

• INITIAL PILOT SCOPE

Pharmacy Agent for Tonic Media

A partnership pilot that proves the Pharmacy Agent in one pharmacy, with a clear path to every venue in the Tonic Media network.

Delivered by Express Agent.

- 01 The product your venues get
- 02 How it works, in the pharmacy and online
- 03 Why the Tonic Media network
- 04 The partnership
- 05 The pilot: one store first
- 06 Goals and measured results

• WHAT THE CUSTOMER SEES

Your customer just asks

No hunting the aisles, no interrupting the dispensary. Customers in any pharmacy in your network ask in plain language, and the Pharmacy Agent recommends from the front of store and points to the shelf.

**Tonic Pharmacy Agent**
● Online

EXAMPLE

After a gift for my sister, she's just had her first baby. Something around \$40?

Congratulations to her! Is the gift more for the bub or for mum, or a bit of both?

Both I reckon. She's exhausted.

Then a mum and bub bundle is the go, built from the gift and baby range. It's in aisle 2, and it's on special this week:

**Mum & bub gift bundle**
From the gift and baby range · Aisle 2 · On special **Example**

Ask me anything... 



Recommends from the front of store

Sun care, skincare, mums and bubs, gifting, specials: the retail range, not the dispensary.



Stays out of medicines by design

Any medicine question goes straight to the pharmacist. No exceptions.



Refers health questions on

The pharmacist, the GP or Healthdirect. The agent never improvises.



Points to the shelf

The right product, the right aisle, in that venue, on special this week.

• WHERE IT APPEARS

From the screen to the shelf

Tonic Media's screens already sit in the pharmacy. The Pharmacy Agent turns them, and the signage around them, into conversations that end at the shelf.



In the pharmacy

PRIMARY

QR at the shelf, the counter and on the screen, so the customer standing in front of the range gets an answer on the spot.

- ✓ Answers range, gifting and specials questions instantly
- ✓ Points to the exact aisle in that venue
- ✓ Rides the screen loop the venue already runs



On the pharmacy's website

The same agent online, connecting what customers saw on the screen or in the catalogue to the shelf, before they ever walk in.



In-store signage concept: the counter QR links straight to the Pharmacy Agent. Easily part of the pilot.

Real questions, real answers

A few more conversations, across categories. The customer asks in plain language; the agent clarifies, recommends, and points to the next step.

Which sunscreen should I grab for the beach?

- ✓ Asks who it's for and how they'll use it
- ✓ Recommends from the sun care shelf
- ✓ Points to the aisle and this week's special

I saw a skincare brand on the screen. Where do I find it?

- ✓ Connects the campaign on the screen to the product
- ✓ Shows where it sits in this pharmacy
- ✓ Logs the scan as a measured action for the advertiser

Do you have a good moisturiser for dry winter skin?

- ✓ Asks skin type and fragrance preference
- ✓ Recommends from the skincare shelf
- ✓ Shows what's on special this week

Can I take ibuprofen with my blood pressure tablets?

- ✓ Recognises a medicines question immediately
- ✓ Gives no advice, not even a hint
- ✓ Hands straight to the pharmacist at the counter

Why the Tonic Media network

The product is one half. The channel is the other, and Tonic Media already owns it.



Tonic already owns the channel: the screens, the venue relationships and the advertiser trust. The Pharmacy Agent is the next product to sell through it.



Tonic's screens sit in the moments that matter: waiting for a script, browsing the front of store. A QR turns a one-way screen into a two-way conversation.



Script wait is dwell time. Customers have minutes in hand and questions they don't ask busy staff. The agent answers while they wait.



Sun care, skincare, vitamins, mums and bubs, gifting: front-of-store purchases are considered purchases, bought with questions in hand, while staff time is consumed by the dispensary.



The agent sells the front of store and never touches the dispensary. Every medicine question goes to the pharmacist. That guardrail is the pitch to every pharmacy owner.



