

Winning at Walgreens: Driving Measurable Sales Impact with In-Store Media

HOW HEALTH &
BEAUTY BRANDS
DROVE

26.6%
AVERAGE
SALES LIFT*

Westcom
an Avery Dennison Company

Walgreens

*Sales and unit lift include hero item(s) and relevant items within the same brand/category. Results will vary based on brand, sub-category, tactic, seasonality, etc.

A woman with curly hair, wearing a yellow shirt, is smiling and pointing towards a shelf in a store. The background is filled with shelves of various products, creating a busy retail environment.

Strategic in-store visibility creates powerful growth opportunities for brands.

At Walgreens, brands across categories stand out by leveraging in-aisle media to maximize visibility, amplify shelf presence, and drive a measurable, year-round sales lift.

Capturing Shopper Attention to Drive Sales In-Store

In-store is where intent is highest and the path to purchase is shortest. In a crowded retail environment, shopper attention is limited and brands that do not stand out get overlooked.

72%

of shoppers are influenced by in-store marketing*

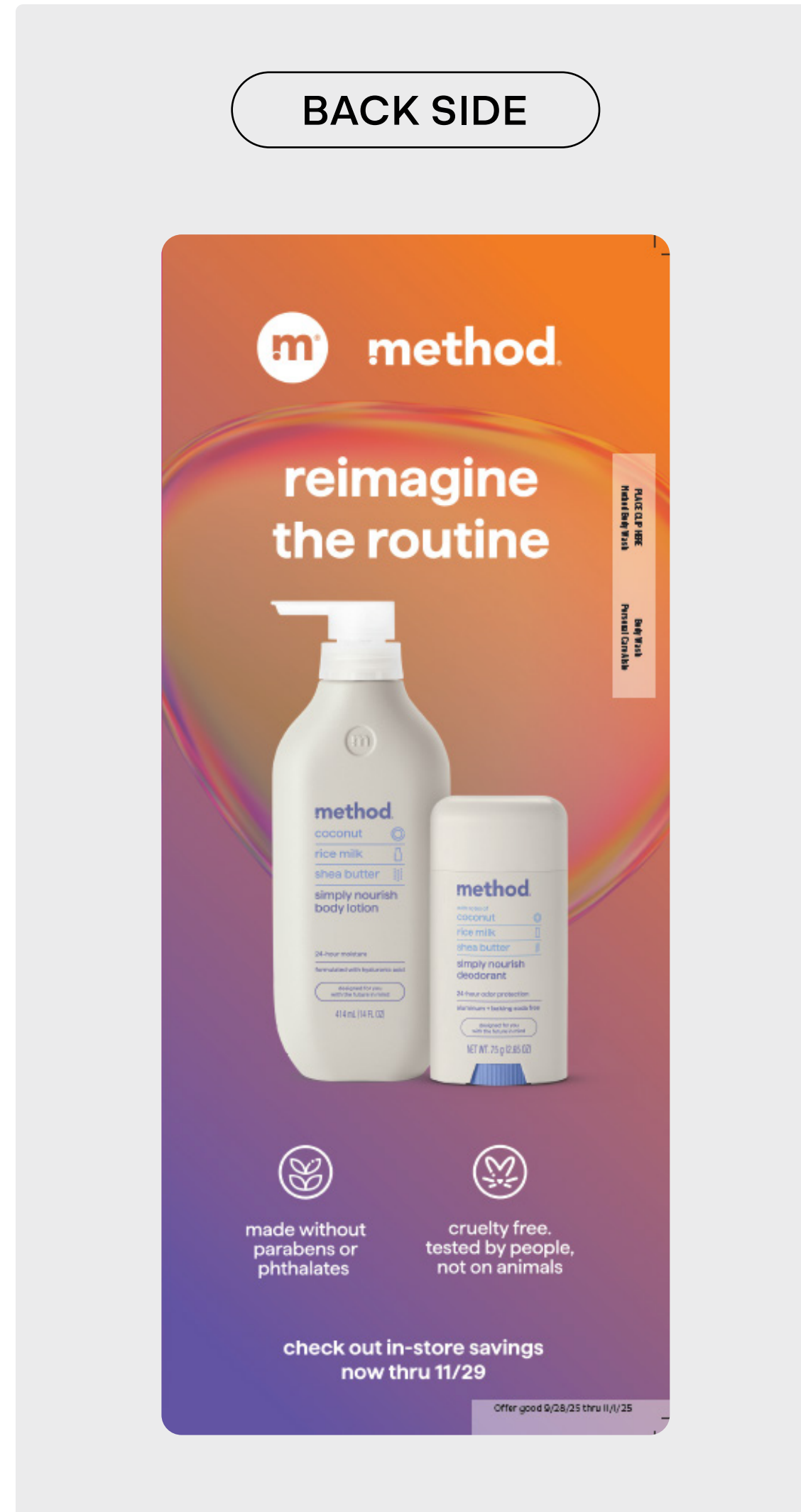
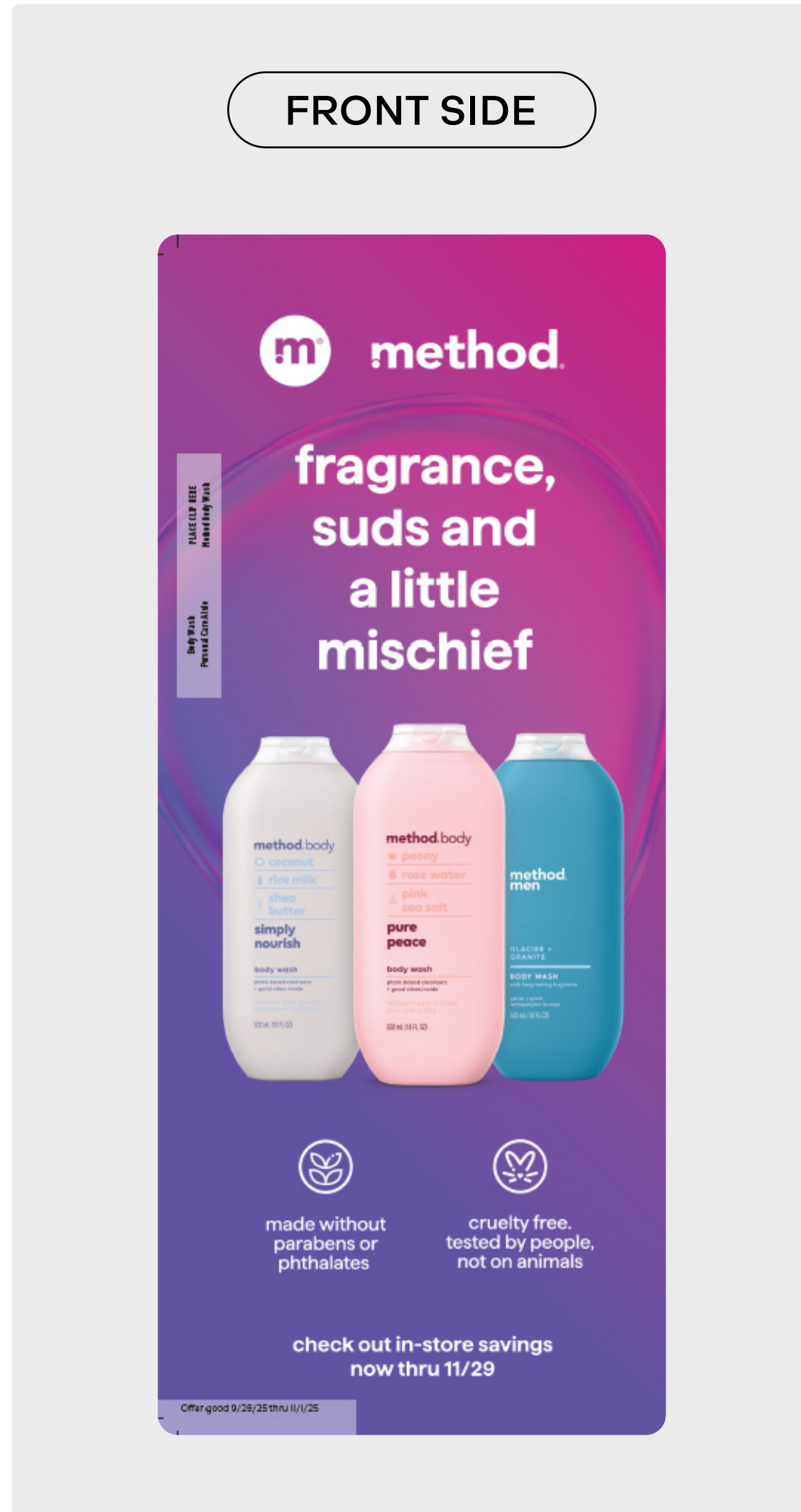
Solution

