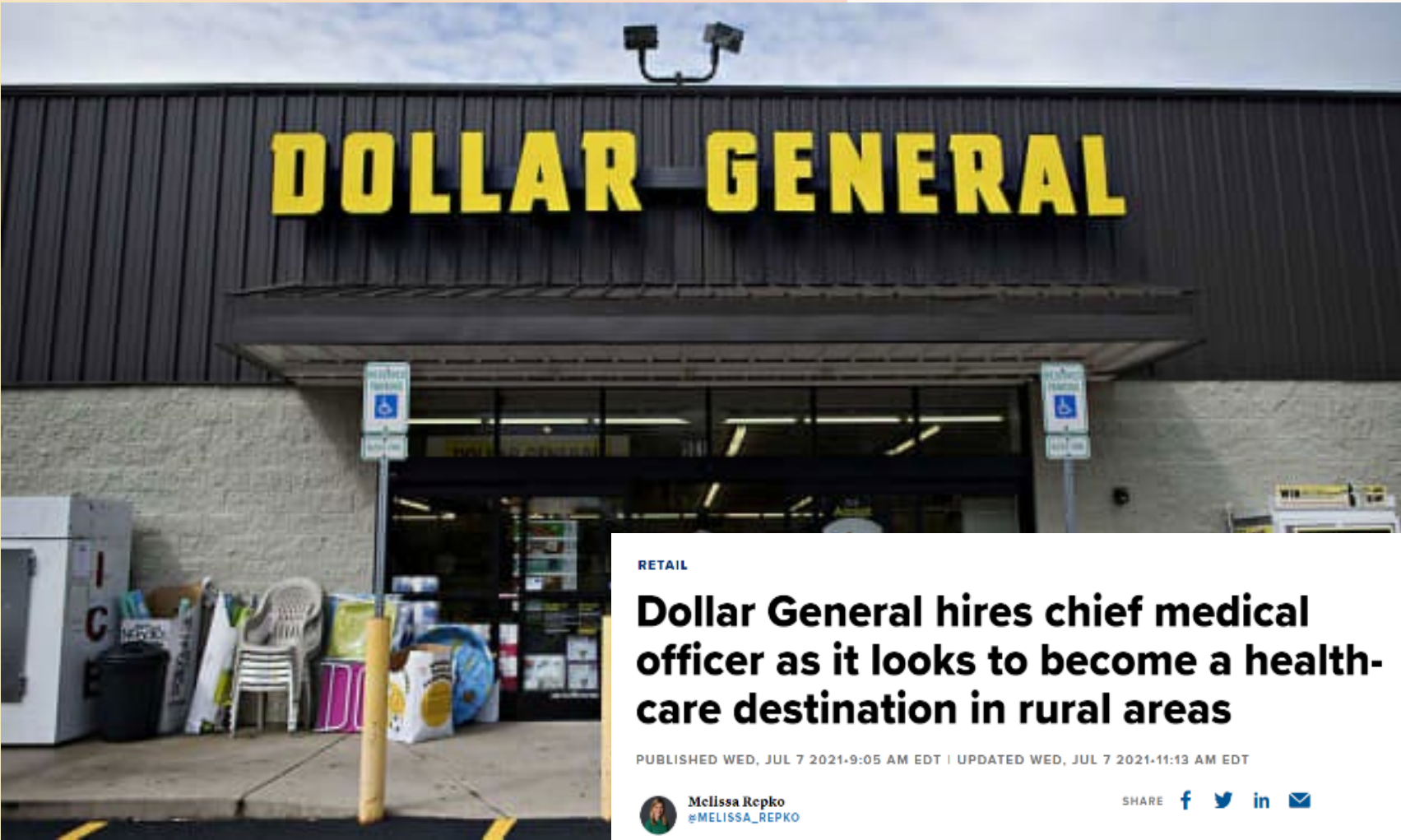
- Rite Aid and Homeward announced a strategic partnership to provide access to comprehensive care for those living in rural areas



- CVS' HealthHub expands its primary care services, and enhanced HealthHub locations



# New channels are emerging to expand rural access care



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# Pharmacy health services shifting to a digital conversion focus

