

Shoppers Drug Mart

Sales Aids

- eight pages of example-rich legendary customer service
- mix of high praise for achievers and motivation for all
- all staff stories are equally considered
- publication is employee focussed, without top-down messaging
- publication must appear modestly produced, (budget wise) with only two colour printing

# LEGENDARY people

Shoppers Drug Mart wants to profile and promote the front-line people giving extraordinary customer service without giving additional work to Shoppers staff. Electra co-ordinates start-to-finish production with writers, photographers and printers to meet this challenge.

