

Rite Aid

Case Study

WELLNESS 65+ TOUR

A 9-month, 32-market program designed to create a scalable senior wellness experience while building a stronger local presence in each market.

NATIONAL REACH.
LOCAL IMPACT.

TOUR FOOTPRINT

32 MARKETS
9-MONTH TOUR

SCALABLE REACH

UP TO 10,000
CONSUMERS PER DAY



OUR APPROACH

Use integrated field management to build a strong local presence, then scale the experience from intimate engagements to large community events reaching up to 10,000 consumers in a single day.

PROGRAM FOCUS

Plan and execute a nine-month, 32-market tour, creating a consistent national platform that could flex to meet the needs of each local market.

CORE OBJECTIVE

Build a scalable wellness experience for senior audiences.

THE TAKEAWAY

The program combined national consistency with the local presence needed to better reach seniors.