



International Retail

TOOLKIT

BRAND AWARENESS (HERITAGE)

v1

27/03/2023



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WINDOW POSTER

(BRAND AWARENESS TOOLKIT_THAILAND_WINDOW POSTER 1590X1100MM FOLDER)



Please note (where Lorem Ipsum is used)

Markets to add text relevant to the local customer/history of Boots in local market.

**HPOS**

BRAND AWARENESS TOOLKIT_THAILAND_HPOS 1000X600MM FOLDER



**BARKER CARD**

BRAND AWARENESS TOOLKIT_THAILAND_BARKER CARD 75X150 MM FOLDER



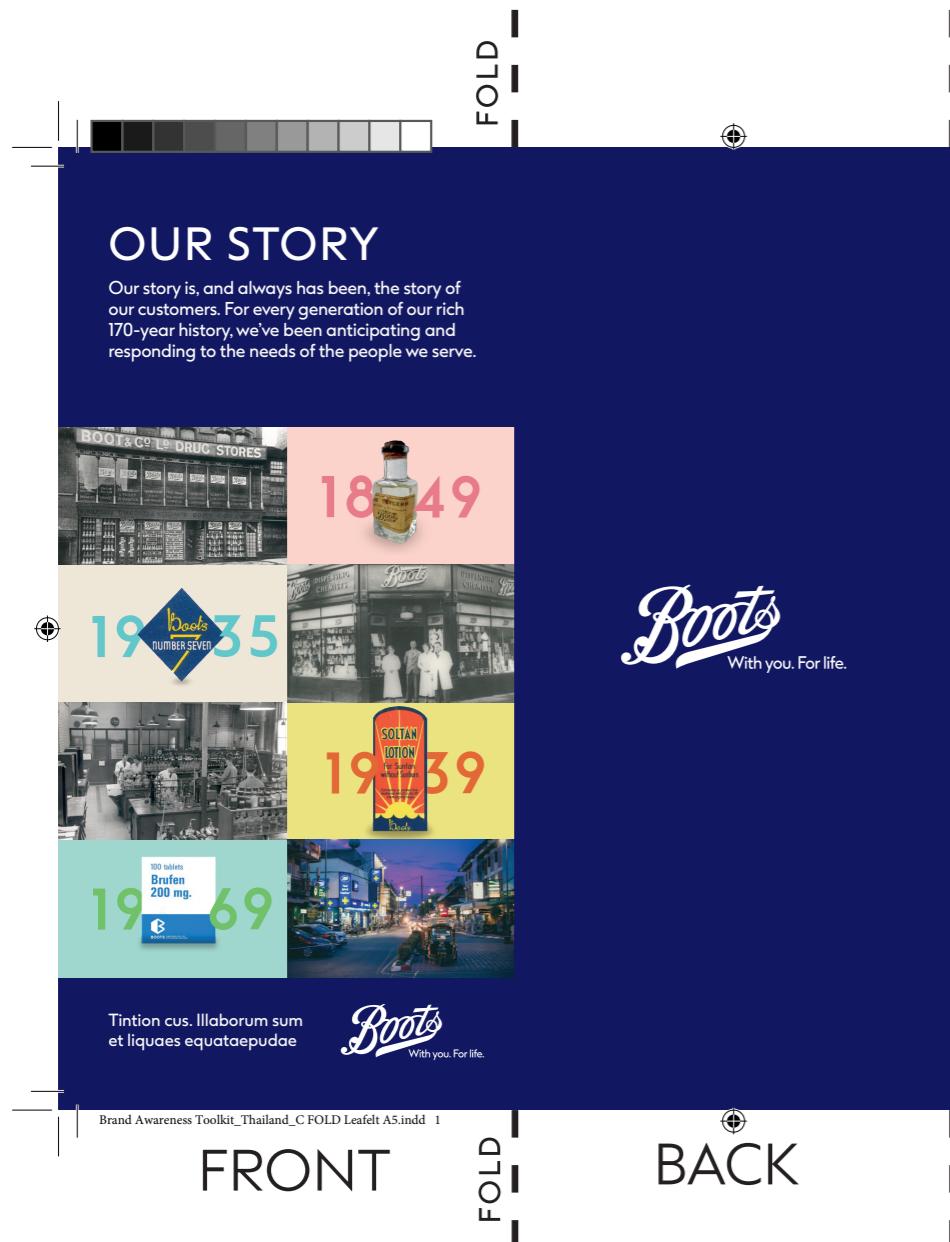
Please note (where Lorem Ipsum is used)

