Heka pharmacy _ campaigns

Based on the brief and our research, we found that HEKA Pharmacy's biggest challenge is brand awareness. While the pharmacy offers several competitive advantages—including a professional team, hard-to-find medications, and home delivery—many potential customers are still unaware of these strengths.
Based on these insights, we developed three campaigns to increase awareness, highlight HEKA's unique value, and build stronger customer trust.

CAMPAIGN 01

IF IT EXISTS… WE'LL FIND IT.

Campaign Objective

- Increase Brand Awareness.
- Position HEKA Pharmacy as the first destination for hard-to-find medicines and healthcare products.
- Increase walk-in traffic.
- Increase phone orders and delivery requests.
- Highlight HEKA's premium service and product availability.

Campaign Duration

3 Weeks

Target Audience

Adults (20–55)

Families

Residents of Sheikh Zayed

Patients searching for unavailable medications

Busy professionals who rely on delivery services

Insight

The hardest part isn’t taking your medicine.

It’s finding it.

People waste hours calling different pharmacies looking for one product.

Big Idea

Before spending your day searching…

Call HEKA first.

If it’s available, we’ll find it.

If you can’t come to us,

we’ll bring it to you.

Tone of Voice

- Helpful
- Reliable
- Fast
- Professional
- Premium
- Human

Visual Direction

- Bright premium pharmacy.
- Fully stocked shelves.
- Friendly pharmacists.
- Fast-paced edits.
- Real customer interactions.
- Delivery riders.
- Medicine preparation.
- Warm lighting.
- Clean branding.

CONTENT ECOSYSTEM

HERO REEL

The Search Ends Here

Concept

A cinematic story following someone searching for one medication all day.

Scene 01

Phone screen.

Google Search:

“Pharmacy Near Me”

Scene 02

Fast cuts.

Customer enters several pharmacies.

“Sorry…”

“Out of stock.”

“We don’t have it.”

Every answer feels the same.

The frustration grows.

Scene 03

Customer sits inside the car.

Looks exhausted.

Looks at the prescription.

Opens Google Maps.

Finds **HEKA Pharmacy**.

Makes one phone call.

Scene 04

Customer

“Hi… do you have this medication?”

Pharmacist

“Yes, we do.”

“Would you like to pick it up, or should we deliver it to you?”

Scene 05

Split Screen

Left Side

Customer walks into HEKA.

Medicine already prepared.

No waiting.

Right Side

Doorbell rings.

Delivery rider hands over the order.

Final Scene

HEKA Pharmacy Logo

REEL 02

One Call Is All It Takes

A customer spends hours looking for a medicine.

A friend asks

“Did you call HEKA?”

One phone call.

Medicine available.

Delivery confirmed.

Problem solved.

Ending Copy

One Call. Problem Solved.

REEL 03

Challenge HEKA

A pharmacist looks directly into the camera.

“Comment the hardest medicine you’ve ever searched for.”

Quick cuts of staff finding different medicines.

Ending Copy

Challenge Accepted.

STATIC POSTS

POST 01

Hard To Find?

Headline

We Like Challenges.

Body Copy

Some medicines are difficult to find.

Finding them is what we do best.

POST 02

Looking For Something Specific?

Headline

Ask HEKA First.

Body Copy

Before calling five different pharmacies…

Call one.

We’ll check availability for you.

POST 03

Your Search Ends Here.

Minimal premium design.

Medicine shelves.

Prepared orders.

Professional team.

Headline

Everything You Need. One Place.

POST 04

Too Busy To Visit?

Headline

We’ll Bring HEKA To You.

Body Copy

Can’t make it to the pharmacy?

Call us.

Place your order.

We’ll prepare it and deliver it right to your doorstep.

Fast.

Easy.

Reliable.

CAROUSEL

Why Patients Choose HEKA

Slide 01

Hard-to-find medicines.

↓

Slide 02

Professional pharmacists.

↓

Slide 03

Fast phone ordering.

↓

Slide 04

Home delivery.

↓

Slide 05

Premium customer service.

↓

Final Slide

Save HEKA Before You Need It.

STORIES

Medicine Availability

Daily Restock

Available Today

Ask HEKA

Order By Phone

Delivery In Your Area

Campaign KPIs

Increase Brand Awareness.

Increase Walk-in Traffic.

Increase Phone Orders.

Increase Delivery Requests.

Increase Product Availability Awareness.

Increase Customer Inquiries.

Position HEKA as Sheikh Zayed’s go-to pharmacy for hard-to-find products.

CAMPAIGN 02

ASK YOUR PHARMACIST

Campaign Objective

- Build trust with potential customers.
- Educate the audience about medications and healthcare.
- Position HEKA Pharmacy as a trusted healthcare advisor.
- Increase consultations and customer engagement.

Campaign Duration

4 Weeks

Target Audience

Adults (20–55)

Families

Parents

Young professionals

Anyone seeking trusted healthcare advice.

Insight

People take medicine every day.

Very few know how to use it correctly.

The right advice can make all the difference.

Big Idea

Every Great Decision Starts With The Right Advice.