Every scan, question and aisle direction is measured. Screens plus conversations give venues and advertisers numbers they have never had.

How the partnership works

Roles stay clean: Tonic Media owns the audience, Express Agent owns the product, and nothing commits either side past the pilot.



Tonic Media

Owns the channel: the screens, the brand and the venue relationships.



Express Agent

Builds, deploys, operates and supports the product, behind the Tonic Media brand.



Together

Run a one-pharmacy pilot, assess the evidence, and decide whether to progress.



Commercial model

Discussed and agreed separately, before any network rollout.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

One pharmacy, live

The Pharmacy Agent goes live in a single pilot pharmacy: QR at shelf and counter, and on the screen loop, trained on the front-of-store range with a baseline agreed up front.

Baseline agreed



MONTH 2

Gather the results

The pilot pharmacy keeps trading while the numbers come in: conversations, scans, recommendations and every medicine handoff, measured against the venue's own baseline, with conversion on promoted lines tracked where the venue shares a weekly sales export. Those numbers become the sales asset Tonic Media pitches the network with.

Venue feedback

Mid-pilot review



MONTH 3

Take it to the network

Additional pharmacies proceed on the proven template only if the pilot succeeds, UAT is signed off, and both parties agree the rollout scope and commercial model.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

One pharmacy first, not the network.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Pharmacy Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



A new revenue line per venue

Every venue that adopts the agent becomes recurring revenue for Tonic Media, on a commercial model agreed together.



Screens that convert

The network's screens become a measured path to the shelf, and a stronger advertiser story.



Venues that stay

The agent makes each venue's front of store work harder, deepening relationships Tonic Media already owns.



One product, every venue

The same agent stamps out per pharmacy, loaded with that store's range and specials.



Guardrails as the feature

Medicine questions handed off, every time, with the numbers to prove it to every pharmacist you pitch.

Measured, real outcomes

The standout lesson from the pilots: the agent made the biggest difference where customers had questions to answer before they would buy. Shoppers ignored it for grab-and-go items and leaned on it for products they did not know well. Pharmacy front of store is almost all that second kind of purchase, which is why these numbers should travel.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Store staff adopted the agent as an on-demand product expert.

Benchmark results from a previous live deployment of the same agent platform in a different retail setting. They are the benchmark, not this pilot's baseline: the pilot pharmacy's own baseline is measured in month 1, and its measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

The Pharmacy Agent is a working product in production today, not a prototype.

- ✓ A live demo, provided before pilot approval
- ✓ Conversational product advice over real product data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Tonic Media sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



One product company behind it

The agent is built, run and supported end to end by Express Agent, a dedicated product company, deployed behind your brand.



Built on your data

It answers from Tonic Media's product, range and offer data with minimal integration, working alongside your existing POS and loyalty platforms. Live-stock and specials answers require inventory and catalogue feeds.



Guardrails built in

The agent stays inside the scope you approve, escalates to your team when it should, and never completes a sale itself. The agent sells the front of store and stays out of the dispensary. It never gives medicine or health advice: any medicine or health question is handed straight to the pharmacist, the GP or Healthdirect. Guardrails are agreed with Tonic and each venue, and the venue's pharmacist signs them off at UAT.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent in the first pharmacy.



01 Kick-off meeting

Lock scope, guardrails, the pilot venue and success targets.



02 Data request

Core inputs from Tonic Media.

- ✓ The pilot pharmacy's front-of-store range and planogram
- ✓ This week's catalogue and specials feed
- ✓ The screen loop and campaign schedule for the venue
- ✓ Signage specs for QR at shelf, counter and screen
- ✓ Optional: a weekly sales export for promoted lines, so conversion is measured without touching the POS



03 UAT

The venue's pharmacist signs off the guardrails before go-live.



04 Go live

The Pharmacy Agent goes live for the first pharmacy.

THE ASK

Agree the pilot scope, nominate one pharmacy, confirm the success measures and begin mobilisation. Express Agent handles the build, and the first venue is live within weeks.