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LEAFLET

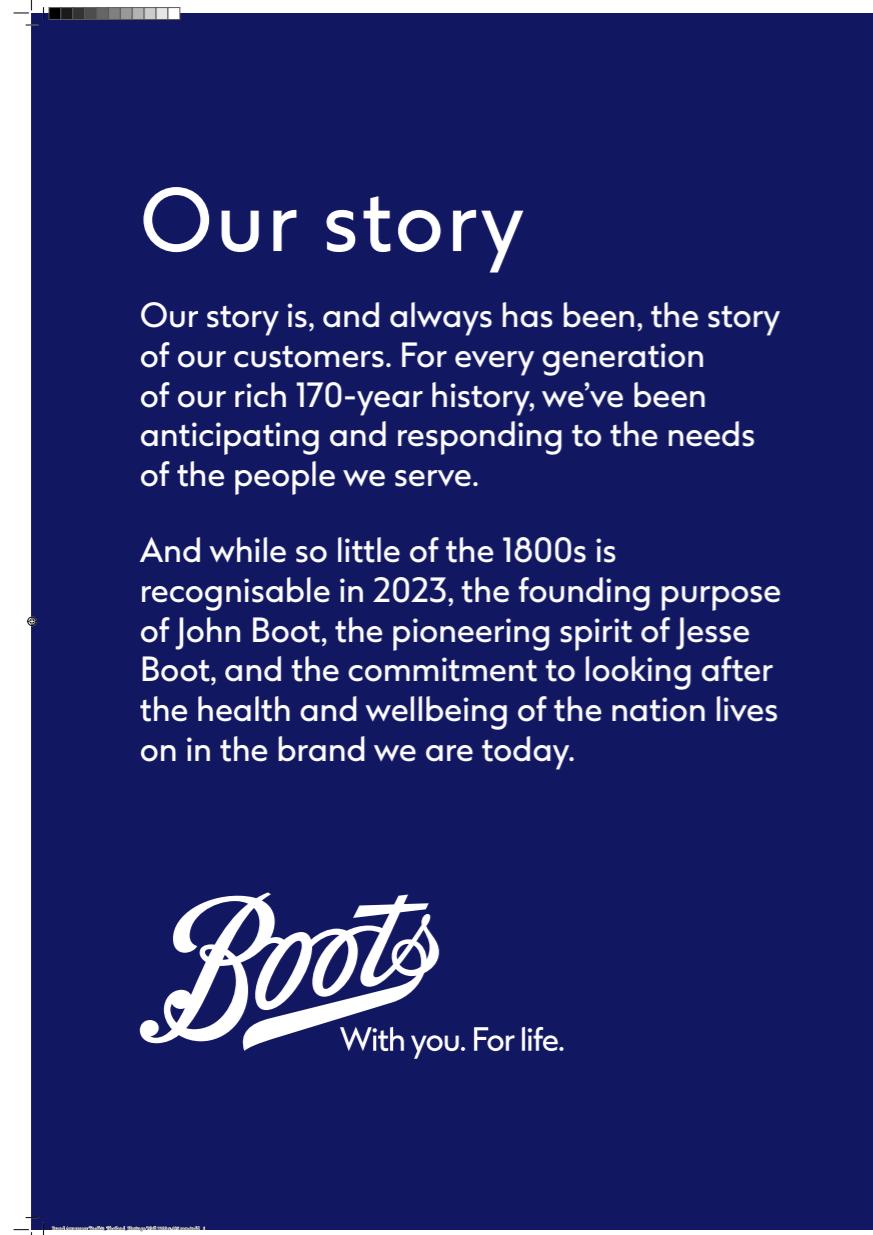
BRAND AWARENESS TOOLKIT_THAILAND_C FOLD LEAFLET A5 FOLDER





HERITAGE WALL

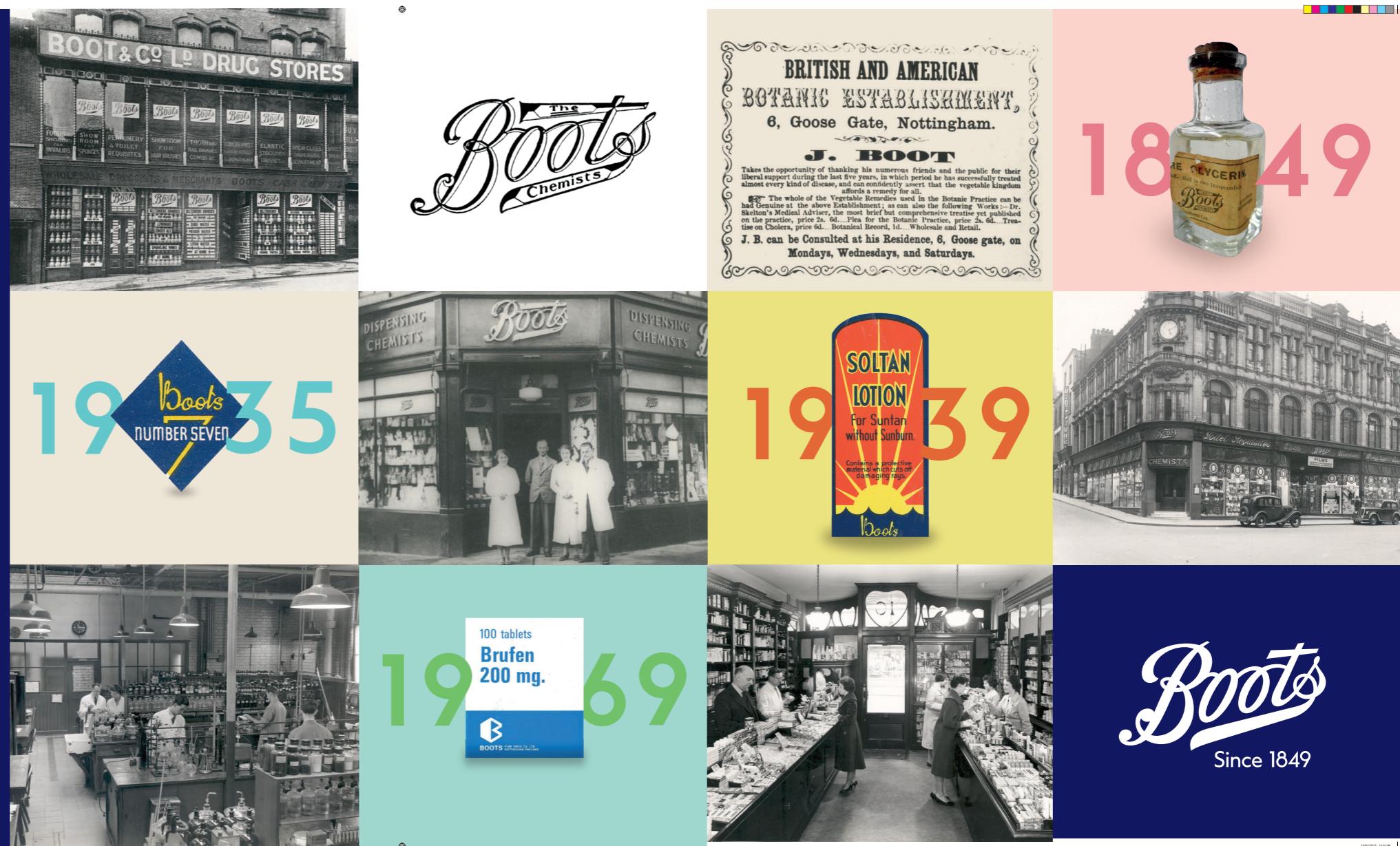
BRAND AWARENESS TOOLKIT_THAILAND_HERITAGE WALL 1200 X 495 MM FOLDER



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.

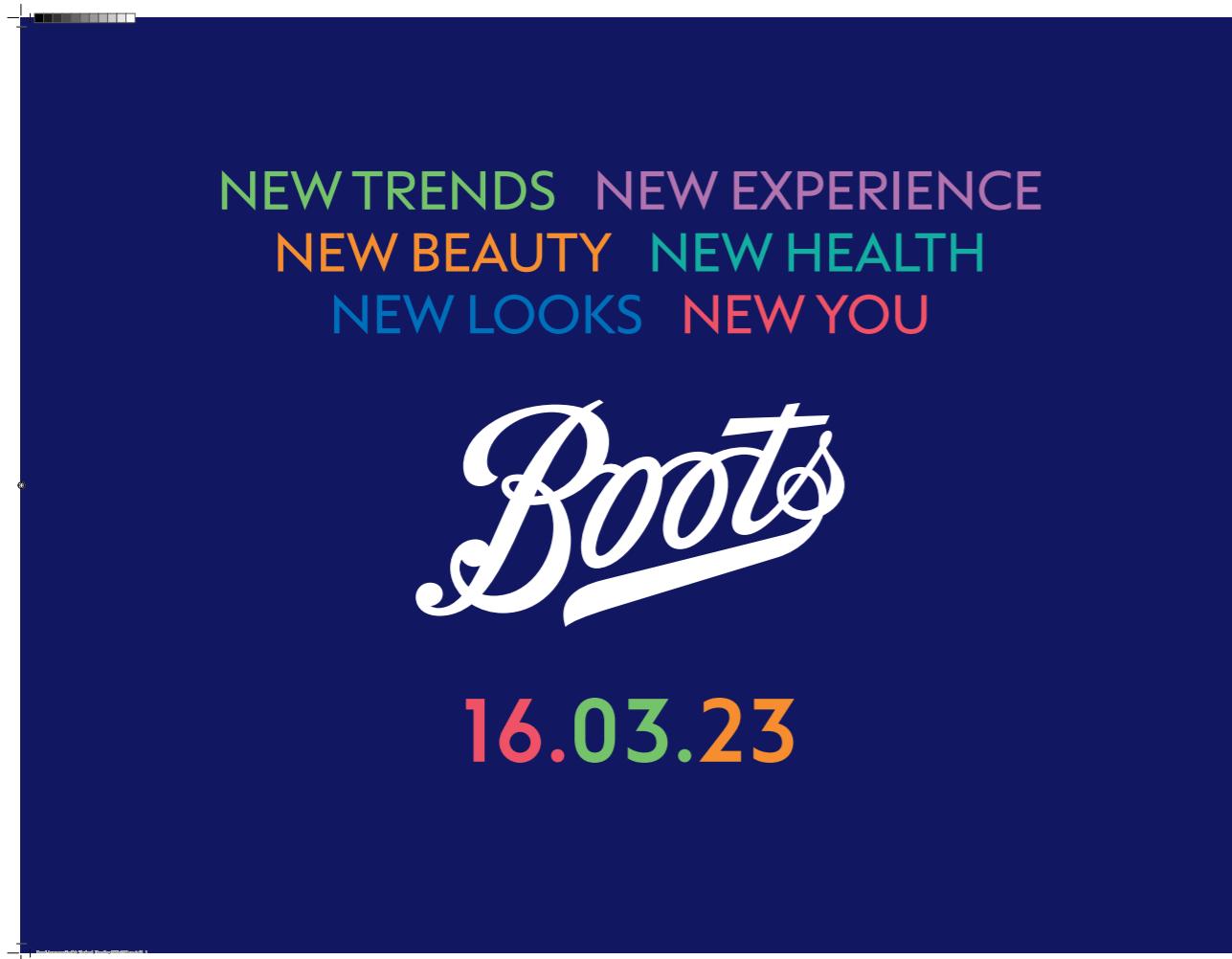
And while so little of the 1800s is recognisable in 2023, the founding purpose of John Boot, the pioneering spirit of Jesse Boot, and the commitment to looking after the health and wellbeing of the nation lives on in the brand we are today.





