



International Retail

TOOLKIT

BRAND AWARENESS (HERITAGE)

v1

27/03/2023



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WINDOW POSTER
(BRAND AWARENESS TOOLKIT_THAILAND_WINDOW POSTER 1590X1100MM FOLDER)





HPOS
BRAND AWARENESS TOOLKIT_THAILAND_HPOS 1000X600MM FOLDER





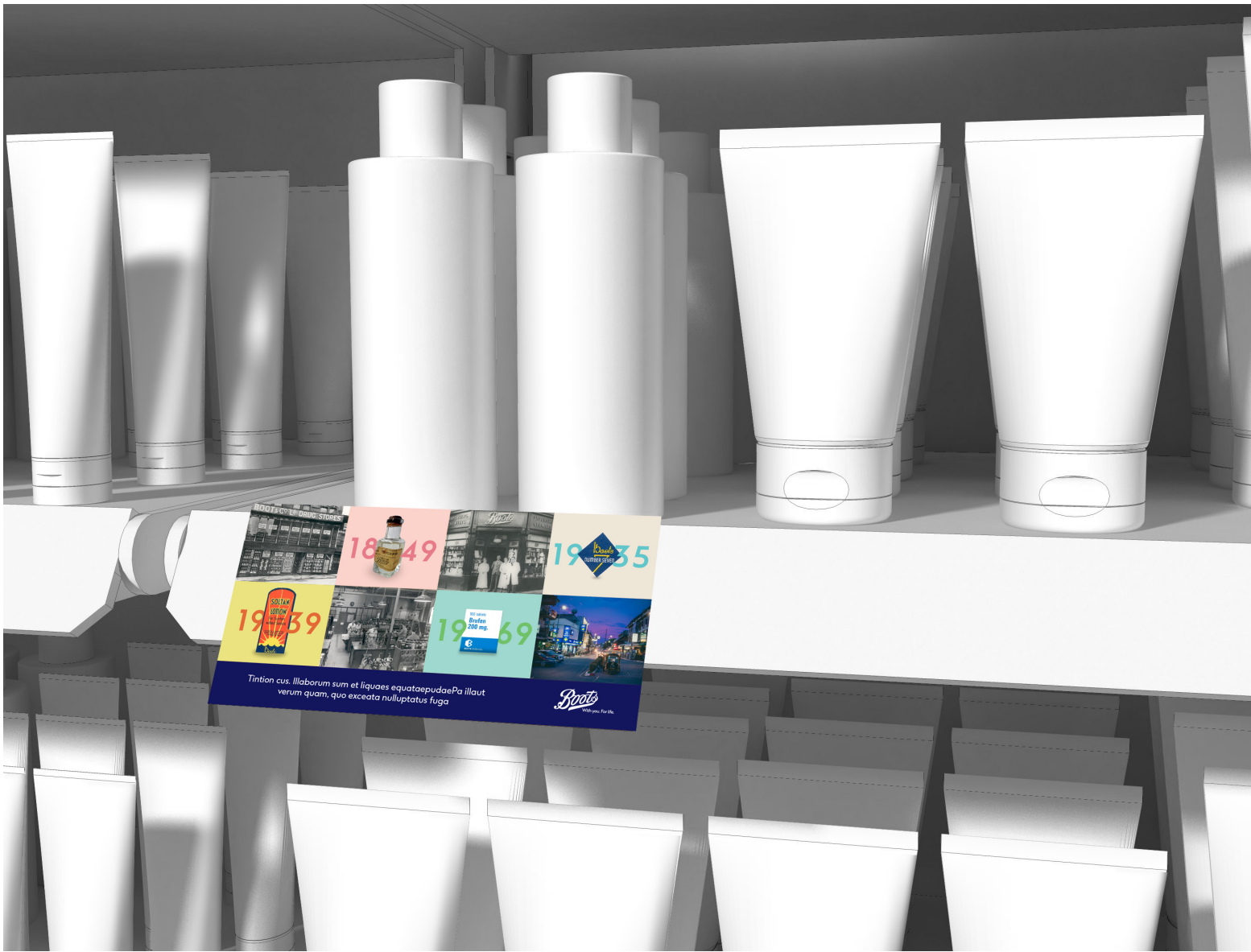
Tintion cus. Illaborum sum et liquaes equataepudaePa illaut
verum quam, quo exceata nulluptatus fuga







