

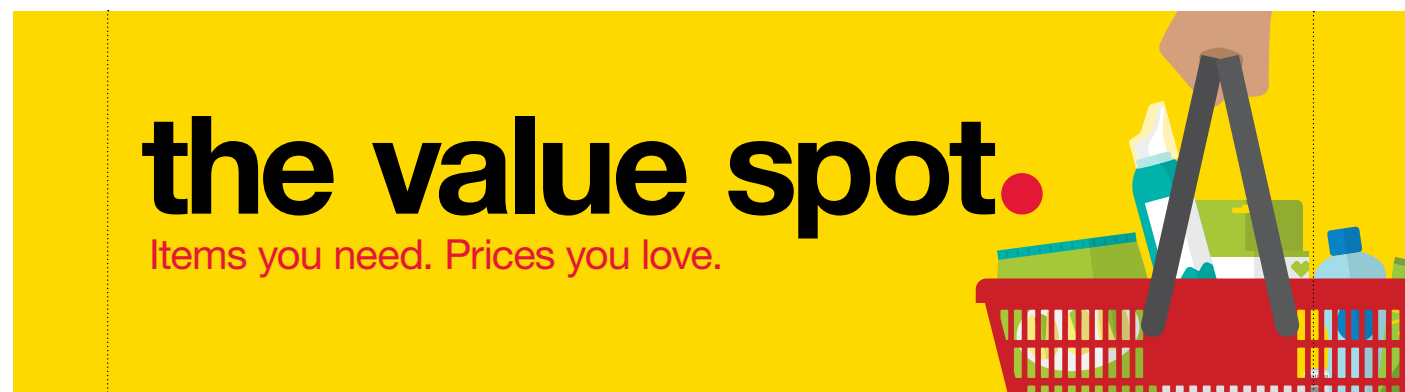


**Store Experience - The Value
Spot and Trend Zone**

Mission

Provide an exciting destination for our customers to find great items at amazing prices, every day.

concept 1



endcap topper



dump bin side panels



ceiling sign



the value spot.

Items you need.
Prices you love.

the value spot.
Items you need. Prices you love.

the value spot.
Items you need. Prices you love.

88c
special

88c
special

BROOKSIDE

4

5

light bulbs
paper goods
trash bags

6

cleaners
laundry
pet care

ge

the health



basket liner



sidewalk sign



t-shirt



wind waivers



EMB & pylon sign



door clings



bus shelter- option A, direct



bus shelter- option B. storytelling



billboard



terminal poster

The Value Spot
“Movie Trailer” 0:30
Local, Terrestrial

[DRAMATIC MUSIC]

There's a place, where sensible shoppers go.

Where browsing is an adventure.

Where amazing is always right around the bend.

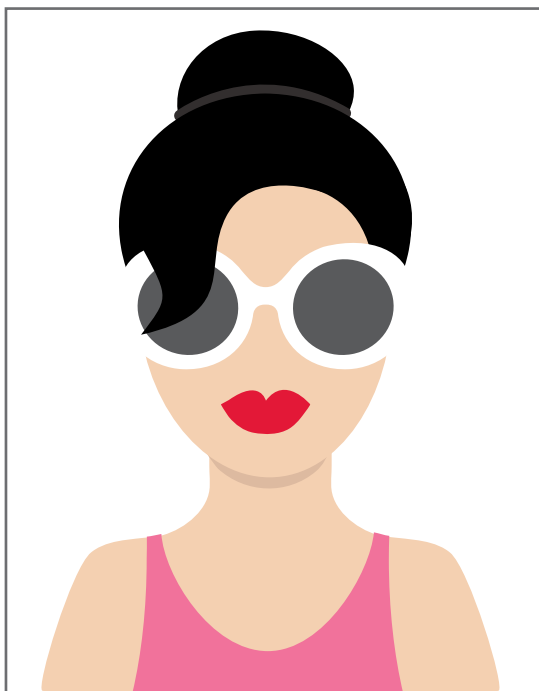
Welcome to [SOUND EFFECT] The Value Spot –
a savings destination inside your CVS Pharmacy®.

Get more of what you want for less, everyday,
so you can focus more on what you love.