Key Message

At HEKA Pharmacy,

we don’t just provide medicine.

We provide confidence.

Tone of Voice

- Educational
- Friendly
- Professional
- Trustworthy
- Simple

Visual Direction

- Premium interview setup.
- Bright pharmacy environment.
- Real pharmacists.
- Clean graphics.
- Product close-ups.
- Friendly customer interactions.

CONTENT ECOSYSTEM

HERO REEL

One Question. One Expert.

Hook

like 90% of people take this medicine wrong.

Concept

A pharmacist answers the most common healthcare questions people ask every day in a simple, friendly, and trustworthy way.

The interview is mixed with shots of customers, medicine shelves, pharmacists assisting patients, and the premium environment inside HEKA Pharmacy.

Questions Featured

- Can I take antibiotics on an empty stomach?
- What's the best time to take vitamins?
- Can I stop my medication once I feel better?
- Can I take different medicines together?
- Do vitamins really work?

Featured Shots

- Customers asking questions.
- Pharmacist giving advice.
- Medicine shelves.
- Product close-ups.
- Preparing customer orders.
- Phone orders being received.
- Friendly interactions.
- Premium pharmacy interior.

Ending

The pharmacist looks at the camera.

"Whatever your question is… Ask HEKA First."

Ending Copy

Expert Advice. Trusted Care.

HEKA Pharmacy.

REEL 02

Myth Or Fact?

The pharmacist answers common misconceptions about medicines.

Examples:

Do antibiotics cure the flu?

Do vitamins replace healthy food?

Can I stop taking medicine when I feel better?

Ending:

Know the facts. Protect your health.

REEL 03

Medicine Mistakes Everyone Makes

A fast-paced reel highlighting common medication mistakes and how to avoid them.

Examples:

- Missing doses.
- Mixing medicines without asking.
- Incorrect storage.
- Wrong timing.

REEL 04

60 Seconds With A Pharmacist

A recurring weekly series where a pharmacist explains one health topic in under a minute.

Examples:

Painkillers.

Vitamins.

Supplements.

Antibiotics.

Children’s medicine.

STATIC POSTS

POST 01

Meet Our Pharmacists

Introduce the team, their experience, and their role in helping customers make informed healthcare decisions.

POST 02

Did You Know?

A simple educational fact.

Example:

Not every fever needs antibiotics.

POST 03

Medicine Tip Of The Week

A practical tip customers can apply immediately.

POST 04

Why Ask A Pharmacist?

Highlight how pharmacists help prevent medication mistakes and improve treatment outcomes.

CAROUSEL

Before Taking Any Medicine…

Read the dosage.

Ask about interactions.

Store it correctly.

Complete your treatment.

Don’t self-medicate.

Final Slide

When In Doubt… Ask HEKA.

STORIES

Ask The Pharmacist

Myth or Fact

Daily Health Tip

Medicine Quiz

Meet The Team

Question Box

Campaign KPIs

Increase Brand Trust.

Increase Saves & Shares.

Increase Customer Engagement.

Increase Pharmacy Consultations.

Position HEKA Pharmacy as a trusted healthcare authority.

CAMPAIGN 03
YOUR HEALTH HAS A HOME.

Campaign Objective

Increase customer loyalty.
Encourage repeat visits.
Position HEKA Pharmacy as the family's trusted pharmacy.

Campaign Duration

3 Weeks

Target Audience

Families
Adults
Regular pharmacy visitors
Residents of Sheikh Zayed

Insight

People don't stay loyal to pharmacies because of price.
They stay because they trust the people behind the counter.

Big Idea

Healthcare feels different when people know your name.

Key Message

HEKA isn't just where you buy medicine.
It's where your healthcare journey continues.

Tone of Voice

Caring
Human
Premium
Warm
Trustworthy

Visual Direction

Warm interactions.
Families.
Friendly staff.
Natural smiles.
Premium pharmacy environment.

CONTENT ECOSYSTEM

HERO REEL

Welcome Back

Customer enters.
The pharmacist smiles.
“Good to see you again.”
Already remembers the medication.
No questions needed.

Ending

Some pharmacies know your prescription.
We know you.

REEL 02

One Family. One Pharmacy.
Parents.
Kids.
Grandparents.
Heka helps Everyone.

REEL 03

More Than Medicine
Follow-up calls.
Medicine reminders.
Friendly conversations.
Helping elderly customers.

STATIC POSTS

POST 01

You’re More Than A Customer.
Because your health deserves personal care.

POST 02

Your Health Has A Home.
The pharmacy that knows you.

POST 03

Trust Is Built One Visit At A Time.
Consistency creates healthier lives.

CAROUSEL

Why Families Stay With HEKA

Friendly team
Professional advice
Product availability
Personal care
Trusted service
Final Slide
Once You Know HEKA, You'll Keep Coming Back.

STORIES

Customer Reviews
Meet Our Team
Medicine Reminder
Health Polls
Daily Tips

KPIs

Increase Returning Customers.
Increase Customer Retention.
Increase Referrals.
Increase Loyalty.
Strengthen HEKA Pharmacy's community presence.

Thank you