# **Design Brief: Social Campaign for New Pharmacy Portal Launch**

## CLIENT: PHARMX

Pharmx is a healthtech leader in the Australian and New Zealand pharmacy sector, powering pharmacy connectivity. Our solutions enable seamless integration between pharmacies, suppliers, and the broader healthcare ecosystem. The Pharmacy Portal is the newest innovation built on the Pharmx Gateway, giving pharmacies a centralised place to manage orders, invoices, and supplier communications - all in one modern, intuitive interface.  
  
**Brand:** [www.pharmx.com.au](https://www.pharmx.com.au/)**Product:** www.pharmx.com.au/pharmacy-portal

## PROJECT OVERVIEW

We are launching a paid social media campaign to promote our new Pharmacy Portal. We're seeking bold, brand-aligned static creatives that introduce the new platform with clarity, trust, and impact.

**About the Pharmacy Portal:** The Pharmacy Portal is designed to give pharmacies enhanced visibility, control, and efficiency over their ordering, invoicing, and supplier connections via the trusted Pharmx Gateway. It offers fast access to centralised order and invoice history, spend insights, and trading partner management - all in one user-friendly platform.

The Portal offers a suite of powerful tools that help pharmacies simplify their point of sale ordering (via the the Pharmx Gateway),.key features include:

* **Centralised order & invoice history** – Access and download all Gateway-transmitted orders and invoices in one location, simplifying reconciliation and supporting accurate financial record-keeping.
* **Real-time spend insights** – Monitor spend across all POS and Gateway-connected suppliers to support better budgeting and more informed purchasing decisions.
* **Supplier directory** – Supplier directory – Access hundreds of Gateway-connected suppliers and explore their catalogues, expanding trading networks and unlocking a wider range of products.
* **Supplier connections** - View, manage, and resolve supplier connections — including stalled or inactive accounts — from a single, intuitive interface.

## OBJECTIVE

Drive click-throughs and product awareness for the Pharmacy Portal through performance-optimised social assets, with tailored messaging across awareness, consideration, and conversion stages.

### TARGET AUDIENCE

### Pharmacy owners and business managers Pharmacists and dispensary team leaders Tech-aware but time-poor healthcare professionals seeking streamlined tools

## ASSETS REQUIRED

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Platform | Format | Ratio | Quantity | Notes |
| Meta / LinkedIn Feed | Static | 1:1 | 9 | Include logo or brandmark |
| Meta stories | Static | 9:16 | 9 | Multiple frame sequential content (optional) |

File types: PNG or JPEG

For the initial delivery, we request the square format only for all designs. The vertical formats can follow once square concepts are approved.

### CREATIVE DIRECTION

**Design Style:**

* Professional but modern, clean, and minimal
* Rounded edges and soft shapes
* Clarity, calmness, and efficiency

**Typography & Colours:**

* Pharmx brand fonts and colours
* Contrast for key messaging
* Emphasis on key phrases

**Modern SAAS-style enhancements**

* Clean UI mockups
* Floating UI cards
* Glassmorphism / soft shadows
* Abstract blurred backgrounds
* Microinteraction-style implied motion

**Example of brands for reference:**

* Intercom: Friendly and product-first
* Linear: Ultra-clean interface visuals
* Notion: Modular and minimal
* Slack: Human-centered SaaS
* Stripe: Beautifully complex interface visualisation

### CREATIVE APPROACH

Position the Pharmacy Portal as the most reliable, connected, and time-saving software platform for pharmacy teams, designed to enhance their use of the Pharmx Gateway. Encourage discovery and usage by showcasing both emotional and practical benefits.