concept 2

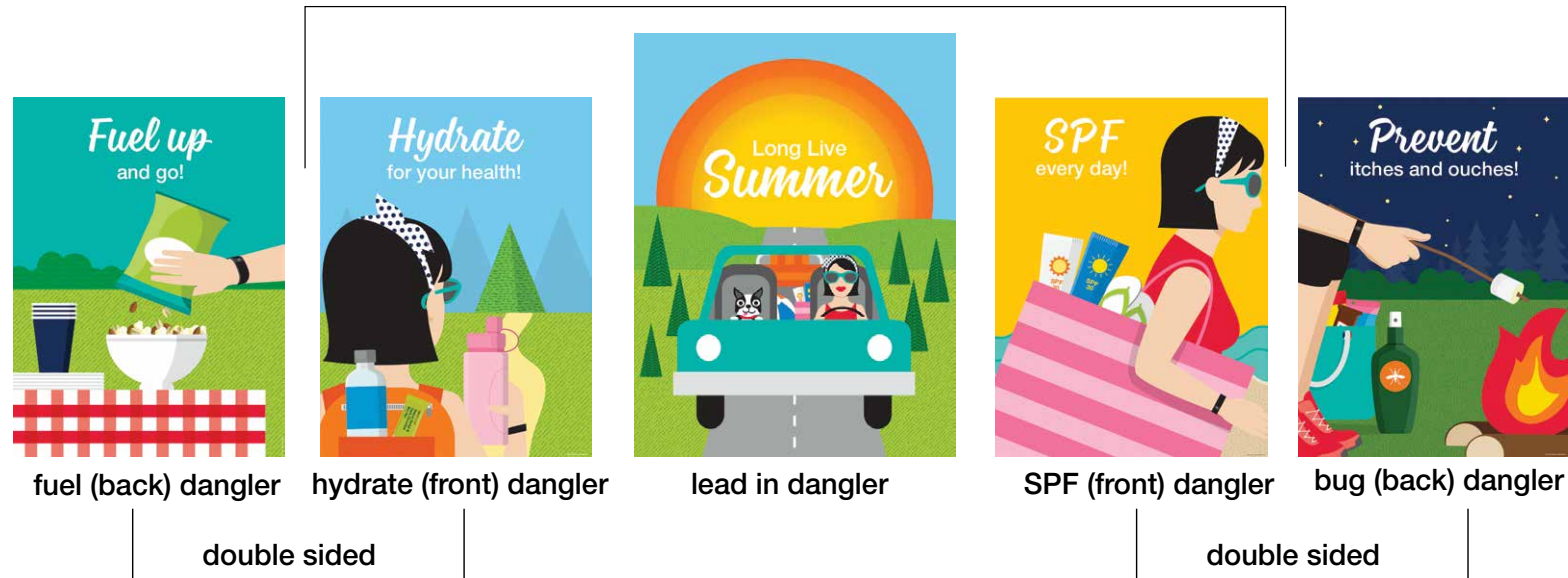
Meet Penny

Meet Penny. She's your BFF who always knows what's trending. She's smart, savvy and super cool. But Penny doesn't just love what's in fashion, she loves saving time and money. She snags the best deals on the latest and greatest. Plus, she's happy to share all her savings secrets with you. Follow Penny to know what's hot and how to get it at the best price.