HOARDING

BRAND AWARENESS TOOLKIT_THAILAND_HOARDING 3000X1500MM FOLDER



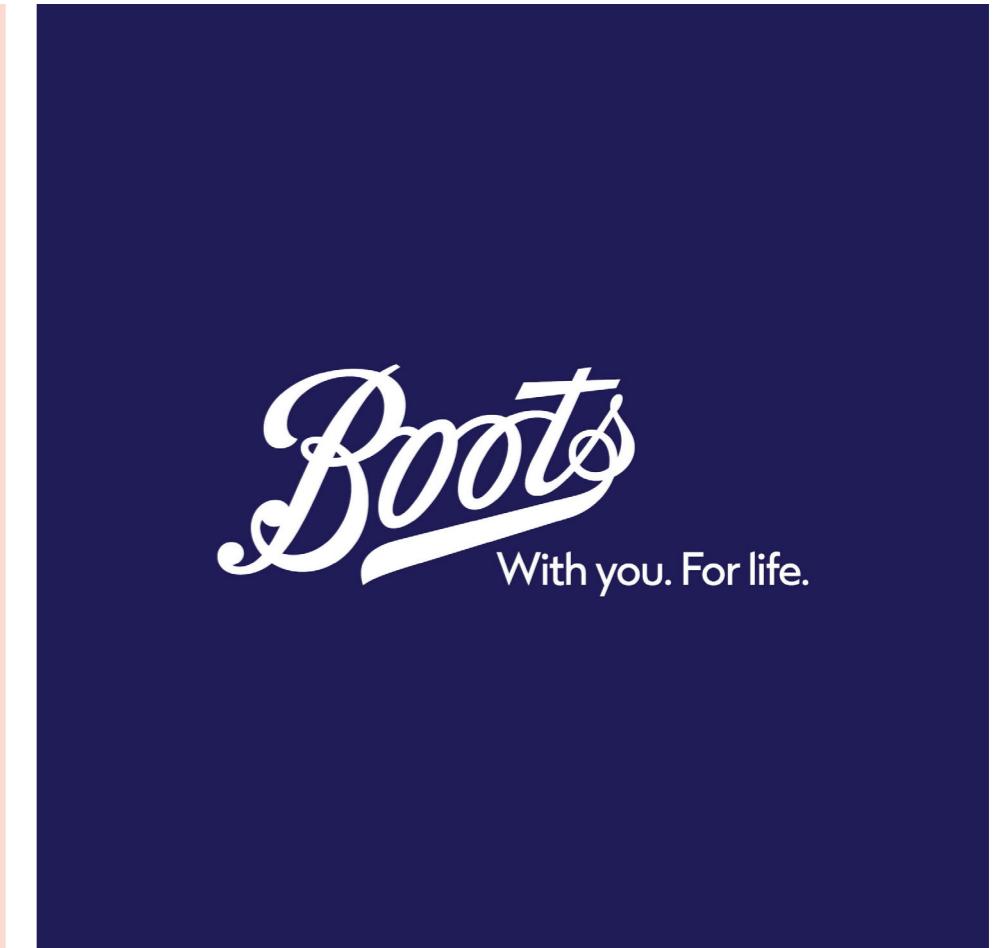
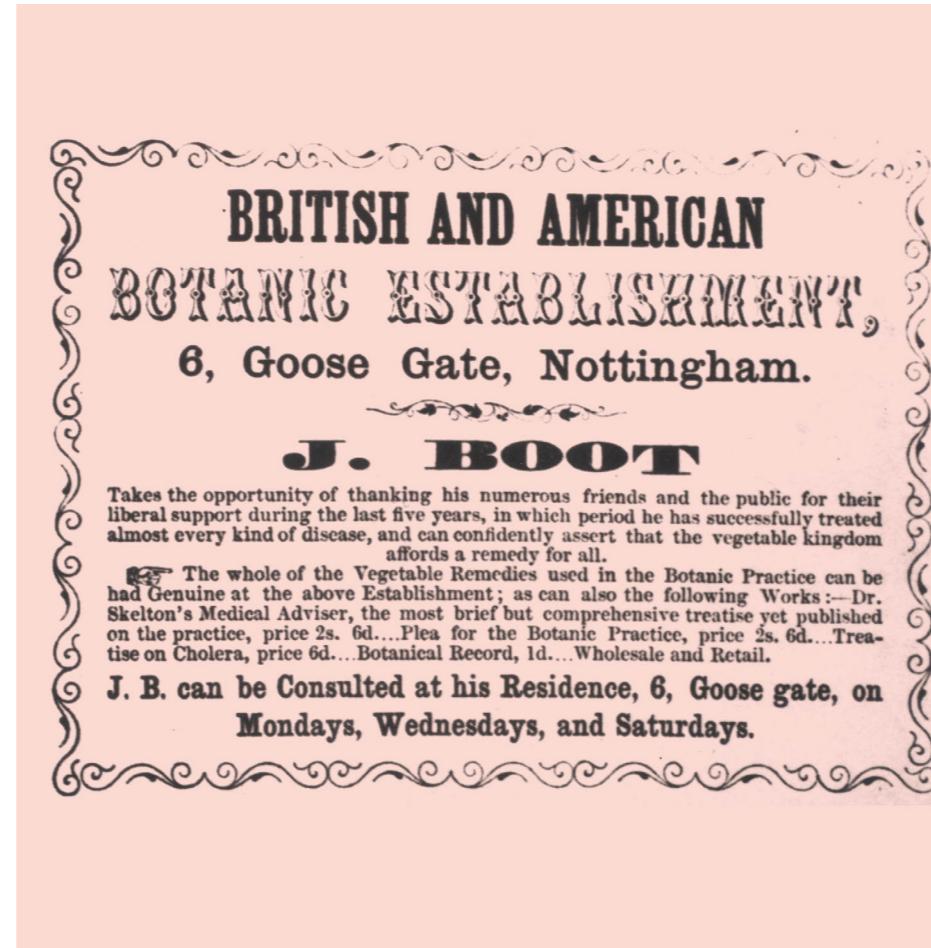
Please note (where Lorem Ipsum is used)

Markets to add text relevant to the local customer/history of Boots in local market.



SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1849 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1883 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1885 FOLDER

1885

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



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.

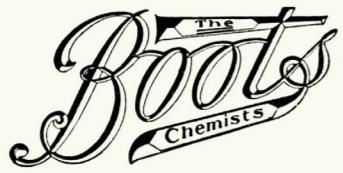


Boots
With you. For life.



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

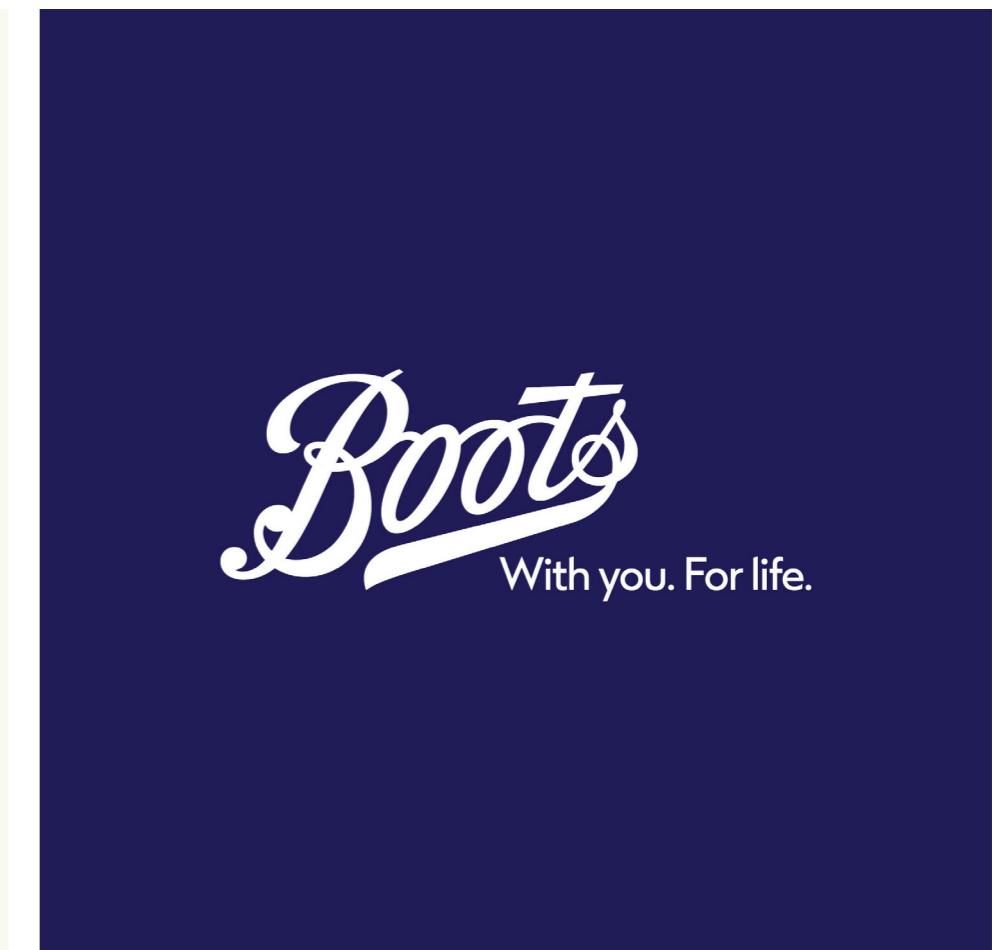
Against Many Hardships, Sufferings and Dangers Experienced by Our Men "On Active Service."

The numerous articles specially manufactured for campaign's needs by Boots The Chemists did our boys good service in the recent severe weather. The wide resources of Boots The Chemists have been employed ever since the outbreak of hostilities in an endeavour to meet the urgent and abrupt 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.	Boots The Chemists WATER STERILIZERS Price 1/- per Bottle of 50 Tablets.
In times of peace we are all shy of mentioning anything connected with vermin. But when we are in the field we must get on the human body. The most common pest of the body vermin is invariably present with those on field service. Boots The Chemists' Vermin Powder, when dissolved in boiling water, will not clear these pests from the clothing or person. It is also a valuable remedy for both officers and men in the field, preventing sleep and acting injuriously on the body. Boots' Ad Chemists' Vermin Powder, scientifically compounded, is successful, convenient, clean and absolutely harmless.	Postage 1d. extra. At the front amid the warlike scenes fighting, the dust and mud, the heat and cold, the water and the sun, the men are exposed to a condition that must be abased. Boots' Water Sterilizers, when dissolved in water, will completely sterilize 40 pints of water to water, and render it a pleasant, SAFE, THIRST QUENCHING DRINK. It is also a valuable remedy for both officers and men in the ordinary serving bottle and allowed to stand for half an hour will immediately destroy the germs of typhoid.
Boots The Chemists Anti-Fly Cream Price 4½d. per tin. and in Tubes Postage 1d. extra.	Boots The Chemists IODINE TUBES OR AMPULES Single Ampoules, 3d. Postage 1d. extra. IODINE AMPULES, little glass tubes, hermetically sealed, containing iodine, 10 per cent. strength. These are very convenient in urging the instant application of a haemostatic.
Prevents, cures and relieves of flies and insects, and is soothing where irritating as the fly is at home. In irritating as the fly is at home. In millions and millions of these winged pests are to be found in the field. Boots' The Chemists' ANTI-FLY CREAM is a valuable remedy for both officers and men in the field. Every soldier should have a tin as part of his kit. It is pleasant, clean, safe and satisfactory to use.	Iodine Ampoules are convenient to use. When the end of an Ampoule is broken, the iodine is easily extracted with a needle, which is then applied to the part affected. Many thousands of these Ampoules have been sent to our Troops.
Boots The Chemists undertake to pack securely for post, orders of above goods amounting to 5/- and to send and to pay postage on any amounting to 10/- to any address in Great Britain, or to any member of the Expeditionary Force in France or Belgium.	Postage 1d. extra. It is preferable to moist foot preparations, being cleanly in use. It is also a valuable remedy for a saponaceous, supurated, paraffin base, in which is dissolved a small quantity of Coal Tar. This base makes foot trouble a thing of the past. It is also applicable to those "on the march." Boots' Foot Comfort possesses wonderful antiseptic properties.