## 1. Transforming Pharmacy Touchpoints

CVS, Walgreens and Rite Aid are focused on unlocking pharmacist

## 2. Increasing Member Engagement

More than 50 million people now have digital relationships

## 3. Creating Frictionless Experiences

Four out of five patients are now using digitized scheduling



# Reaching pharmacy audiences requires a different mix of tactics

## VMLYR Commerce Growth Audience Vaccine Pharmacy Shopper Segmentation - Sample Study

65+ AND  
well-informed

50-64 AND  
open- minded

50-64 AND  
tense

18-49 AND  
stubborn



AD EXPOSURE

RECEPTIVE TO  
PRODUCT DISPLAYS

RECEPTIVE TO ONLY  
ONLINE ADS

PURCHASES HEAVILY  
INFLUENCED BY ADS

GETS IDEAS FROM  
ONLINE ADS, THEN  
BUYS IN-STORE



SOCIAL MEDIA  
ATTITUDE

“SOCIAL MEDIA IS  
DISINGENUOUS”

“I LIKE READING  
PEOPLE’S POSTS”

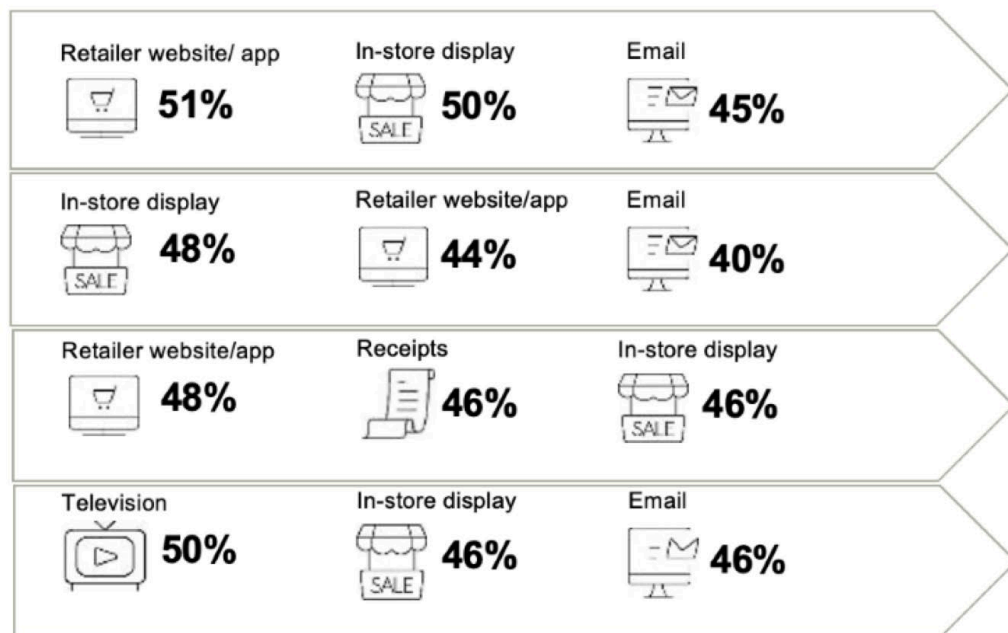
”I USE SOCIAL MEDIA  
TO GAIN ACCESS TO  
EXCLUSIVE EVENTS”

“I AM INFLUENCED  
BY MICRO-  
INFLUENCERS”