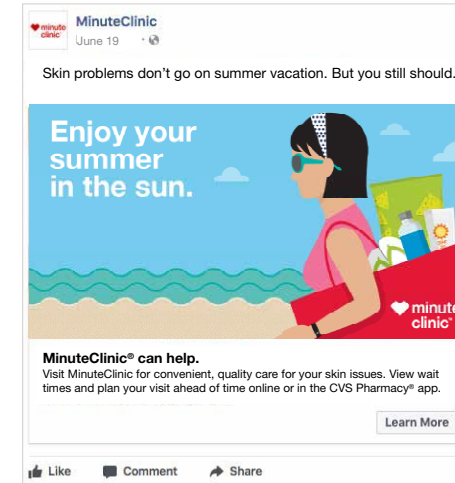


Summer 2017 Seasonal Sign Kit

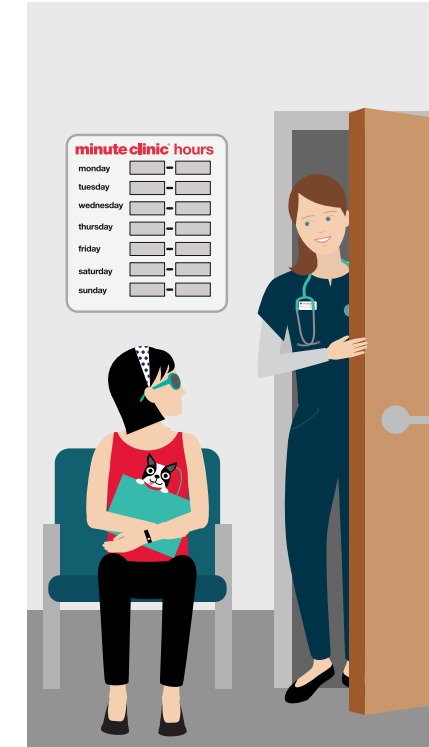
3 total ceiling components



2017 MinuteClinic Social Post



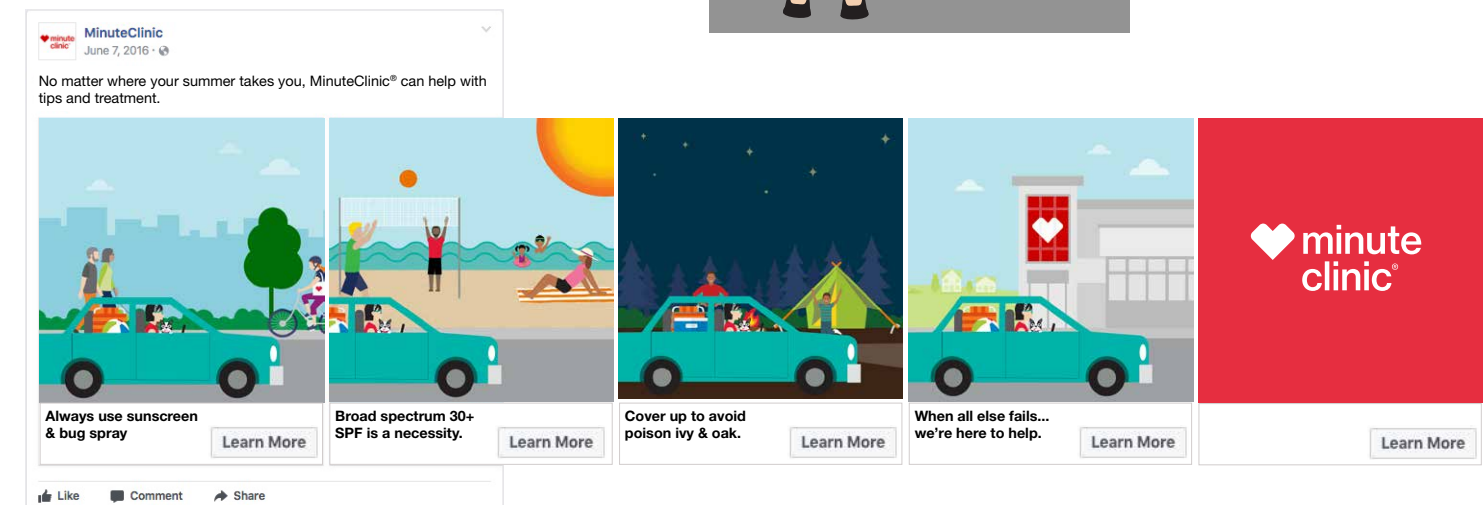
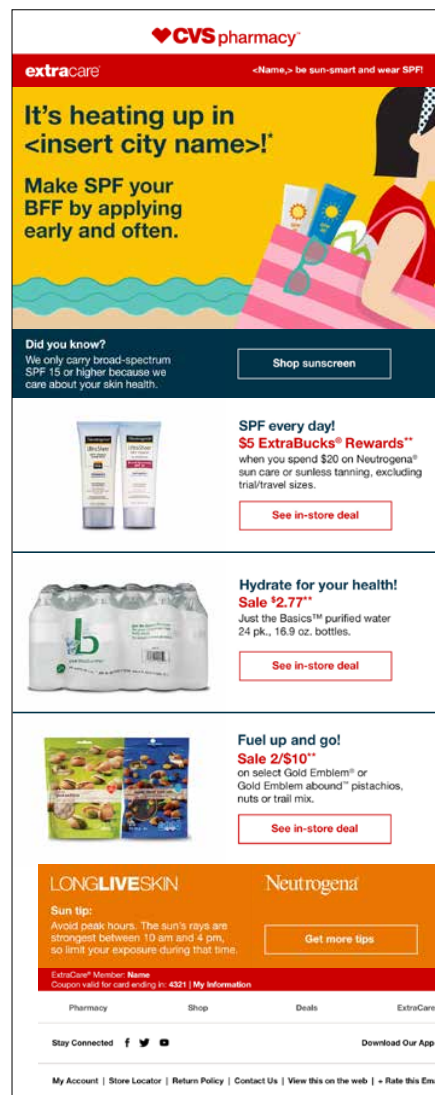
MinuteClinic Illustration