Blades—often called aisle disruptors—are dual-sided, large-format in-aisle media that capture shoppers from every angle.

Placed directly in the aisle, they interrupt mission-driven trips while also creating clear wayfinding and shopper navigation. Through product inspiration, education, and storytelling, they guide purchase decisions and drive basket growth.

*Vestcom & Opinion Matters, In-Store Messaging Survey, 2025





Turning Awareness Into Action

Personal Care Snapshot

Scaling the Portfolio

Distinct front-and-back creative guided shoppers beyond a single product. By highlighting complementary self-care items, they made it easy for shoppers to expand routines and engage with the full brand family.

*Vestcom & Opinion Matters, In-Store Messaging Survey, 2025

3 out of 4 shoppers purchase an unplanned item based on the influence of in-store media.*

Building Loyalty and Trust with Blades

Health Brand Snapshot

Protecting Loyalty During Rebrands
Side-by-side old vs. new packaging imagery educated shoppers during a major rebrand, reducing confusion at shelf and keeping long-term loyalty intact across SKUs during peak seasonal demand.



Beauty Brand Snapshot

Building Brand Trust
Celebrity-led creative paired with science-backed claims positioned the brand as a trusted hydration essential, inspiring consistent daily usage and cross-category engagement.



Amplifying Shelf Presence. Delivering Measurable Impact at Scale.

In the Health & Beauty category,
Blades strategic in-aisle media
drove an average 26.6% sales lift*
at Walgreens stores nationwide.

*Sales and unit lift include hero item(s) and relevant items within the same brand/category.
Results will vary based on brand, sub-category, tactic, seasonality, etc.

Own Every Shopper Moment with Vestcom Media Solutions

Introducing Beauty Side Panel Posters

Large-scale, flush-mounted media designed to capture attention at the point of entry. Exclusively for beauty, personal care and complementary categories.

MAXIMIZE IMPRESSIONS

Front-of-store, high-visibility placement.

BUILD THE REGIMEN

Extended space for routine storytelling.

DIGITAL INTEGRATION

Deep-link QR code capabilities.



**Is your brand ready to lead
the category at Walgreens?**

REQUEST A STRATEGIC PROPOSAL

About Vestcom

Vestcom, a fully owned subsidiary of Avery Dennison company, is a leading provider of technology-driven shelf-edge media solutions for retailers and CPG (consumer packaged goods) companies. Our data-integrated retail media solutions engage shoppers where it matters most – the point of decision – increasing sales and loyalty. We specialize in delivering item-specific price, promotion, and brand content to the shelf-edge in both print and digital formats. With over 40 years of innovation, Vestcom serves more than 70 retailers across a 60,000+ store network, partnering with more than 800 CPG companies to deliver in-store messaging. Learn more at vestcom.com.



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