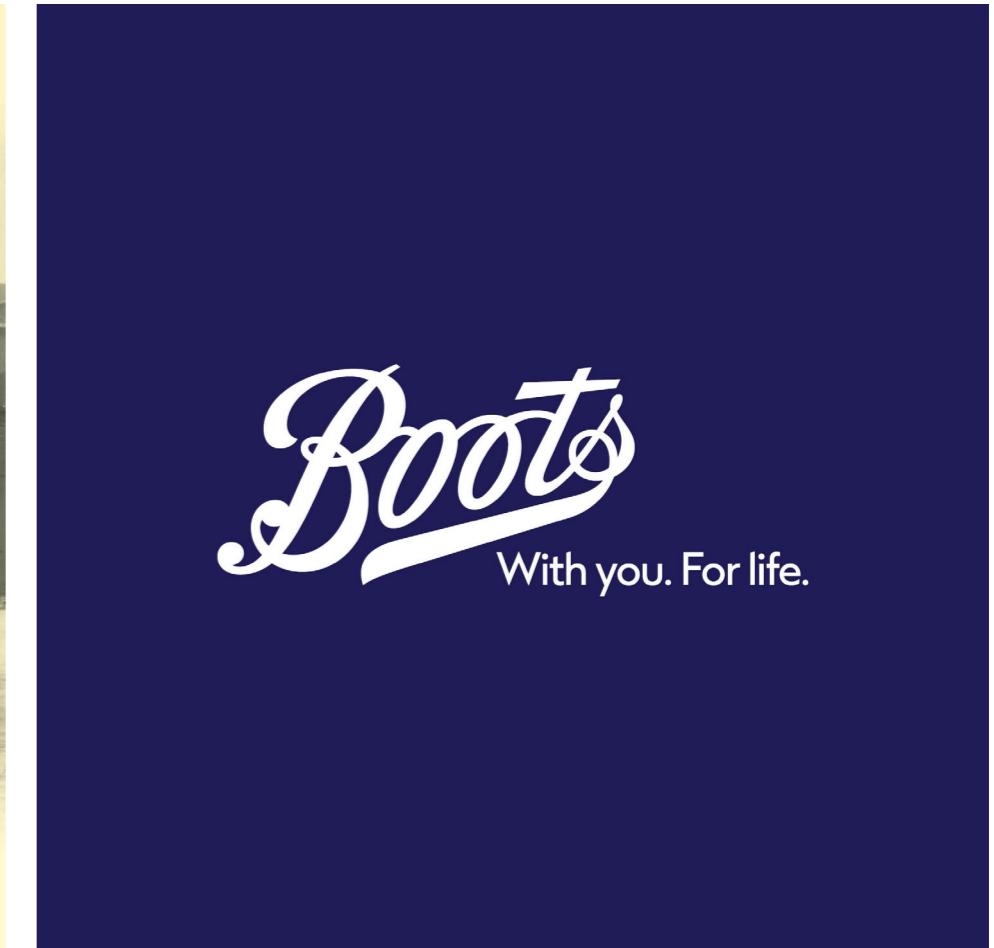
Principal London Branches:
Boots 182, REGENT STREET, W.
112-118, EDGWARE RD., W.
Over 100 Branches in and around London.
555 Branches in Town and Country.
(Boots' Pow'r Drug Co., Ltd.)





SOCIAL

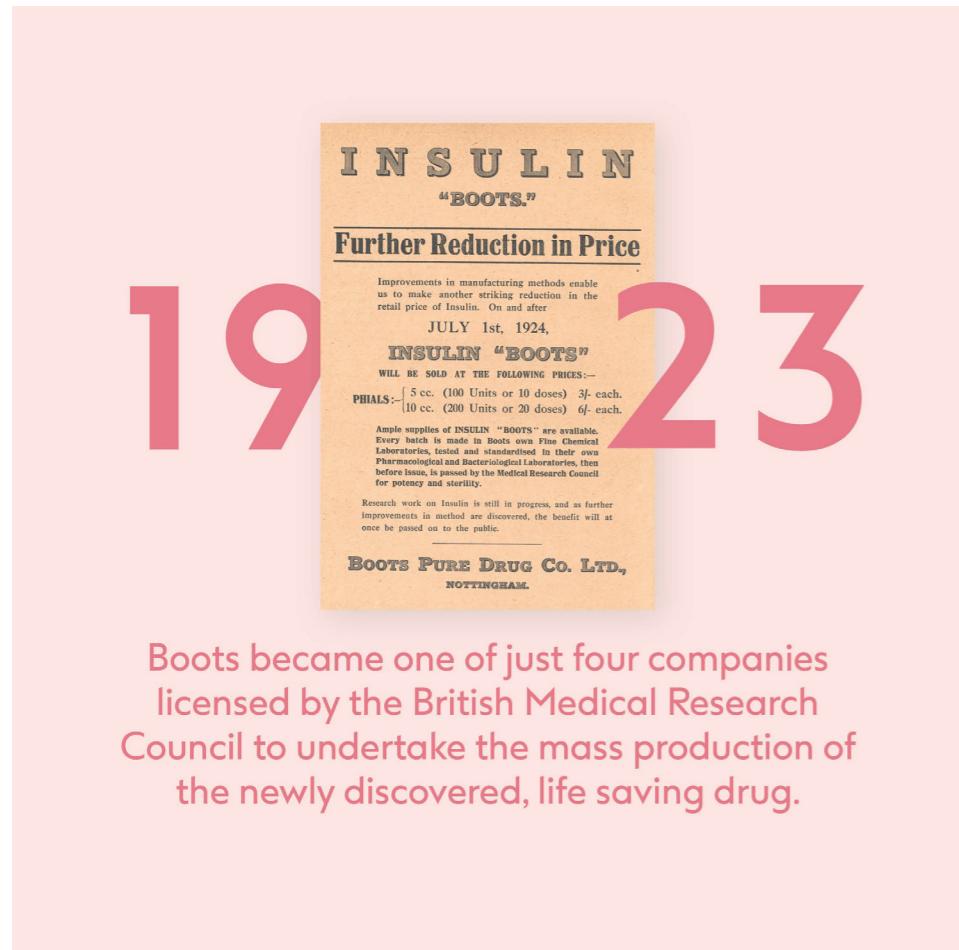
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1919 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1923 FOLDER



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.



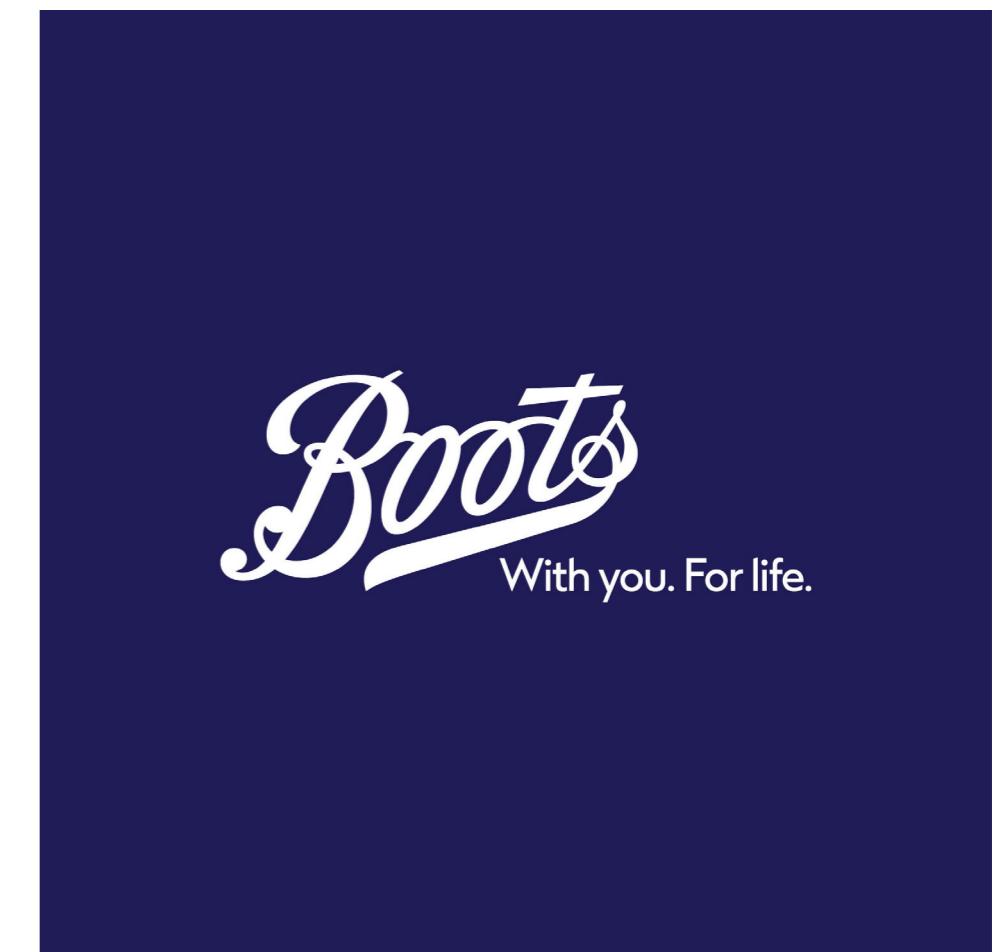


SOCIAL

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.