BARKER CARD
BRAND AWARENESS TOOLKIT_THAILAND_BARKER CARD 75X150 MM FOLDER



BRAND AWARENESS TOOLKIT_THAILAND_C FOLD LEAFELT A5 FOLDER



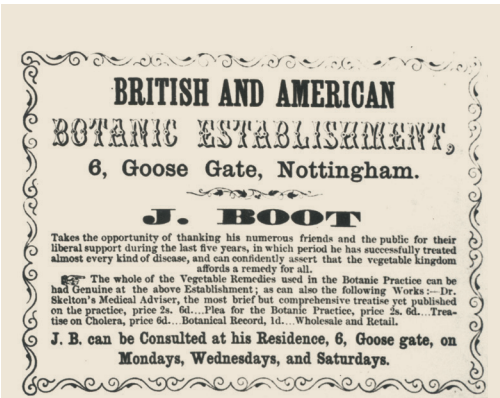
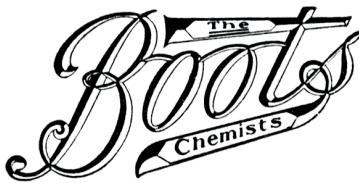


HERITAGE WALL
BRAND AWARENESS TOOLKIT_THAILAND_HERITAGE WALL 1200 X 495 MM FOLDER

Our story

Our story is, and always has been, the story of our customers. For every generation of our rich 170-year history, we've been anticipating and responding to the needs of the people we serve.

And while so little of the 1800s is recognisable in 2023, the founding purpose of John Boot, the pioneering spirit of Jesse Boot, and the commitment to looking after the health and wellbeing of the nation lives on in the brand we are today.





HOARDING

BRAND AWARENESS TOOLKIT_THAILAND_HOARDING 3000X1500MM FOLDER

NEW TRENDS NEW EXPERIENCE
NEW BEAUTY NEW HEALTH
NEW LOOKS NEW YOU

Boots

16.03.23

Boots
Chemists

1849

LIVE WELL

BOOTS & CO. LTD. DRUG STORES

1935

1939

LOOK GREAT

1969

GET BETTER

Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1849 FOLDER



John Boot opened the first
herbalist store in Nottingham
offering an affordable alternative
to traditional medicines.

**BRITISH AND AMERICAN
BOTANIC ESTABLISHMENT,
6, Goose Gate, Nottingham.**

J. BOOT

Takes the opportunity of thanking his numerous friends and the public for their liberal support during the last five years, in which period he has successfully treated almost every kind of disease, and can confidently assert that the vegetable kingdom affords a remedy for all.

The whole of the Vegetable Remedies used in the Botanic Practice can be had Genuine at the above Establishment; as can also the following Works :—Dr. Skelton's Medical Adviser, the most brief but comprehensive treatise yet published on the practice, price 2s. 6d....Plea for the Botanic Practice, price 2s. 6d....Treatise on Cholera, price 6d....Botanical Record, 1d....Wholesale and Retail.

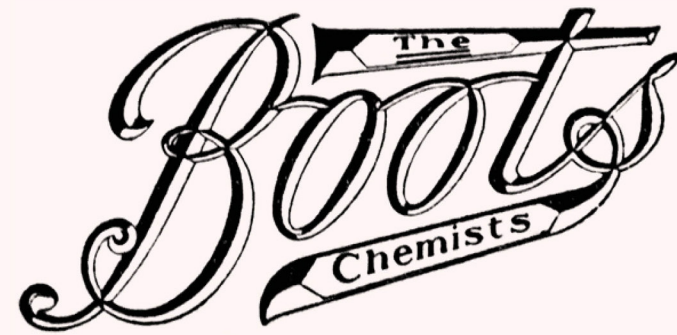
**J. B. can be Consulted at his Residence, 6, Goose gate, on
Mondays, Wednesdays, and Saturdays.**

Boots
With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1883 FOLDER



1883

Boots & Company
Ltd formed

Boots
With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1885 FOLDER

1885

Early manufacturing took place in rooms above the Goose Gate store in Nottingham



Boots
With you. For life.

**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1892 FOLDER

1892

A flagship department style store was opened in Pelham Street, Nottingham.

A model for future Boots stores.



Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1915 FOLDER



1915

Jesse brought together a team of experts to begin the research and manufacture of key synthetic chemicals such as aspirin.



