



This template is a tool to help pharmacy managers to consider the messages they are trying to communicate and how they might go about this.

The aim of your message	How would you say this in layman's terms? What would interest your customer?	How could a customer identify the message without words? (e.g. key brands, green cross, different colours)	How will you communicate your message?
eg Identify us as a pharmacy	Pharmacy, prescription	Green cross	
eg Promote Medicines Use Reviews	A free and private review of your medicines and how to use them	Image of a consultation room or pills/capsules	