**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1925 FOLDER



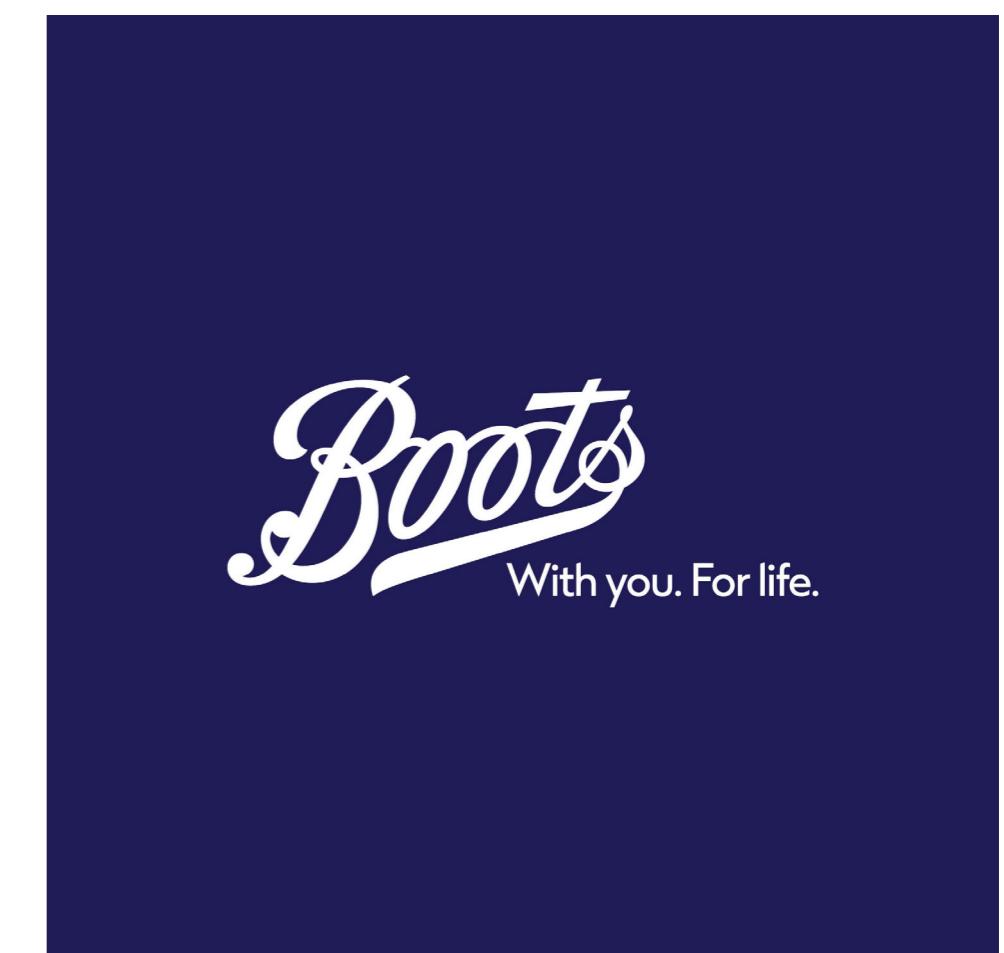
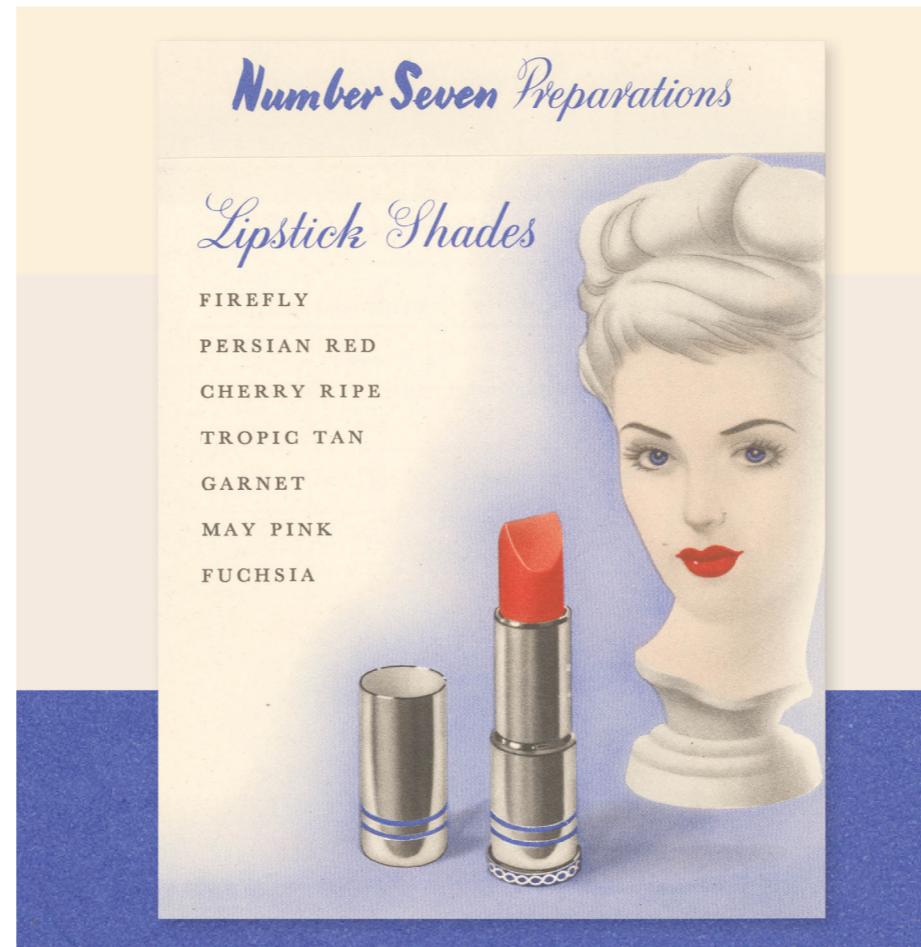
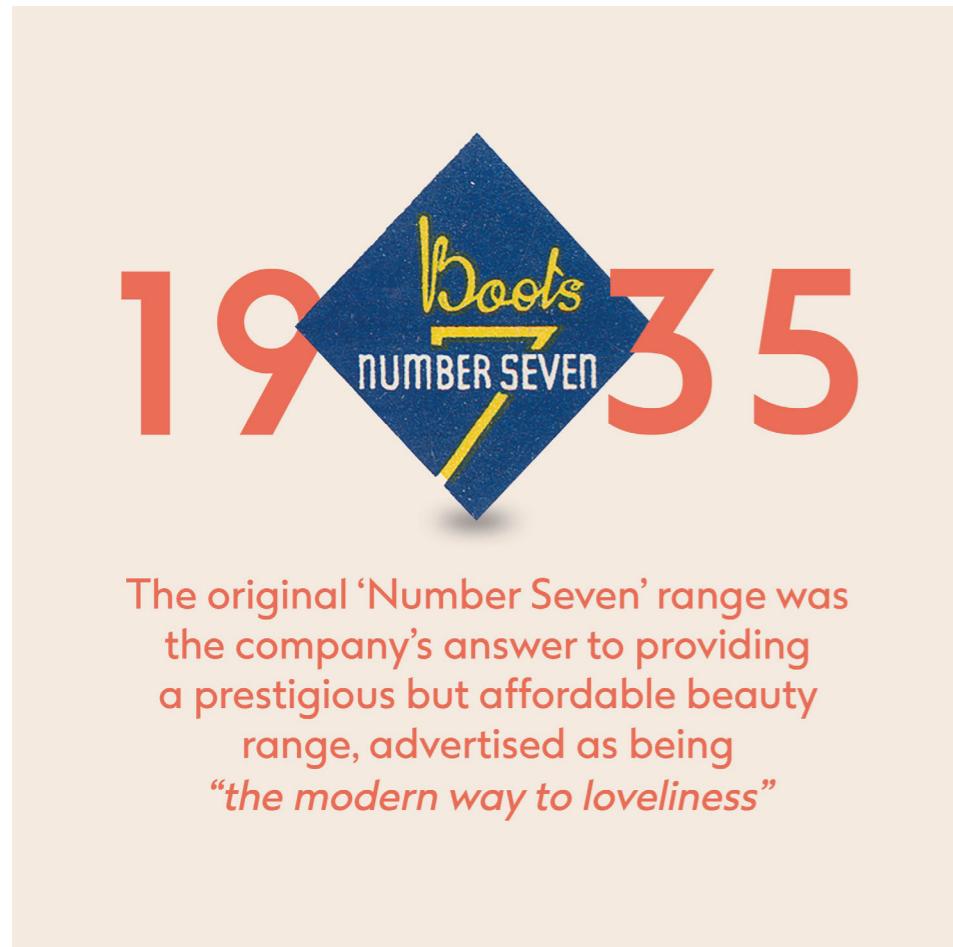
A 24 hour pharmacy was opened at the Boots store in Piccadilly Circus. The service was available countrywide, as medicines were distributed wherever they were needed