# Top consideration promotional tactics remain in- store

## Top Promotional Tactics Driving Pharmacy Shopper Behavior (among all drug shoppers)



## Purchase Stages Triggered by Promotional Tactics

Shopper seeks more information about the product

Shopper seeks opinions or advice about the product

Shopper directly compares products

Shopper purchases the product or redeems an offer

### Purchase Stage

Consider

Connect

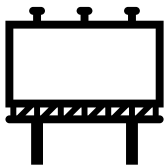
Compare

Convert



# Retail health service doubters want connections and comparisons

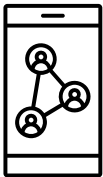
## VACCINE DOUBTERS



AD EXPOSURE

(i)	
Refer to: Social media ads	104

(i)	
Obtain info online, buy in-store	104



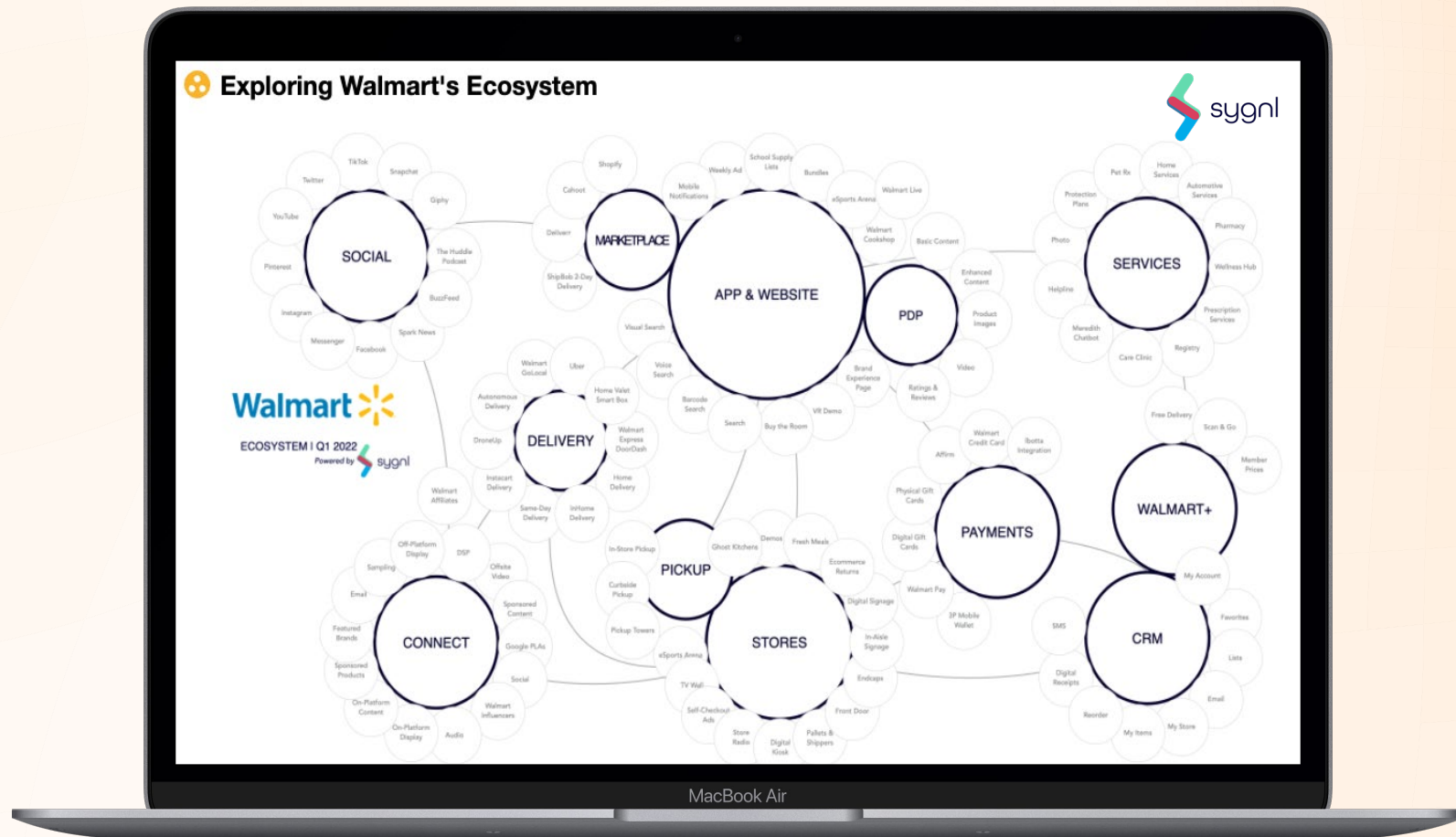
MEDIA BEHAVIORS