A Barricade

Against Many Hardships, Sufferings and Dangers Experienced by Our Men "On Active Service."

The numerous articles specially manufactured for campaigners' needs by Boots The Chemists defend our brave fellows from the assault of numerous enemies. The wide resources of Boots The Chemists have been employed ever since the outbreak of hostilities in an endeavour to keep abreast of requirements needed by the absent ones.

HERE IS A PARTIAL LIST OF CAMPAIGNERS' GOODS:

Boots The Chemists

VERMIN POWDER

FOR THE PEST OF THE TRENCHES.

Price 9d. per Box.

Postage 1d. extra.

In times of peace we are all shy of mentioning anything concerning the little parasites that work such havoc when they get on the human body. In times of war the plague of body vermin is invariably present with those on field service. Ordinary washing, even with boiling water, will not clear these pests from the clothing or person. The annoyance and hardship is suffered by both officers and men in the field, preventing sleep and acting interferently on both the physical and mental being of the man.

Boots The Chemists' Verman Powder, scientifically compounded, is successfully, convenient, clean and absolutely harmless.

Boots The Chemists

Anti-Fly Cream

Price 4 1/2d. per tin.

Postage 1d. extra.

Presents the bites and stings of flies and insects, and is soothing where such have occurred. Treating as the fly is at home, in France and Belgium there are just millions and millions of these winged pests annoying our soldiers.

Boots The Chemists' ANTI-FLY CREAM makes a man escape from fly trouble. Every soldier should have a tin as part of his equipment. It is pleasant, clean, safe and satisfactory to use.

Boots The Chemists

WATER STERILIZERS

Price 1/- per Bottle of 50 Tablets.

Postage 3d. extra.

One of the most dreadful of all campaign dangers is impure water. At the front amid the wearisome fighting, the dust and mud, the hard marching and severe conditions generally, a thirst is created that must be satisfied. Boots The Chemists' Sterilizing and Purifying water for drinking purpose. A bottle containing 50 tablets, sufficient for the complete sterilization of 50 pints of water. The tablets impart an agreeable lemon flavour to water, and make it a pleasant, safe, and refreshing drink. It is a scientific fact that two of these tablets dropped into the ordinary service bottle and allowed to stand for half an hour will absolutely destroy the germs of typhoid.

Boots The Chemists

IODINE TUBES OR AMPOULES

Price 3d. per tin.

Postage 1d. extra.

Single Ampoules containing iodine solution. IODINE TUBES are little glass tubes, hygienically made, containing Iodine Tincture in either 25 per cent. or 50 per cent. strength. Medical men are united in urging the instant application of a bactericide to all wounds. Iodine Ampoules are convenient to carry - instantly ready to use. When the end of an Ampoule is snapped, a fine oval becomes saturated with Iodine, which is then pressed on the affected part. Many thousands of these Ampoules have been sent to our Troups.

Boots The Chemists

Foot Comfort

Price 3d. per Tin.

Postage 1d. extra.

Is preferable to most foot preparations, being cleanly in use. It is prepared with a saponaceous, eucalyptus, paraffin-bone, to which is added Boracic Acid, Zinc Oxide, and Cold Cream. Gives instant relief to tired, weary, aching feet. Its regular use makes foot trouble a thing of the past. Absolutely invaluable to those "on the march." Boots Foot Comfort possesses wonderful antiseptic properties.

Boots The Chemists undertake to pack securely for post, orders of above goods amounting to 10/- and to pack and to pay postage on orders amounting to 10/- to any address in Great Britain, or to any member of the Expeditionary Force in France or Belgium.

Principal London Branches:
182, REGENT STREET, W.
112-118, EDGWARE RD., W.
Over 100 Branches in and around London.
555 Branches in Town and Country.
(Boots Pure Drug Co., Ltd.)

Printed by St. Clements Press, Ltd. and Published by the "DAILY CHRONICLE," 12, Salisbury Square, London, E.C.



With you. For life.

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SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1919 FOLDER



Boots products first became available to
buy overseas in India.
A network of agents was soon
established throughout the world to
market the Boots brand abroad.



Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1923 FOLDER

1923

I N S U L I N
"BOOTS."

Further Reduction in Price

Improvements in manufacturing methods enable us to make another striking reduction in the retail price of Insulin. On and after

JULY 1st, 1924,

INSULIN "BOOTS"

WILL BE SOLD AT THE FOLLOWING PRICES:-

PHIALS:- 5 cc. (100 Units or 10 doses) 3/- each.
10 cc. (200 Units or 20 doses) 6/- each.