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1935 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1936 FOLDER

1936

The first overseas Boots branch opened in New Zealand in Wellington

John Boot declared:

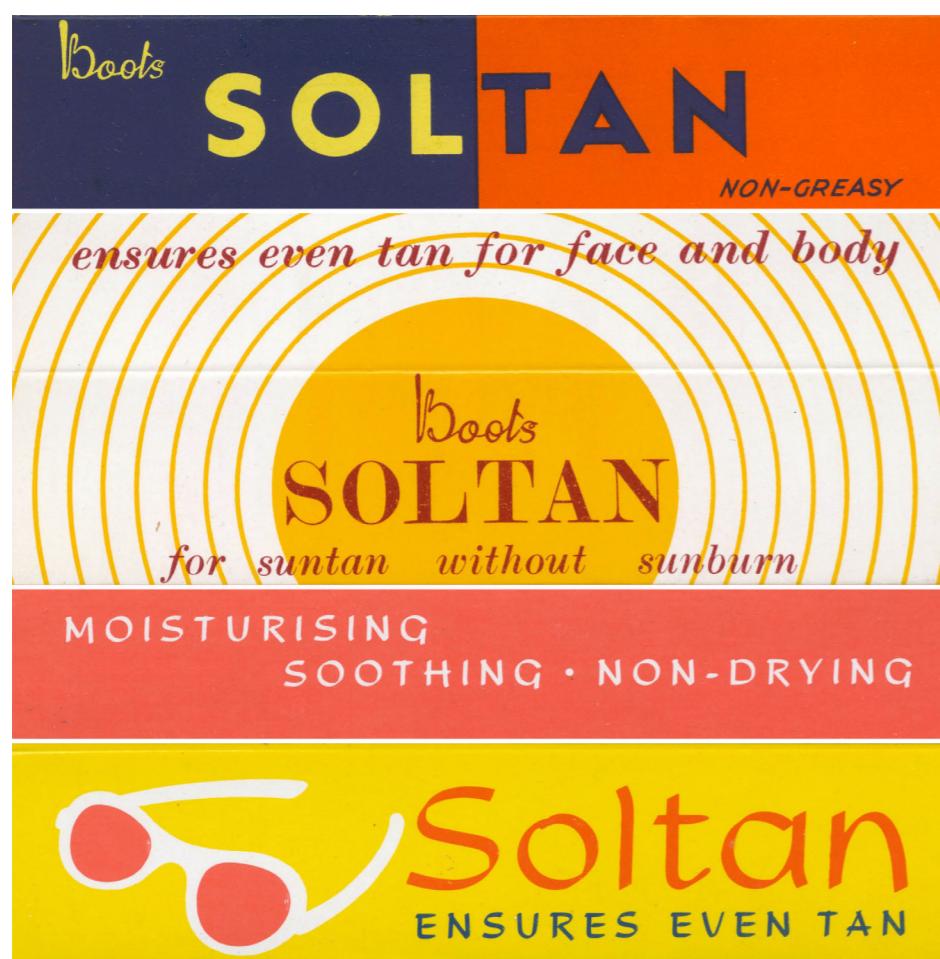
"Profit is not our main objective. But we are proud of the great health and domestic service that we have built up, and we believe that we can extend that service gradually in the British Empire and make the benefits of our methods and our organisation accessible... overseas."





