



[CHALLENGE]

Perrone Pharmacy is one of Fort Worth's longest-serving pharmacies, with more than six decades of history. After forming a strategic partnership with AmerisourceBergen in 2010, which gave Perrone an opportunity to offer its customers prescription pricing and service unmatched in the industry, the company decided to expand into full-service prescription benefit management (PBM). The company would now be able to extend its reach beyond its Fort Worth retail establishment, and develop a nationwide institutional client base. However, for the market entry, Perrone would need a corporate identity package that would enable it to compete with some of the nation's largest PBMs, like CVS, Walgreen's and Walmart, among others.

[STRATEGY]

Develop an identity package that would highlight the company's unique PBM program, while presenting Perrone Pharmacy as a company that could serve businesses and organizations of any size. The look and feel of the identity suite would need to exemplify the strength of a company with more than 60 years of experience in the industry. An initial step would be to create a logo that would separate the company's PBM program from its retail establishment. The cornerstones of the brand identity suite would include a brochure and Web site that would explain specific details of the PBM program and illustrate the company's competitive advantage in easy-to-understand visual examples.

[SOLUTION]

Witherspoon began the effort by producing a logo for the company and branding the effort as PERRONE RX. The logo featured sharp angles and bright hues of gold and blue, giving the company a mark that was fresh, modern and easily identifiable. The brochure carried this theme further by using the angles of the logo to create design elements that matched the construction of the piece. The brochure's pocket included a die cut that reflected the clean lines of the front cover. Copy was produced for the brochure and Web site that presented the complexities of PBMs in a clear and concise way, while accentuating the Perrone model's differences in brief and impactful terms. PowerPoint slides were also produced for company presentations.

[RESULTS]

Perrone RX was successfully launched in spring 2010. Noting its strong ties to the community, the company made one of its first presentations to the City of Fort Worth, within weeks of the launch. The brochure and Web site serve as the primary marketing pieces for the firm and have been a big part of a successful business development effort, to date.