Ample supplies of INSULIN "BOOTS" are available. Every batch is made in Boots' own Fine Chemical Laboratories, tested and standardized in their own Pharmacological and Bacteriological Laboratories, then before issue, is passed by the Medical Research Council for potency and sterility.

Research work on Insulin is still in progress, and as further improvements in method are discovered, the benefit will at once be passed on to the public.

BOOTS PURE DRUG CO. LTD.,
NOTTINGHAM.

Boots became one of just four companies licensed by the British Medical Research Council to undertake the mass production of the newly discovered, life saving drug.



With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1924 FOLDER

1924

A number of Boots stores opened surgical departments selling specialist equipment.

These areas were supported by qualified nurses.

Services included home visits, measurement taking and advice on surgical trusses and belt.





SICK-ROOM and SURGICAL EQUIPMENT

BOOT'S THE CHEMISTS make complete provision for the surgical requirements of the medical profession and the general public and the comprehensive scale upon which appliances are stocked at their branches is a service of very real value. At some of their larger branches, indeed, special surgical departments have been established, at which a feature of great usefulness is the constant attendance of a trained nurse, who will be happy to call at the homes of patients to take measurements for trusses, belts, &c., or to explain the handling of appliances whenever this is thought desirable by the patient's medical man.

All requirements of a special nature, moreover, which are entrusted to Boots The Chemists are carried out with the utmost precision and promptitude.



OVER 700 BRANCHES THROUGHOUT THE COUNTRY.

BOOTS PURE DRUG CO. LTD.

Boots
With you. For life.

**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1925 FOLDER

1925



A 24 hour pharmacy was opened at the Boots store in Piccadilly Circus. The service was available countrywide, as medicines were distributed wherever they were needed

Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1935 FOLDER

1935

Boots

NUMBER SEVEN

The original ‘Number Seven’ range was the company’s answer to providing a prestigious but affordable beauty range, advertised as being “the modern way to loveliness”

Number Seven Preparations

Lipstick Shades

FIREFLY

PERSIAN RED

CHERRY RIPE

TROPIC TAN

GARNET

MAY PINK

FUCHSIA

No 7

LOVELINESS

that outlasts the years + +

For more than fifty years, Boots The Chemists have been Toilet Specialists. To that experience, add the resources of one of the finest Research Laboratories in Europe and you have the reason why ‘Number Seven’ Beauty Preparations are the finest you can possibly buy.

For delicacy of skin texture; the soft, youthful bloom that is the real beauty, use ‘Number Seven’ the ‘Modern Way to Loveliness.’ Tired skin is refreshed and blanches disappear, colour is bred again to their original lovely lines. ‘Number Seven’ offers you all that you wish for yourself in Loveliness.

The Modern Way to Loveliness-

NUMBER SEVEN

Beauty Series

Sold only at Boots BRANCHES

Boots

With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1936 FOLDER

1936

The first overseas Boots branch opened in New Zealand in Wellington

John Boot declared:

"Profit is not our main objective. But we are proud of the great health and domestic service that we have built up, and we believe that we can extend that service gradually in the British Empire and make the benefits of our methods and our organisation accessible... overseas."



Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1939 FOLDER

1939

SOLTAN
LOTION
For Suntan
without Sunburn.
Contains a protective
material which cuts off
damaging rays.

Boots

Soltan launched as a cream and a lotion, the fantastic summer of 1939 helped to make the brand an instant success.

