

Walgreens

Case Study

Client: DNP with Walgreens

Industry: Retail

Location: United States National Placement

Production Partner: Anchorline

Overview:

With 4 weeks from signoff to final delivery, this project could have easily become a safe, generic holiday spot.

Instead, it was built as a performance-driven campaign designed to connect emotionally, scale across national-facing channels, and deliver measurable results.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined the goal as performance-first, not just “holiday storytelling”. The video became a conversion asset built for a national audience
- **Distill:** Locked the concept early around a universal emotional moment (New baby), ensuring inclusivity and clarity across stakeholders.
- **Amplify:** Built a full content system including master video, cutdowns, and channel-specific formats so the campaign could scale across email, social, and digital placements.

The Outcomes

- Almost 5X increase in sales over December 2024 promotion
- Expanded reach via a Walgreens email placement and the Walgreens YouTube channel
- A campaign built to perform across multiple channels

The Work

Strategy, Creative Direction, Conceptualization, Project Management, Stakeholder Management