



Apotek Hjärtat

(Pharmacy Hjärtat)



Company Profile

With more than 300 stores all around Sweden, Apotek Hjärtat is the country's largest private pharmacy operator, offering a broad range of pharmaceutical products and services. They employ more than 2,000 people and generate an annual turnover of 9 billion SEK (~964m EUR). Over one million customers take part in their loyalty programme.

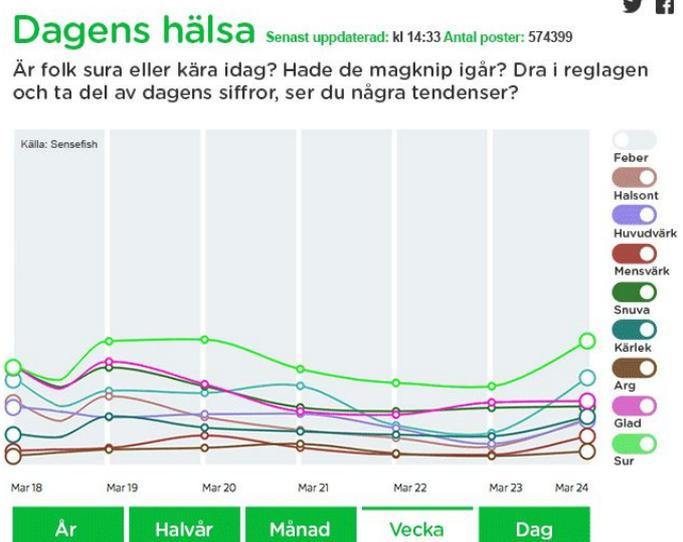
Challenge

Apotek Hjärtat is more than just a retailer for pharmaceutical products, it is a pharmacy with heart. They strive to offer their customers the best service possible and support them with advice on products and health in general. In order to improve the wellbeing of everyone living in the country, Apotek Hjärtat wanted to investigate and illustrate how Sweden is feeling at any given moment.

With the launch of their new customer panel, where members of the loyalty programme are encouraged to share their thoughts and suggestions, the timing was perfect to start a campaign focussing on Apotek Hjärtat's proximity to customers and people's well-being.

Solution: Today's Health Campaign "Dagens hälsa"

How is Sweden today? In 2014's "Dagens hälsa" campaign, Apotek Hjärtat cooperated with Gavagai to illustrate both the feelings and health situation of the country's inhabitants. The utilisation of Big Data makes it possible to capture symptoms such as fever, headache, and even menstrual pain, but also feelings of discomfort and joy, such as love, happiness, and being mad. Gavagai's Monitor listens to and analyses everything that is said in the news and on forums, blogs, Facebook, Twitter, and other social media. Through Monitor API, an easy-to-use, yet powerful application programming interface, Sweden's feelings were directly fed into Apotek Hjärtat's system and displayed on their



website – in real-time. Even greater visibility was achieved by displaying Sweden's feelings on digital billboards in Stockholm's metro station.



Campaign billboard Metro passengers in Sweden's capital Stockholm were kept up to date with their country's feelings and symptoms in real-time.



How are you, Sweden? These posters were used to advertise the campaign in Stockholm.