for SUNTAN without sunburn

Soltan
SPRAY

Boots

WHY *Boots* **SOLTAN**
PROMOTES A LOVELY EVEN TAN
AND PROTECTS YOU FROM SUNBURN

Boots **SOLTAN**
NON-GREASY

ensures even tan for face and body

Boots **SOLTAN**
for suntan without sunburn

MOISTURISING
SOOTHING • NON-DRYING

Soltan
ENSURES EVEN TAN

Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1944 FOLDER

1944

Boots began mass manufacturing penicillin

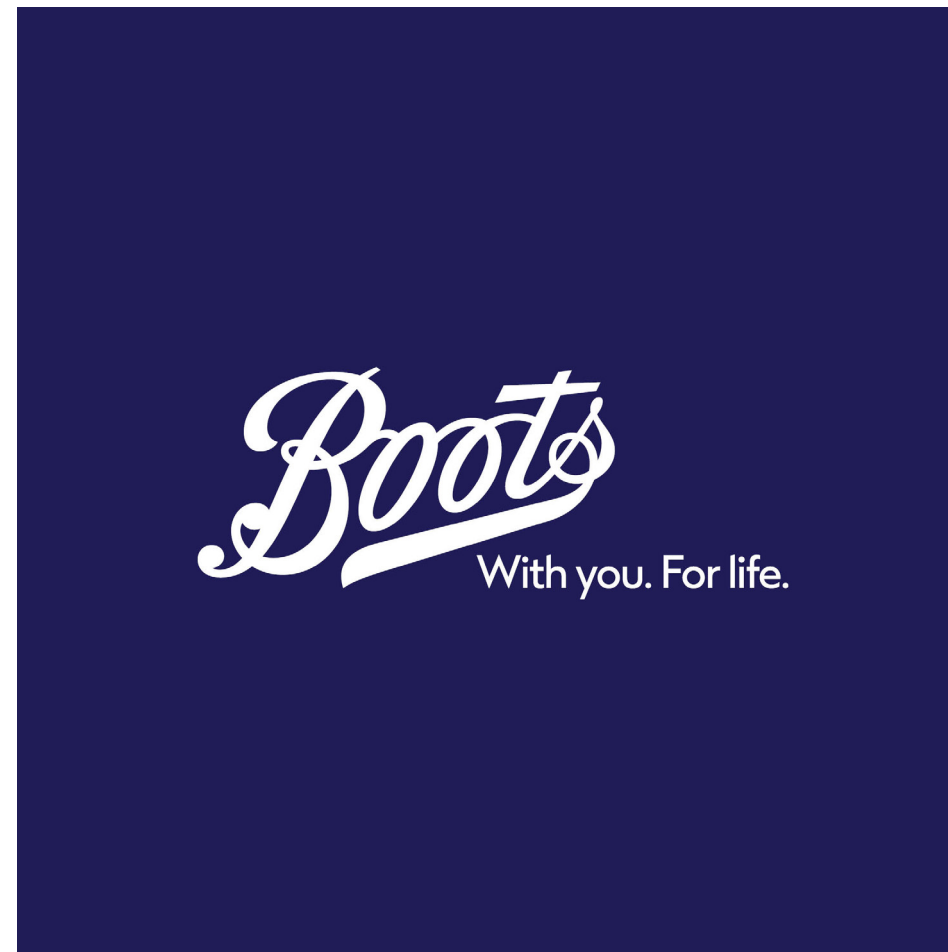
“Boots saved unnumbered lives and prevented immeasurable pain, by producing in quantity, at very short notice, the desperately needed penicillin”



Boots
With you. For life.

**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1947 FOLDER





SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1949 FOLDER

IMPORTANT
NEWS

LIFE-SAVING
INSULIN
IS NOW
MADE IN INDIA
BY 

1949

Boots Pure Drug Company (India) began trading in 1946 and a new pharmaceutical factory was commissioned with production starting at the Sion factory in Bombay in 1949



Boots

With you. For life.

**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1951 FOLDER

1951

Boots became the first UK chemist store to introduce self service.

Boots opened its first self service store at Burnt Oak, Edgware in London.

It was amongst the first examples of self service in retail in the UK.



Boots
With you. For life.

**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1968 FOLDER

1968



Boots responded to the growing teenage market with the launch of its vibrant 17 range




Boots
With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1969 FOLDER



1969

Ibuprofen was launched as a prescription drug called Brufen in February 1969, and was the result of 16 years of research. By 1980 Brufen had become the U.K's no 1 anti-inflammatory treatment.

NEW FREEDOM FOR THE ARTHRITIC PATIENT



BRUFEN
(ibuprofen)

The arthritic patient is imprisoned by the pain and disability of his condition - as well as by limitations of the drugs used in its treatment.

Brufen is an antirheumatic agent designed to bring the arthritic patient a new measure of freedom from those constraints. Pain and stiffness are relieved, joint size reduced, pressure tolerance increased, grip strength improved and the range of pain-free movement extended. In achieving these benefits Brufen appears to be singularly free from serious side-effects.