Each ad should follow one core message per creative: no clutter, no overloading

* Visual treatment (UI-driven vs. stock photography)
* Tone (product-led vs. human-centric)
* CTA focus (efficiency vs. care delivery)
* Headline framing (feature vs. benefit vs. emotional)

**Phase 1 – Awareness**

* **Objective:** Introduce the platform. Build trust and interest.
* **Tone:** Confident, elevated, sleek

|  |  |  |  |
| --- | --- | --- | --- |
|  | Copy | CTA | Art direction (suggestions) |
| 1 | **Headline:**  Pharmacy Portal ***new***  **Subheading:** Smarter pharmacy management starts here | Learn more | Clean UI mockup of dashboard with “New” tagFloating cards with soft shadows to preview dashboard tools *(see vectors supplied)*Style inspired by Intercom or Stripe |
| 2 | **Headline:**  Pharmx (logo) Reliable, time-saving tech  **Subheading:**  Explore the new Pharmacy Portal | Learn more | * Hero visual of a pharmacist using a computer with abstract overlay of platform UI *(see vectors supplied)* * Soft lighting, pharmacy setting in background |

**Phase 2 – Consideration**

* Objective: Highlight specific benefits and features
* Tone: Helpful, clear, intelligent

|  |  |  |  |
| --- | --- | --- | --- |
| Ad variant | Headline /  subheading | CTA | Art direction (suggestions) |
| 3 | **Headline:**  Streamline, simplify, save time  **Subheading:**  The new Pharmacy Portal is here | Learn more | Multi-step workflow visual (Search → Connect → Trade) in clean linear designHover-effect inspired UI layers showing “Download invoice” or “View order history”Minimal background, small accent animations or gradientsBrands to reference: Linear, Notion |
| 4 | **Headline:**  Your central hub for orders, invoices & supplier connections | Sign up for free | Centralised “hub” visual with circular layout: invoices, orders, suppliers all branching from “Pharmacy Portal”Clean background with floating icons and minimal UI elementsSoft drop shadows, warm lighting |
| 5 | **Headline:**  Track invoices and manage suppliers with a few clicks | Streamline your day | Zoomed-in mock up showing click-to-expand supplier connections  * Use clean version of Supplier Directory UI (supplied)  Glassmorphism and card layering |

**Phase 3 – CTA**

* Objective: Drive conversion
* Tone: Warm, empowering, empathetic

|  |  |  |  |
| --- | --- | --- | --- |
| Ad variant | Headline /  subheading | CTA | Art direction (suggestions) |
| 6 | **Headline:**  Less paperwork, more customer care – with Pharmx | Create free account | Animated-style illustration of a busy pharmacist clicking through tasks quicklySaaS-style vector overlay – inspired by Intercom |
| 7 | **Headline:**  Do more, in less time  with smart pharmacy tools | Sign up for free | Animated-style illustration of a busy pharmacist clicking through tasks quicklySaaS-style vector overlay – inspired by Intercom |
| 8 | **Headline:**  Save hours with smart pharmacy tools  **Subheading:**  Pharmacy Portal *new* | Try for free | Clean UI card with “Track inventory spend”, “Centralised order history”, “Supplier connections” |
| 9 | **Headline:**  Spend more time where it matters most: your customers  **Subheading:**  New Pharmacy Portal | Sign up for free | * Photo of a pharmacist assisting a customer with a warm smile * Human-first, care-centric, Slack-style tone |

### DEADLINES

### 9 x 1:1 – Friday 15 August

### 9 x 9:16 – Friday 22nd August

### SUPPORTING DOCUMENTS & ASSETS

* [Brand guidelines](https://app.box.com/s/o77511u8z325ljlp2z2fhw8e7o37axjf)
* [Brand assets](https://app.box.com/s/84nl8j58cktlhrf6kt0r1da1zgl1jatu)
* [Stock photography](https://app.box.com/s/kjyw1au64vchcdj5yn9thdkgbszkp8jt)
* [Previous campaign assets (reference for quality / look & feel)](https://app.box.com/s/qf5ex68hqysu5shbd4kehcitx1702z4y)
* [Vector graphics (for key features)](https://app.box.com/s/26rg9bapof7ra86r0lhwmhocbpprjujz)
* [Product interface design](https://app.box.com/s/0vxs4t7sm32rxtqu0vns9s23zbq07137)
* [Product mock ups](https://app.box.com/s/2lobajomy0976bw0ku9jjivjrszqfrr9)

### CONTACT

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