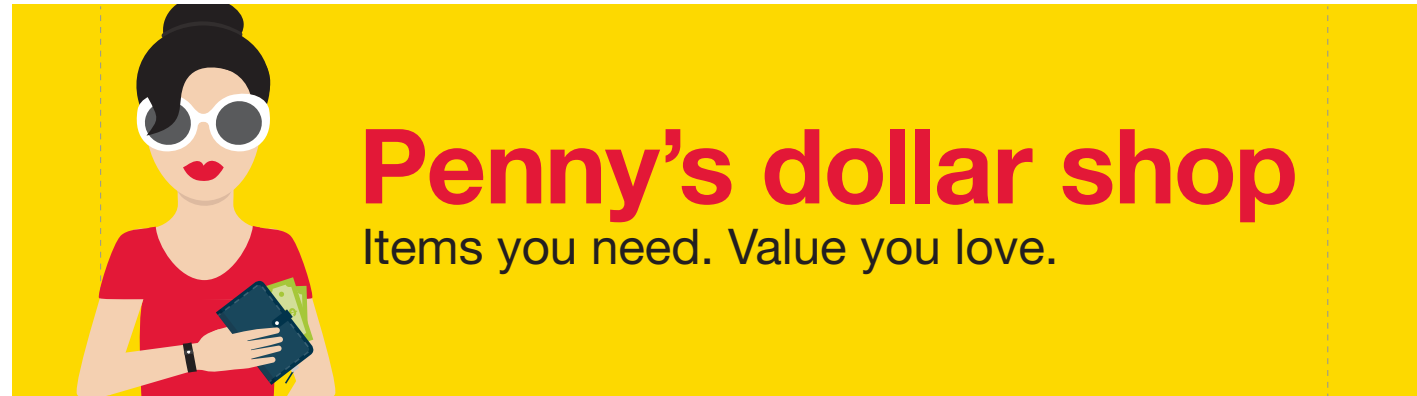


Summer 2017 Suncare Trigger Email

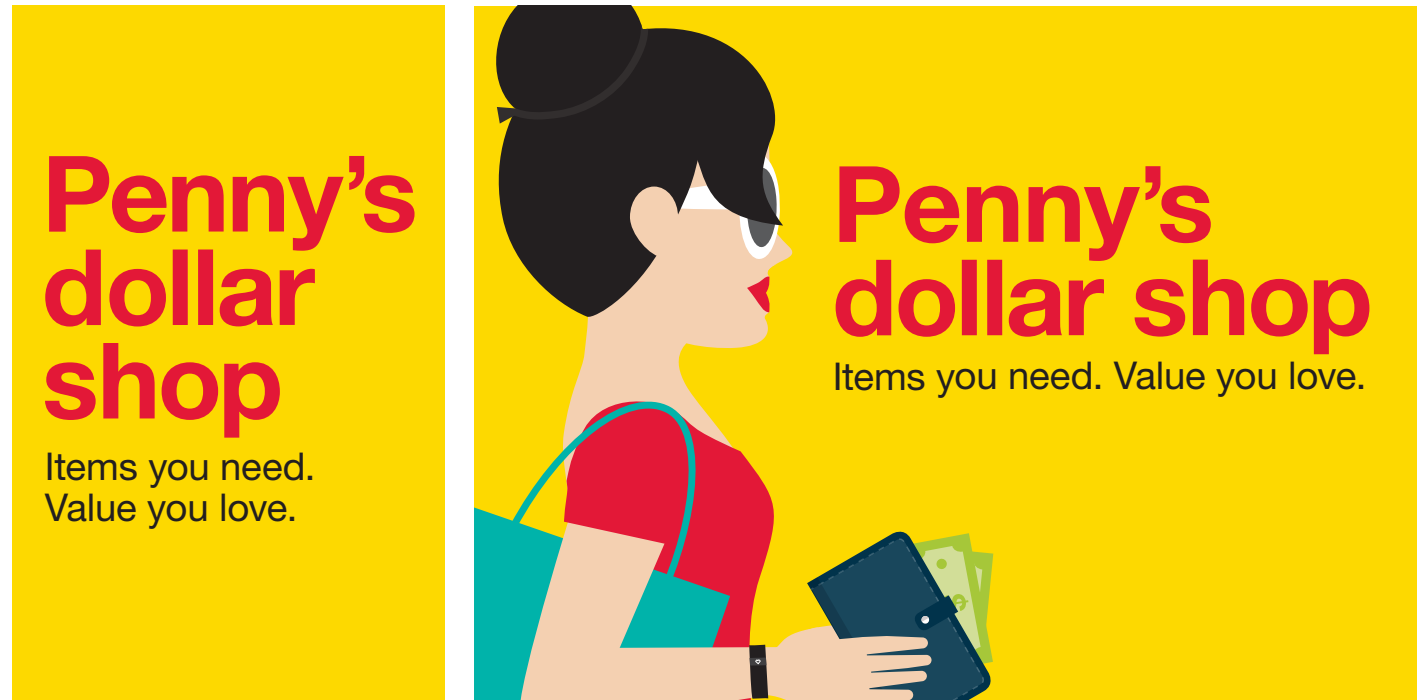
2017 MinuteClinic Skin Health Email

2017 MinuteClinic Social - FB Carousel





Endcap topper



Dump bin side panels

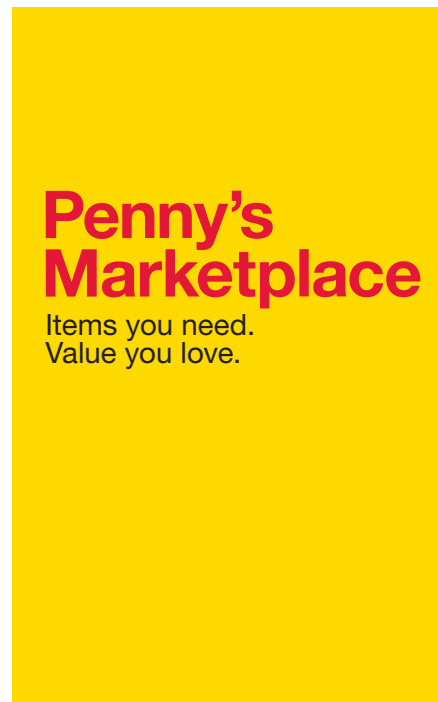


46x24 ceiling sign





Endcap topper



Dump bin side panels



46x24 ceiling sign



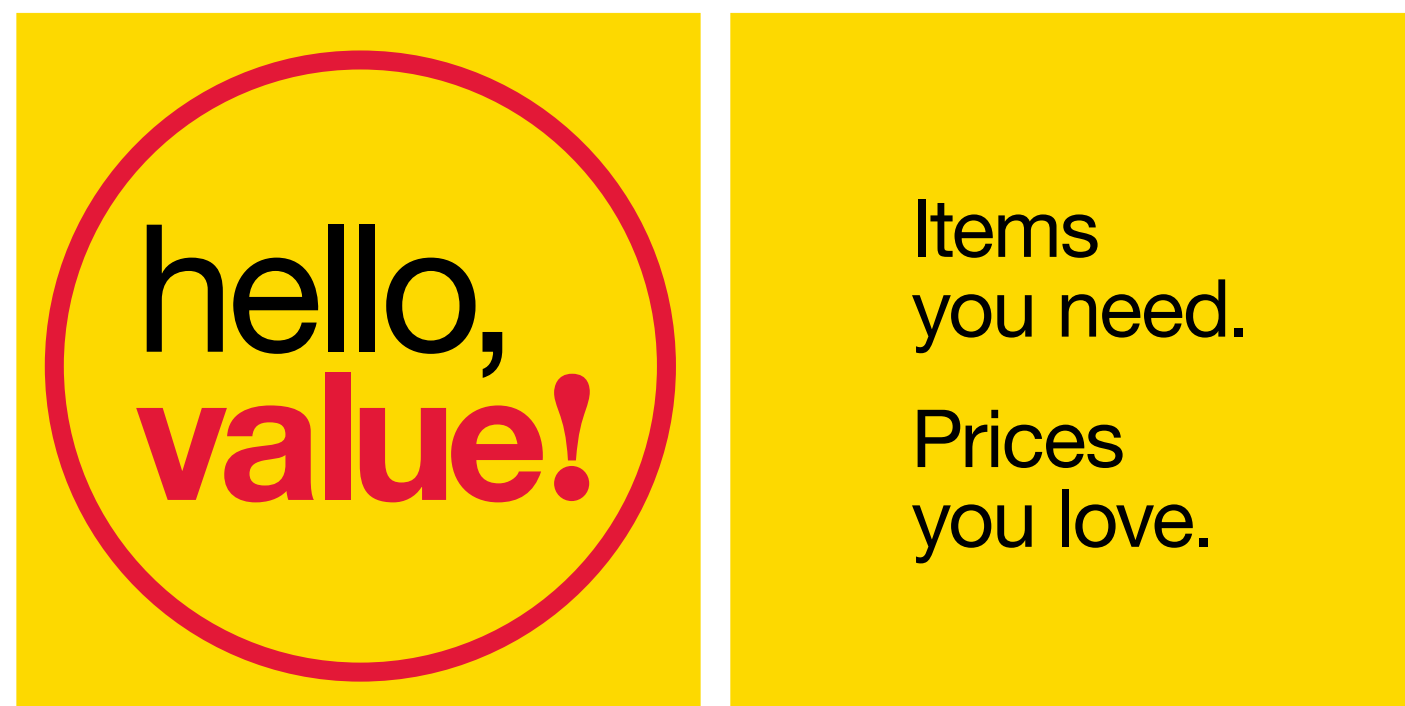
Additional "value store" concepts



endcap topper



ceiling sign



