

gesund.de Launches Nationwide Advertising Campaign in the Best Minute Before Tagesschau

The high-reach gesund.de CardLink marketing campaign starts on September 21 with a 52-second spot at prime time. The stars of the campaign are real pharmacists.

München, 19. September 2024 – The gesund.de CardLink campaign kicks off with a highlight on Saturday, 21 September: the 52-seconds-commercial will be broadcast directly before the most famous German news programme Tagesschau at 8 pm. This launch will be followed in the coming weeks and months by further commercials and adverts in print, online, radio, TV and social media, a nationwide poster campaign, over 3 million advertising materials for pharmacies and many other marketing activities.

According to projections, the campaign will achieve a total of over 1.5 billion contacts in the first few months and thus give gesund.de CardLink and the offers of participating pharmacies an impressive increase in reach throughout Germany. The gesund.de campaign was developed together with local pharmacies from the outset: Pharmacy owners and employees contributed their ideas and wishes in personal discussions and workshops; they are the co-creators and stars of the campaign.

“Don't Worry, Be Happy” Reinterpreted

The campaign has real catchy tune potential: gesund.de was able to secure the license rights to the world-famous feel-good song “Don't Worry, Be Happy” by Bobby McFerrin for the 52-second TV commercial. The lyrics were rewritten for the gesund.de CardLink campaign as “Ich kenn' das, ich scan das” and sung by real pharmacists and patients.

“With this campaign, we wanted to create something real and optimistic – not a staged advert, but a message that touches people,” says Maximilian Achenbach, Managing Director of gesund.de and responsible for marketing. The TV commercial will celebrate its premiere on ARD on 21 September, in the so-called “Best Minute” immediately before the Tagesschau, the most important news format on German TV. This placement alone promises 3.5 million contacts. The campaign will reach over 32 million contacts in the first week alone.

Real Pharmacists Are the Stars of the Campaign

“Our goal with this high-reach campaign is to put the local pharmacy centre stage in a way that is both original and authentic,” says Dr Peter Schreiner, CEO of gesund.de. “We want local pharmacies to be the point of contact remain the number one point of contact for patients, even when it comes to filling e-prescriptions digitally.”

That's why gesund.de deliberately brought real pharmacists in front of the camera. They are in direct contact with patients on a daily basis and embody closeness, trust and excellent service. One of the main actors in the campaign is Dr Uwe Klaus Jendretzki, owner of the Thalia pharmacy in Berlin. He says: "gesund.de and the local pharmacy combine familiarity and digital convenience: personalised advice, direct service and fast delivery of medication - you simply can't beat that. I don't know of any other local pharmacy provider that has ever launched such a big advertising campaign."

A third of all pharmacies in Germany already use the gesund.de service for their customers. Since the rollout of gesund.de CardLink on 31 July as the first German app, more and more partners have joined. More than two thirds of all pharmacies that work with gesund.de are already benefiting from orders via gesund.de CardLink.

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About gesund.de

gesund.de GmbH & Co. KG was founded at the beginning of 2021 and is based in Munich. gesund.de is available as an app and on the web and acts as a digital partner that connects local healthcare providers with patients. The services range from sending prescriptions to local providers and ordering medication to finding the nearest pharmacies, medical supply stores and doctors' surgeries. The free gesund.de medication plan, which ensures optimal medication management, expands patient services and at the same time expands the gesund.de offering into a healthcare ecosystem that strengthens local providers and offers patients the best possible patient journey. The company is backed by strong shareholders in the form of PHOENIX Pharmahandel GmbH & Co. KG, NOVENTI Health SE, Wort & Bild Verlag, BD Rowa and Sanacorp. Among pharmacy apps, gesund.de is the most frequently installed application on the market. The company employs 34 people locally in Munich and remotely throughout Germany. Further information can be found at gesund.de.