(i)	
Media trusted the most: Mobile Internet	121

(i)	
Celebrity endorsement would persuade me to buy	114



**Key Takeaway**  
 Transform more  
 pharmacy patient  
 touchpoints into a  
 commerce ecosystem



## New Commerce Experiences

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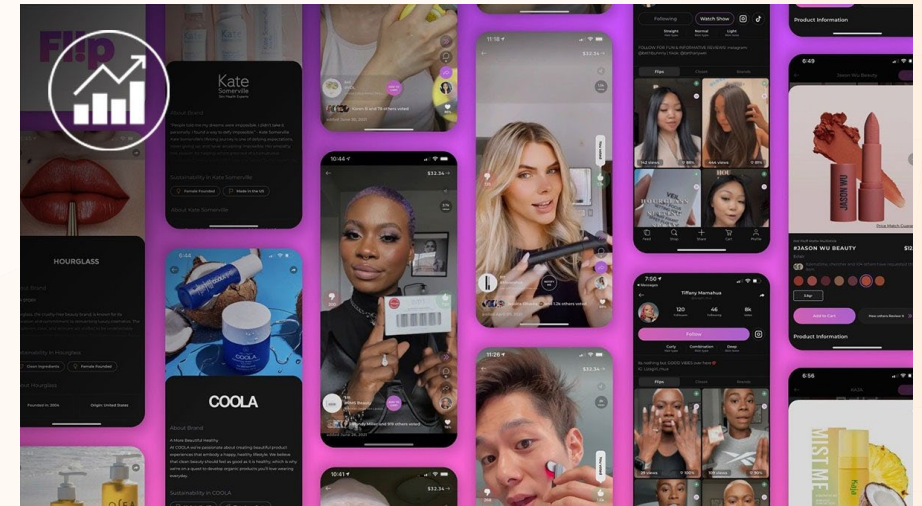
# Social commerce is expected to reach \$84 billion in sales by 2024



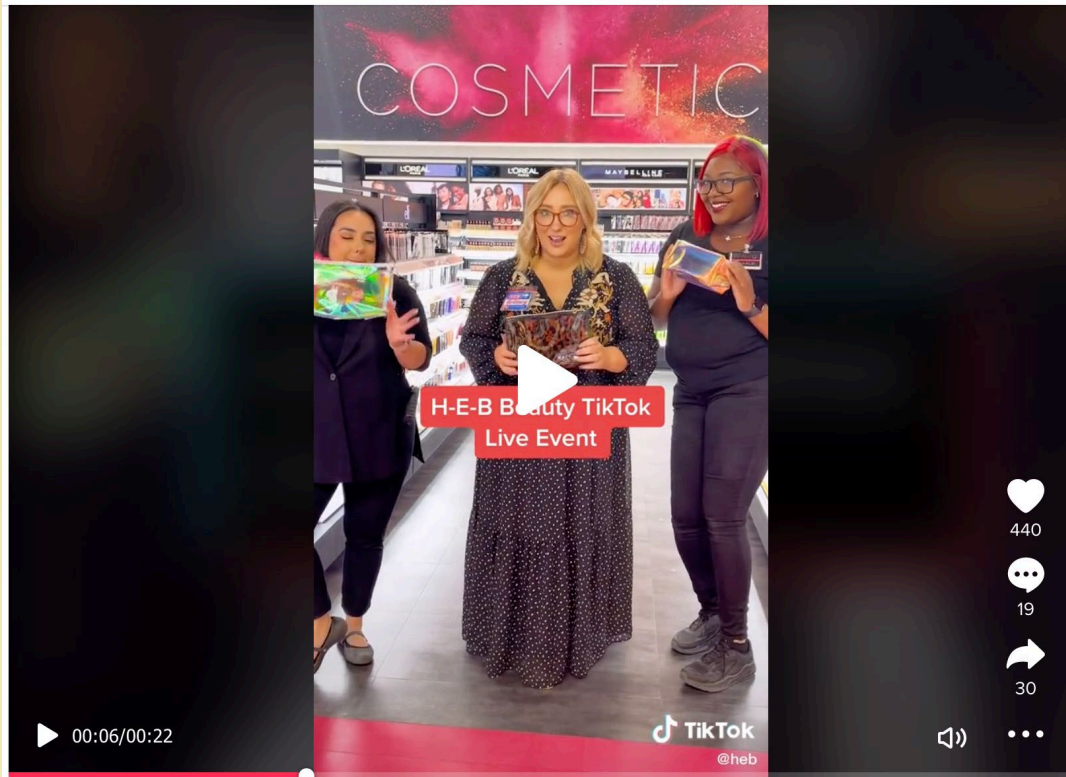


# Through social commerce, the wellness industry is revolutionizing itself.

1. Utilizing influencers, including BIPOC and dermatologists, to personalize the skincare journey of consumers
2. Creating A.I. technology to ease the buying process for consumers
3. Enhancing the in-store experience through pop-ups

