

# Soul Pattinson Chemist



*for every body & soul*



## THE MARKET

Soul Pattinson operates in a fiercely competitive retail pharmacy environment. The retail pharmacy industry is continuing to fragment, with a proliferation of new 'brands' and different retail formats. The major retailers are looking to Health and Beauty, which are traditional pharmacy lines, as growth categories for themselves.

Against that is the growing importance of established, trusted brands like Soul Pattinson. Because customers are bombarded with thousands of messages daily, a strong brand provides reassurance.

## ACHIEVEMENTS

Consumer research conducted in Sydney and Perth established that customers are aware of the longevity of the Soul Pattinson brand, it is considered trustworthy and provides value for money. Customers felt an increased level of assurance and security when dealing with a Soul Pattinson Chemist, and indicated that when they were shopping away from home, a Soul Pattinson Chemist would be their pharmacy of choice.

The Soul Pattinson name has a high level of recognition. The strengths of the brand are its history, the trust its customers have in it, the service it offers including information and advice, and the credibility of its own brand products.

## HISTORY

In 1872, when Caleb Soul and his son decided to set up a pharmacy in Sydney's Pitt Street, Caleb had no trouble coming up with a name. He called the shop, which offered general pharmaceutical,

patent and other goods, after his son Washington Hanley Soul. Washington H. Soul, he thought, sounded like an honest name – and history has borne him out. Even today, one of the most outstanding characteristics of Soul Pattinson in customers' minds is its trustworthiness.

That first shop was a single room which was soon too small. Within a year, Washington H. Soul and Co. moved down the road to larger premises. When the new shop burnt down, in 1886, it was rebuilt as the Phoenix building complete with a phoenix on top of the facade. Today this building is still the company's head office, and holds one of Australia's busiest Soul Pattinson Chemists.

In the early days there was more to Washington H. Soul and Co. than just medicines and general pharmaceutical goods. According to the *Aldine Centennial History of New South Wales*, the shop was known as 'the largest retail store of the kind in the colonies, becoming a fashionable resort where



ingeniously concocted and very palatable drinks are drawn'.

The Souls realised early that they would need to establish a manufacturing arm to complement their retail business, and set up a factory to produce their own proprietary goods. One of the most popular of these was not a medicine at all. Soul's Relish was 'an absolutely delicious combination of onions, garlic, shallots, treacle, red wine vinegar and other spices', kept in a barrel and allowed to mature for six months.

Business boomed, not least due to the Souls' determination to provide their goods 'at New York and London prices', considerably more cheaply than competitors. By 1888, Caleb Soul was able to calculate that in 16 years of business they had saved the residents of Sydney some 120,000 pounds. The company continued to expand, and over the following decade opened shops in Parramatta, Newcastle, Cessnock and Lithgow.

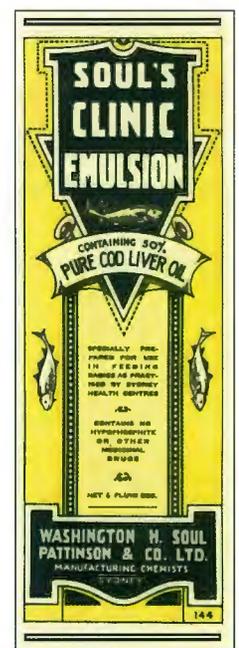
Washington H. Soul and Co.'s fame spread remarkably widely. An Englishman called Lewy Pattinson read about the stores back in Northumberland, in England, and decided to take a look for himself. He arrived in Australia in 1881 and initially set up a profitable business as a property developer. In 1886 he opened his first pharmacy, and he soon had several shops. He also befriended the Souls, and their families became firm friends. His business grew so strongly that in 1902 he was able to buy out the older firm.

When the resulting entity was incorporated, Lewy Pattinson included the name Washington H. Soul out of respect. It became Washington H. Soul Pattinson and Co. Ltd.

The company's growth since incorporation has been outstanding, and today there are more than 210 Soul Pattinson pharmacies around Australia.

## THE PRODUCT

Since its foundation in 1872, Soul Pattinson Chemist has grown to become one of Australia's leading pharmacy groups, and a name both recognised and



respected by millions of Australians.

This then, is the product: a group of thoroughly modern pharmacies that offer value for money, high quality advice and information, and 'old-fashioned' service, reliability and dependability as well as the other ancillaries customers want.

The company's commitment to excellence has led Soul Pattinson Chemist to be one of Australia's leading pharmacy groups. They proudly offer over 300 high quality Own Brand products in the following categories:

Analgesics; Cough & Cold; Oral Hygiene; Bathroom Products; Hair Care Products; Antifungal preparations; Anti-inflammatory medications; GIT preparations; Baby products; Sun Preparations; Skin Care; and Nutritional Supplements.