Brufen (ibuprofen) is a non-steroidal compound which exhibits the high level of anti-inflammatory, analgesic and antipyretic activity necessary for effective treatment of rheumatoid arthritis, osteo-arthritis and allied conditions. At the same time Brufen is so well tolerated that it may be taken on waking to relieve morning stiffness.

Brufen is an achievement of British research. Supplied as tablets of 200 mg. ibuprofen. Full information is available on request.

New freedom for the arthritic
BRUFEN

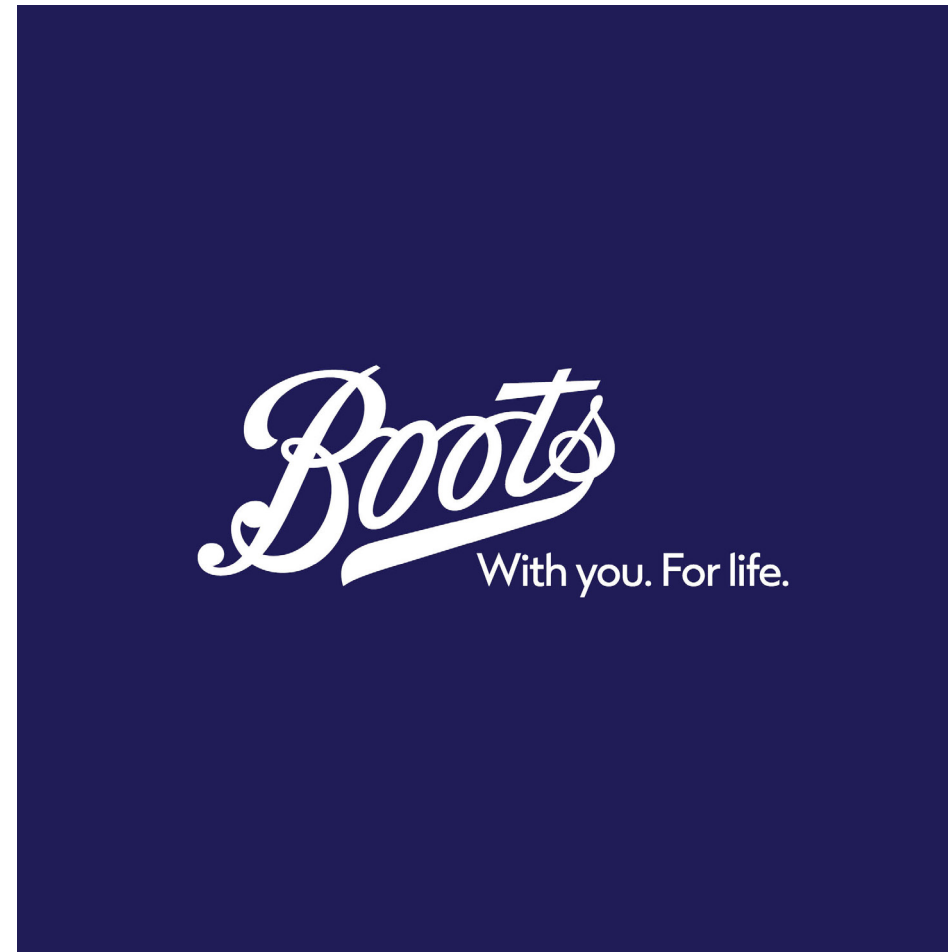
Medical Products Marketing
Boots Pure Drug Co. Ltd., Nottingham

Boots
With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1984 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1990 FOLDER

1990

Boots Contract
Manufacturing and
Boots International
were established

Boots
With you. For life.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1992 FOLDER



Boots launched
UVA star rating for
its sun care range



Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1995 FOLDER

1995

Botanics skincare range
launched. The range combined
sophisticated high-tech
formulations using the most
effective natural ingredients



Boots
With you. For life.



SOCIAL
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1997 FOLDER

1997

COLLECT 4 POINTS PER £1

Boots

Don't forget, I'm only temporary, apply for your permanent card today!

advantage card
time to treat yourself

Boots Advantage card launched

Boots
Advantage Card

Treat yourself to an Advantage Card

Thousands of specially selected products.
Collect points to treat yourself.

Application form inside

The Boots Company PLC
Nottingham, England
<http://www.boots.co.uk>
98 31 223

Boots

With you. For life.



T-SHIRT
BRAND AWARENESS TOOLKIT_THAILAND_TSHIRT



front



back

International Retail

Thank you