

Amcal Max

Welcome to wellbeing

Australian pharmacies have traditionally derived 60% to 80% of their income from sales of prescription medicines, the profitability of which is largely determined by government regulation.

A new generation of retail-savvy pharmacists are looking to compete head on with supermarkets and discount variety stores for sales of health and beauty products, including everyday personal care products such as shampoos, soap and toilet paper.

The brief from Sigma was to build on the trust and heritage of Australia's leading pharmacy banner brand to create a new, larger type of Amcal store that will become part of consumer's everyday personal care shopping routine.

The brand concept of 'welcome to wellbeing' reflects the enduring need for personal recognition and service in the health and beauty areas of the store, balanced by a contemporary desire for a more relaxed and light-hearted approach to everyday shopping.

In the short time since the first Amcal Max store was opened revenues have increased by more than 10%, driven primarily by increased sales of fmcg products.



Office: Melbourne | Date: 2005

FutureBrand