dump bin side panels





basket liner



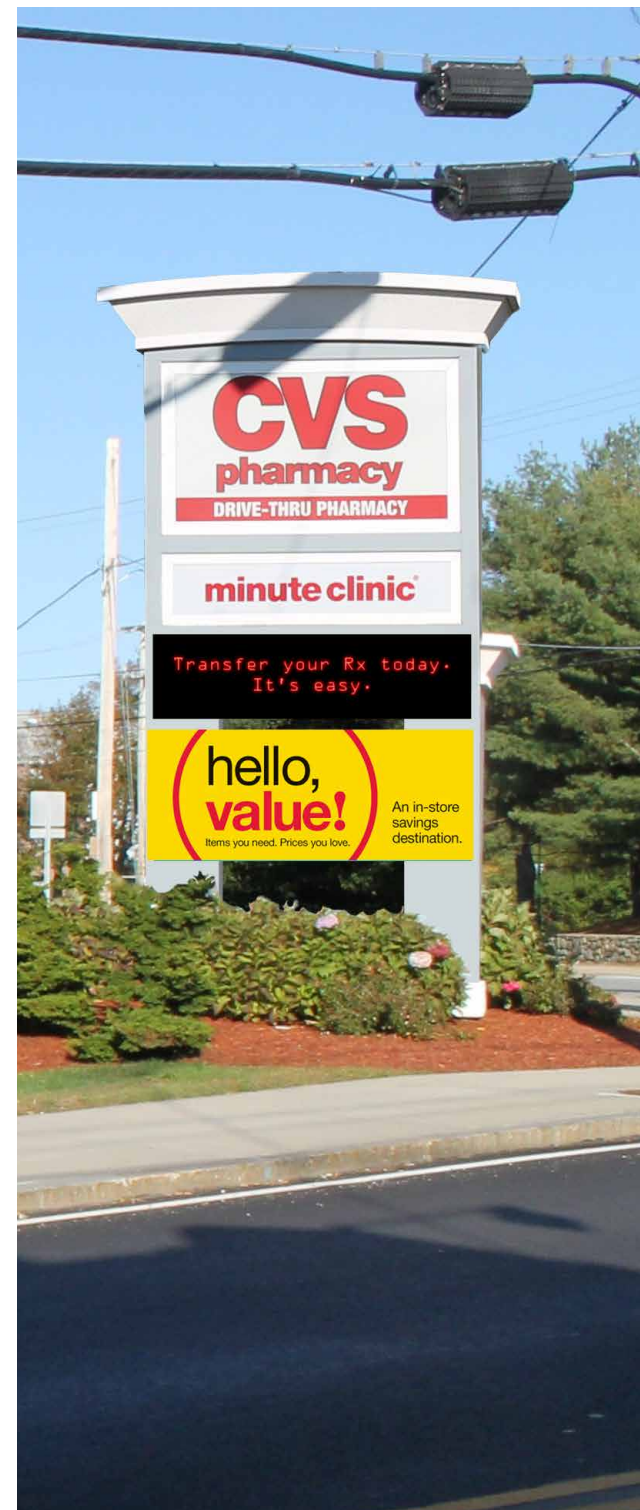
sidewalk sign



t-shirt



wind waivers



EMB & pylon sign



door clings



bus shelter



billboard



terminal poster

Hello, Value!
“Languages” 0:30
Local, Terrestrial

Hello, Value!
 Hola, Value!
 Bonjour, Value!
 Konnichiwa, Value!
 Ni hao, Value!
 Introducing Hello, Value! –
 a savings destination inside your CVS Pharmacy®.
 Get more of what you want for less, everyday.
 It’s a place where sensible shoppers go.
 Where browsing is an adventure.
 Where amazing is always right around the bend.
 Where value is the same in every language.
 Say hello. Hello, Value!

Hello, Value!
“Languages” 0:15
In-Store

Hello, Value!
 Hola, Value!
 Bonjour, Value!
 Konnichiwa, Value!
 Introducing Hello, Value! –
 a savings destination inside your CVS Pharmacy®...
 where value is the same in every language.
 Get more of what you want for less, everyday.
 Say hello. Hello, Value!