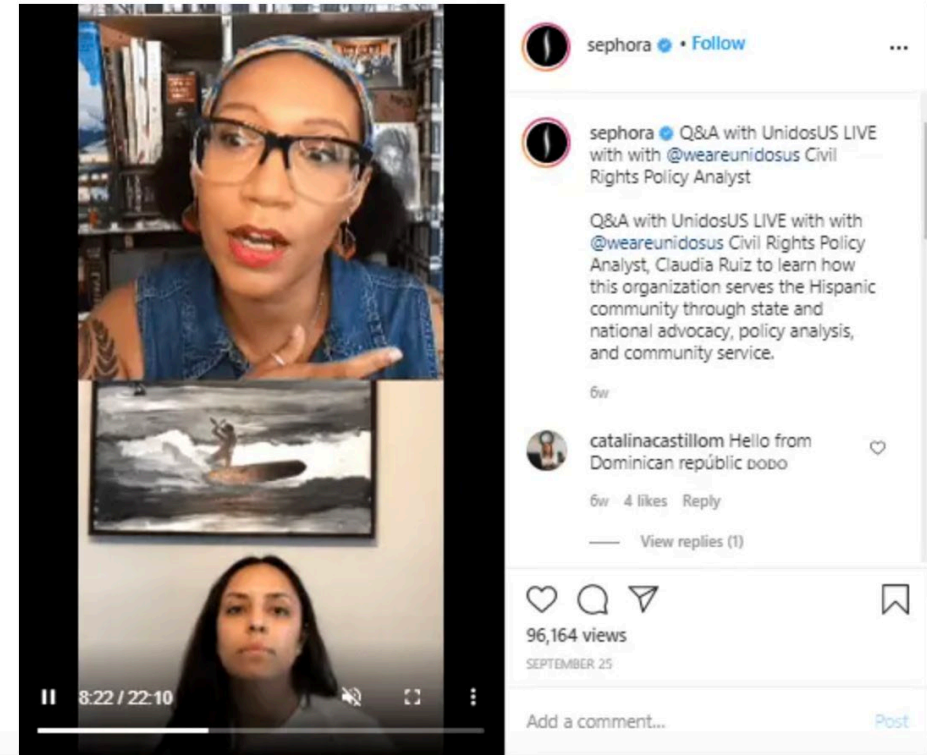


# Creating new channels to livestream commerce occasions



It's time for another #HEB #Beauty #TikTokLive Event! Drop your questions in the comments below and we'll answer them LIVE on June 15 at 7pm CST 🍷🌟

Here is a Q&A session @sephora has organized:



