



Rite Aid: Nationwide Wellness65+ Tour



- Planned and conducted 9-month tour encompassing 32 markets
- Developed scalable experience to reach 10 to 10,000 consumers in a day
- Integrated brand field management to jumpstart local presence in each market
- Targeted a challenging and difficult market segment to reach: Seniors

Let us plan and execute your next tour!

MarketingOpsGroup.com