

Women's Health & Wellness Co-Branded Tentpole



Partner with CVS Pharmacy® to promote and prioritize women's health. Connect your brand with the women who make up 69% of our ExtraCare® members.*

CVS Pharmacy is a pioneer in women's health.

We continue to empower women to achieve their unique health and wellness goals.


Healthier happens together™

2022

Eliminated the “pink tax” to stand up for price equity.



2023

Offering easier access to products and services supporting women's mental and physical well-being.



2024

From menstrual care to heart health, MinuteClinic® continues to offer a variety of unique health care services for women.



Women are loyal to brands they trust and respect.



CVS Pharmacy has the highest reputation in health & wellness nationally.¹

58% of women ages 18–34 said that products from socially responsible companies are worth paying more for.²

Sources: *CVS Pharmacy internal ExtraCare member data, 2023. ¹2023 Axios Harris Poll 100 Reputation Ranking. ²Mintel, How Brands Can Join the Women's Health Conversation, 2019. Where permitted by law. Not a guarantee of campaign performance.

CVS Pharmacy is a chosen destination for women's products and services.

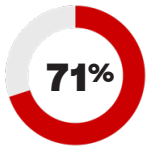
ExtraCare members over-index in key women's categories:*



Vitamins



Pain Relievers



Digestive Health & Shaving Needs



Feminine Care

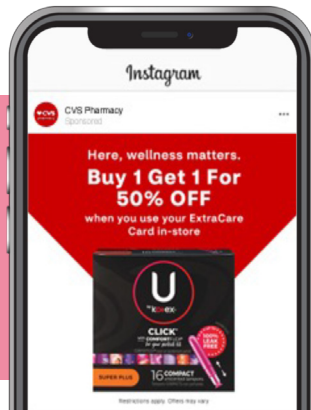


Women's Health & Wellness Co-Branded Tentpole aligns with a high-drive timeframe.

July was the #1 sales month for:**

- Feminine Care
- PMS Pain Relievers
- Women's Deodorant

3.6%
sales lift
compared to branded campaigns.***



The Women's Health & Wellness Tentpole is an opportunity to drive incremental sales by aligning with CVS Marketing and merchandising strategies.

Sources: *CVS Pharmacy internal ExtraCare member data. **CVS Pharmacy internal front store data 1/1/23-10/31/23. ***Women's Wellness Coalition, Q1 2023. Where permitted by law. Not a guarantee of campaign performance.

Be a part of this year's Women's Health & Wellness Tentpole.
Contact your CMX team to learn more.

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Co-branded tentpoles are multi-brand campaigns that tap into the biggest seasonal buying moments at CVS Pharmacy® and align with front store marketing to drive brand growth.

- Take advantage of increased traffic (both in-store and online) to drive brand awareness and conversion.
- Drive a more efficient CPM.
- Front store alignment amplifies brand messaging and accelerates category sales.

CMX™ Media Channels



Key Marketing Message:

- HERe, Healthier Happens Together™

Categories of Focus:

- Vitamins & Supplements • Feminine Care • Pain Medication
- Sleep & Stress • Digestive Health

Dates:

- May 1, 2024–July 31, 2024

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