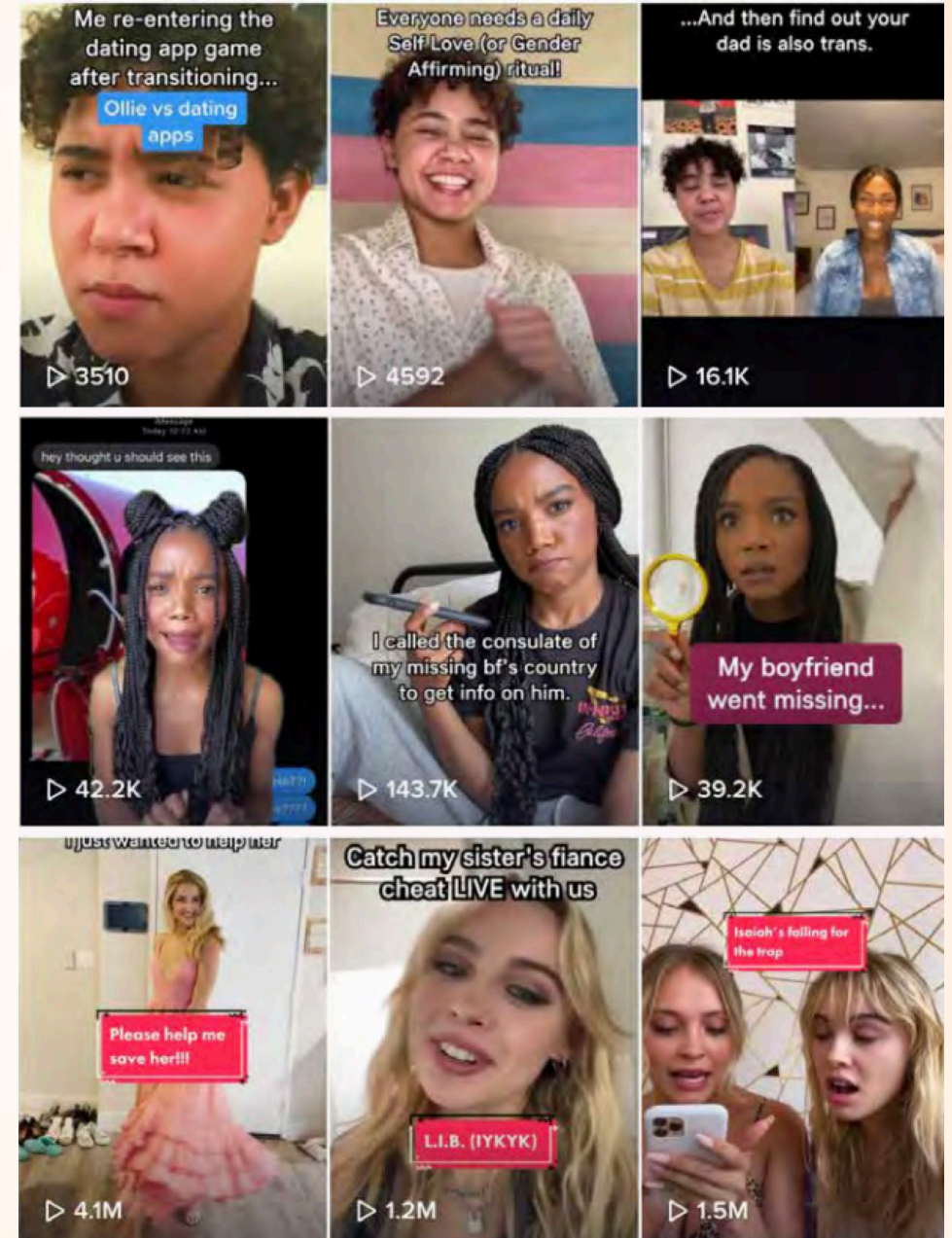
OCTOBER 2022



# What's Next?

## Social Media-tainment

New social media spaces where consumers are hyper-invested in their own plots developing entirely on profiles, dramas that unfold on their feeds, and users who chat with their followers -- it's the next big thing in entertainment.



# There is a wide spectrum of social platforms for pharmacy tactic planning



	Polished Storytelling	Storytelling at Scale	Launch + Sustain	Deep Storied Content	Quick/Shareable Content Bites	Longer Stories
Brand Role						
User Behavior	Hub for content to connect people.	Planned storytelling content reach and engagement.	Nonstop conversations and where trends emerge.	Message board platform where communities are organized around topics.	Video platform for short, community driven content.	Largest online video platform and second largest search engine globally.
Reach	2 billion daily active users	1.968 billion daily active users	237.8 million daily active users	52 million daily active users	30.19 million daily active users	2.5 billion daily active users
Tactical Relevance	Paid, Organic, Influencer	Paid	Organic, Influencer	Paid, Organic	Paid, Influencer	Paid

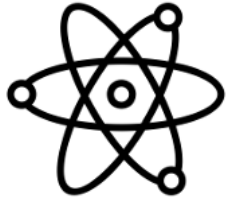


## FINAL TAKEAWAY

Create more pharmacy service experiences with retail health services 1<sup>st</sup> party and social commerce 3<sup>rd</sup> party data targeting capabilities

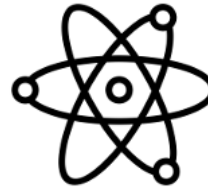
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# Connected Commerce “Patient as a Shopper” Solutions



## **Growth Audience Assessments**

Create retailer-specific category growth opportunity roadmaps



## **Ecosystem Roadmaps**

Connect growth audience opportunity to the retailer connected commerce ecosystem opportunity  
E-Pharmacy/Food/Drug/Mass/Online/DTC



## **Category Creative Concepts**

Deliver three high-impact cultural relevant creative concept presentations

VMLYR Pharmacy Growth Capabilities

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