Soul Pattinson Chemist already boasts a very comprehensive range of products that are available to customers. A dedication to research and development of new products is the guarantee to expand this range.

Confidence in Own Brand products allows the company to offer a full Money Back Quality Guarantee if customers are not satisfied with any of these products.

Soul Pattinson has a manufacturing site at Kingsgrove, which is TGA and GMP licensed. A dedicated team ensures that products meet quality specifications and are fully compliant with TGA regulations.

### RECENT DEVELOPMENTS

Soulvision, launched in early 2004, aims to be a quality destination for vision testing and a premium provider of prescription spectacles, contact lenses and optical appliances to the public. Soulvision utilises existing stores and will build on customer trust of the Soul Pattinson name.



Recent consumer research has indicated that customers would also like to see an additional range of services introduced by Soul Pattinson, including such services as naturopathy, iridology and cholesterol and diabetes testing.

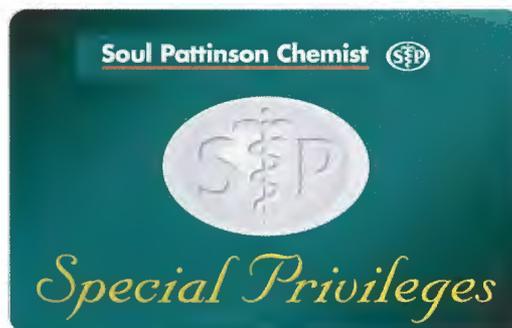
Introduced in 2003, the new Body Guard program addresses this and tells customers that their Soul Pattinson Chemist is a destination for advice on well-being. The program offers customers screening for hearing and bone density as well as blood testing for cholesterol, glucose, haemoglobin, blood pressure, Body Mass Index and body fat. It provides pharmacy staff with the tools and information needed to satisfy customers' need for advice and information. The program also supports key health weeks including Quit Smoking and



The fastest-growing pharmacy loyalty program in Australia is Soul Pattinson's Special Privileges Club. It gains 21,000 new members every month and has a database of some 400,000 customers. The program is designed to be especially simple; joining involves simply filling out a form and receiving a card on the spot, and redemption is automatic. As soon as a customer accumulates 200 points, the POS terminal in the store automatically generates a \$10 gift voucher.

Soul Pattinson's public relations program has established relationships with retail and health correspondents for key press titles in all regions. With these relationships and press releases tailored to individual stores and target markets, the program achieves \$1 million a year in free editorial. Its guiding concept is 'Think Global, Act Local'.

The revitalised website is a major marketing tool for Soul Pattinson, as are e-mail and SMS marketing. All Soul Pattinson Chemists have the opportunity to have an individual web site managed for them.



Breast Cancer Awareness.

The Body Guard program is strongly supported by national television advertorials on Good Morning Australia, national press advertising and local area marketing.

Soul Pattinson is also ecologically aware. Nearly seven billion plastic bags are used by Australian consumers each year. To be a good corporate citizen and to reduce this number, Soul Pattinson Chemist has introduced a range of environmentally friendly and reusable bags.

### PROMOTION

The mainstay of the Soul Pattinson marketing program is the range of retail focused catalogues. Apart from promoting product directly, catalogues drive business into stores for collateral sales. Fifty per cent of people visit stores as a direct result of receiving a catalogue. Research has also established that catalogues are the preferred source of advertising for 57 per cent of females, and that 36 per cent of people use catalogues in letterboxes as the primary source of information on pharmacy products.

Nearly three-quarters of recipients keep catalogues for more than four days.



### BRAND VALUES

Soul Pattinson is committed to achieving success in the marketplace by anticipating the future with clear focus and a clear vision as a guide.

The Soul Pattinson Vision is 'To be Pharmacy Proud, Providing Well Being Solutions for Mind, Body and Soul'.

### THINGS YOU DIDN'T KNOW ABOUT SOUL PATTINSON

- The first Soul Pattinson Chemist began as a one room shop in 1872 in Sydney's Pitt Street. It had to move within a year because it was so successful that larger premises were required. That new shop remains today, and is one of the nation's busiest Soul Pattinson stores.
- The handyman who worked in the first Pattinson pharmacy in Balmain was William Morris Hughes – better known eventually as Australian Prime Minister Billy Hughes.
- Soul Pattinson Chemists have been providing pharmacy services, professional care and value for money to the community for 132 years through Member-owned pharmacies.
- When Lewy Pattinson selected the site for a pharmacy in Maitland in 1904, he chose the highest point in the shopping area, above the level of Maitland's periodic floods. As a result the pharmacy has been spared.
- There are more than 210 Soul Pattinson Chemists nationwide.