Endcap topper



Dump bin side panels



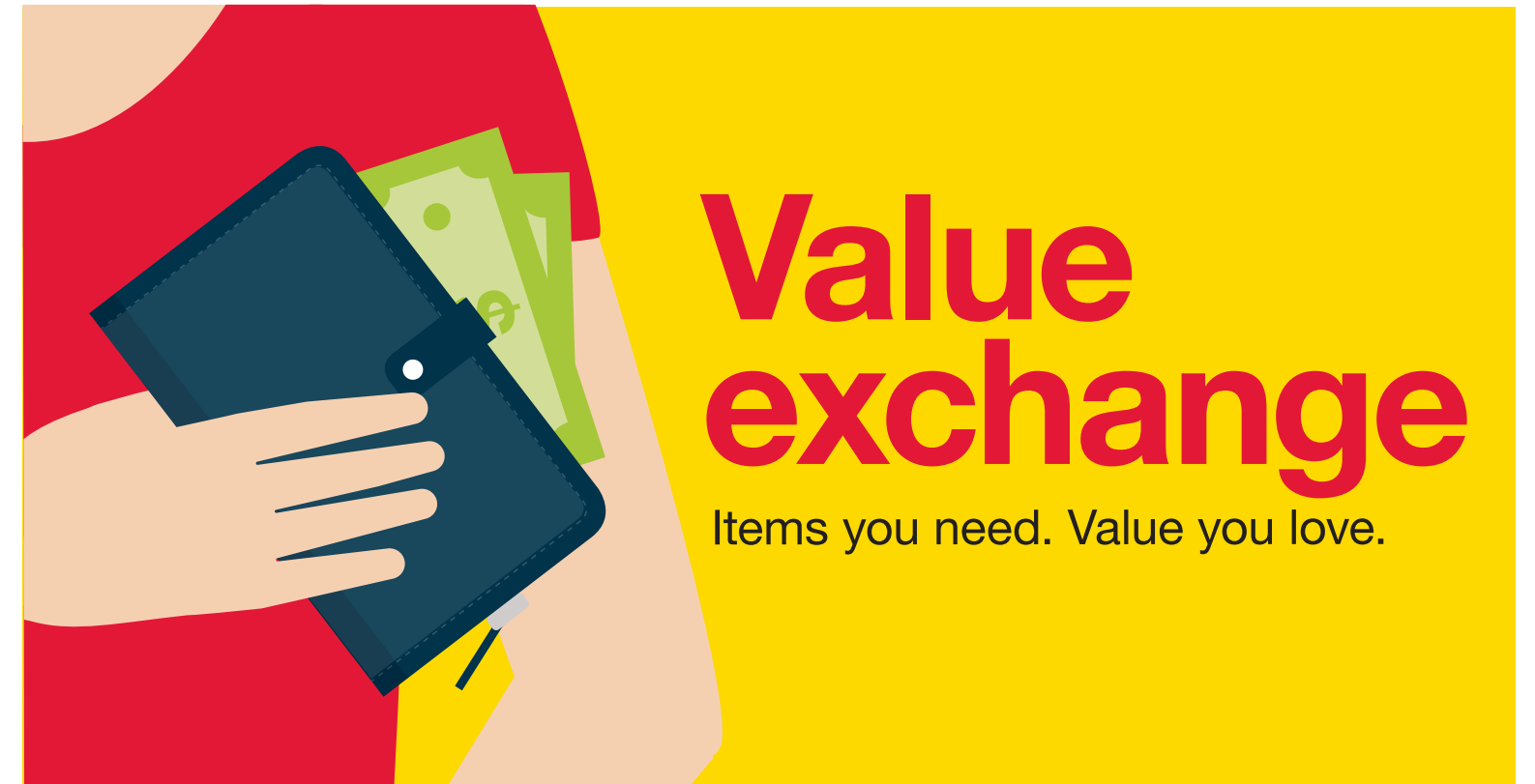
46x24 ceiling sign



Endcap topper



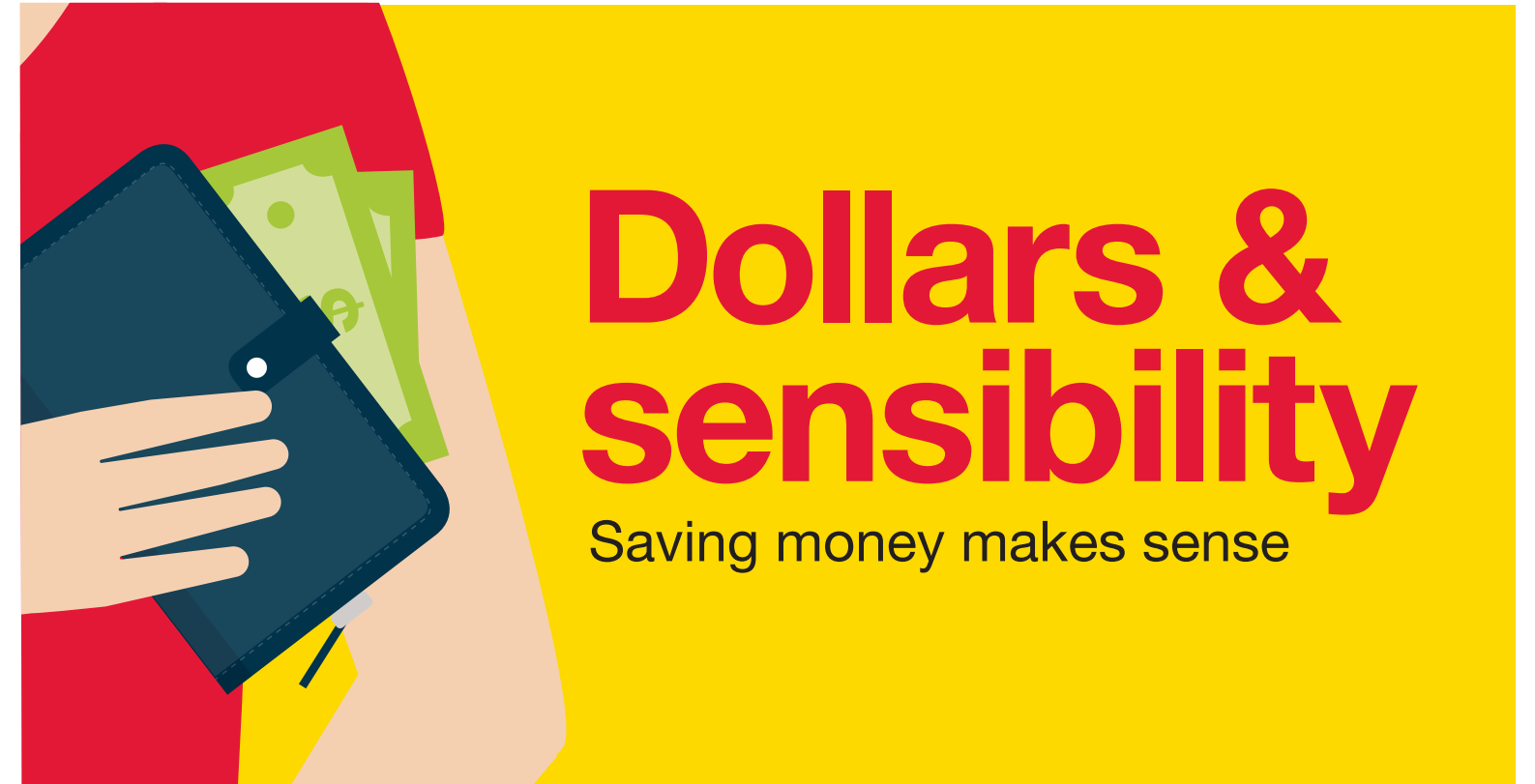
Dump bin side panels



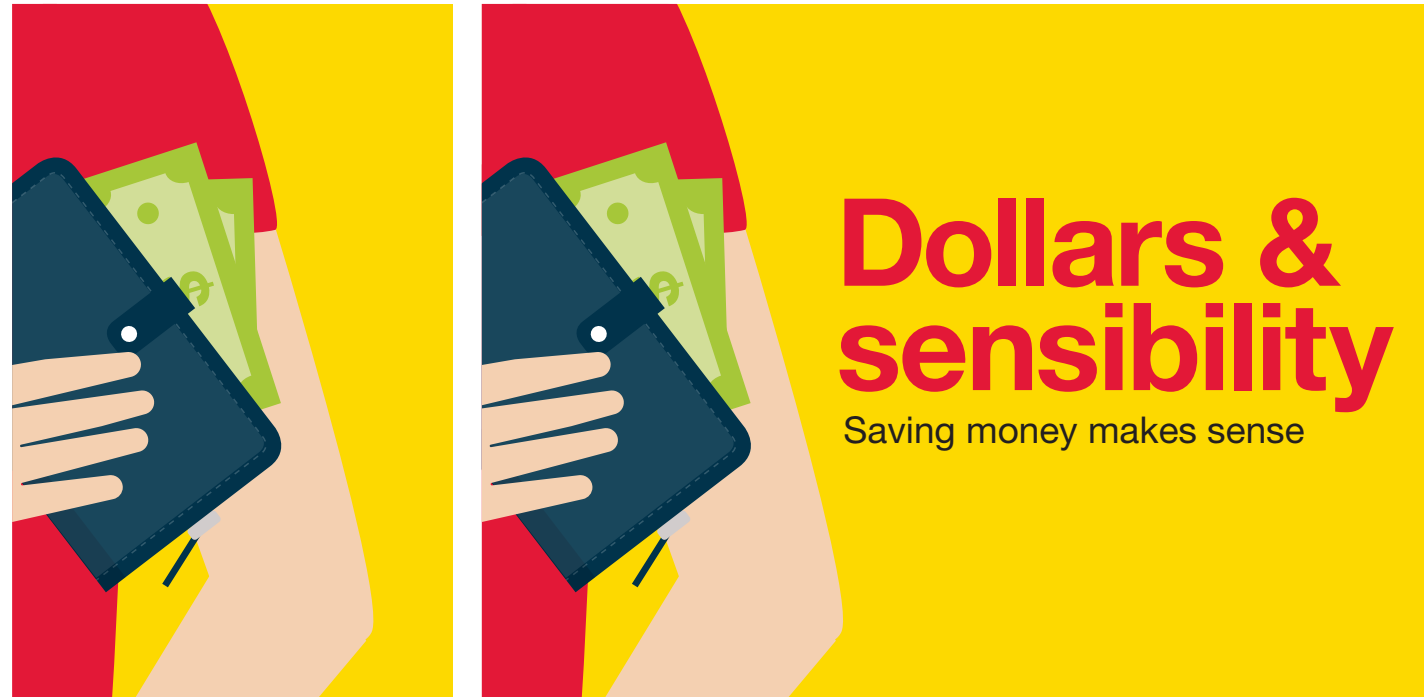
46x24 ceiling sign



Endcap topper



46x24 ceiling sign



Dump bin side panels



TREND ZONE

An in-store shopping destination for the latest trends in healthy snacking

6x14 (THH stores only)

Your passport to global flavor

Passage to the tastes of the world has never been easier. Now, infused in these snacks, you'll discover flavors that **pop** and spices that **zing**.

Excite your appetite with these ingredients:

- Sriracha
- Chipotle
- Jalapeno
- Habanero
- Turmeric

Pick a snack, any snack, and take a spicy adventure.

We rely on information provided to us by manufacturers. For the most accurate, timely and complete nutrition information, refer to the product label. If you have specific health and nutrition concerns, consult a health care professional.

D11842FS17

Snap Frame/Digital Display -



6x7 (4ft Set Only)

Your passport to global flavor

Now departing on a spicy adventure. Excite your appetite with these ingredients:

- Sriracha
- Chipotle
- Jalapeno
- Habanero
- Turmeric

We rely on information provided to us by manufacturers. For the most accurate, timely and complete nutrition information, refer to the product label. If you have specific health and nutrition concerns, consult a health care professional.

D12207BX17

6x7 Vendor



Header

snack like an explorer

Blade Inserts (Front & Back. 2 fixtures)

international tastes

international tastes

international tastes

international tastes

Header

go-to choices for gut health

Blades (front & back / 2 fixtures)

a happy & healthy gut starts here

D12693CX18

give your stomach a reason to smile

D12693CX18

Header (size: 23" x 3.75")

be in the know with non-GMO

Blade Inserts (front & back) (size: 2" x 35")

x2

(Blade #1)

know what's in your food

it's your right to know

(Blade #2)

know what's in your food

it's your right to know

Feature Boxes (size: 6" x 7")

**Explore our
array of non-
GMO choices.**

Nourish your body with nutrients
that make you feel good.

Seek items certified non-GMO
to avoid ingredients touched by
genetic engineering. You have
the right to know what's inside.

D14277CX18

**The
ingredients
speak for
themselves.**

October is Non-GMO Month.
Grab certified non-GMO goodies
and share with a friend.

D14277CX18