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1939 FOLDER



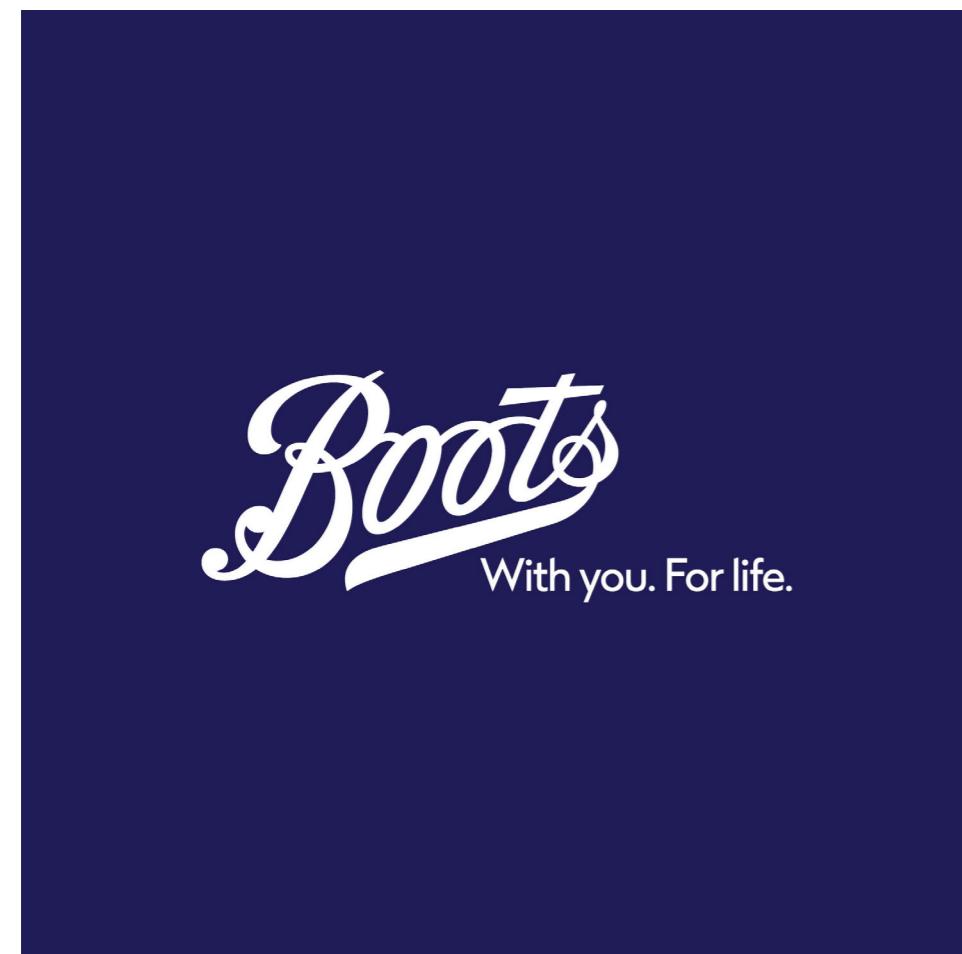
**SOCIAL**

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”





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1947 FOLDER



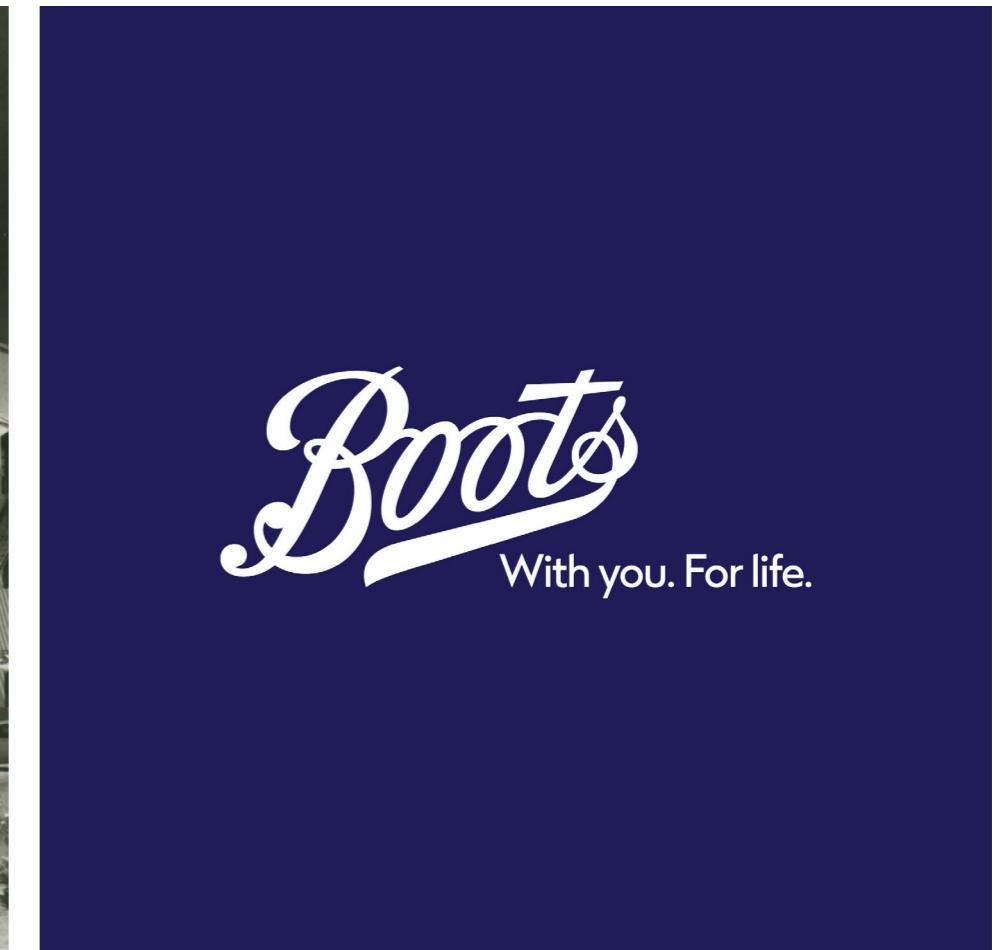
*International wholesale
and manufacturing
business expanded.*





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1949 FOLDER



**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.



**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

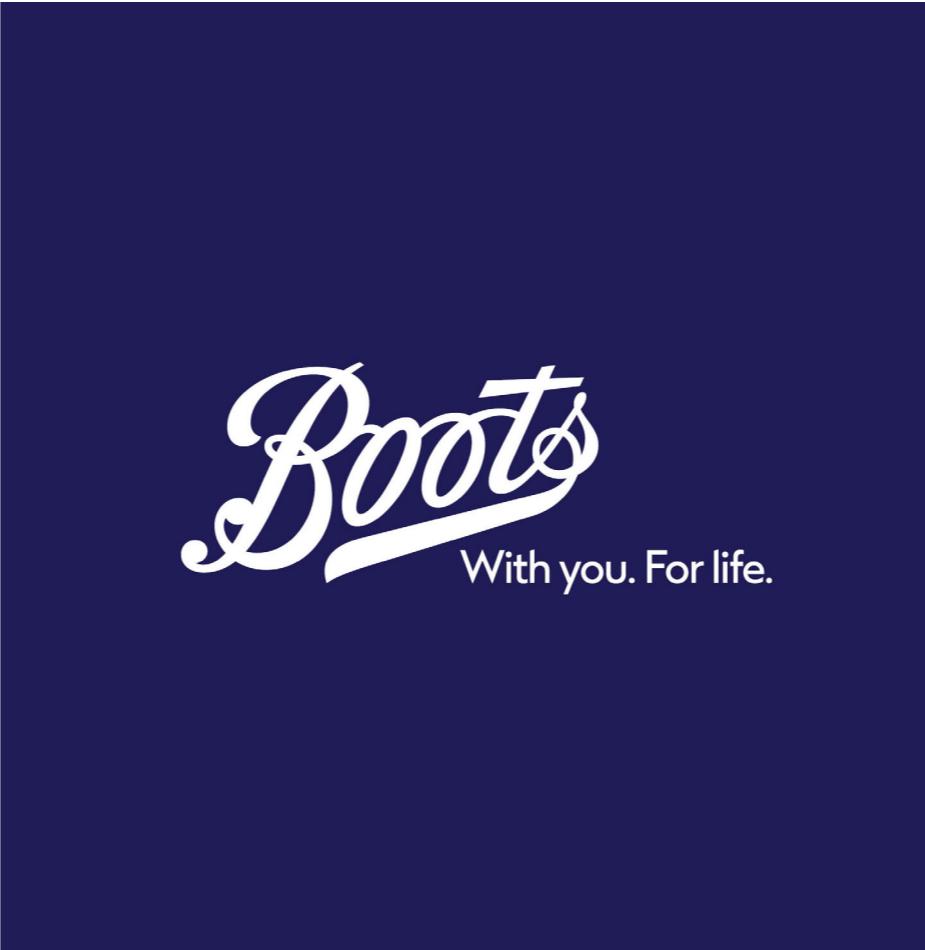
BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1969 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1984 FOLDER





SOCIAL

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1990 FOLDER



**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1992 FOLDER



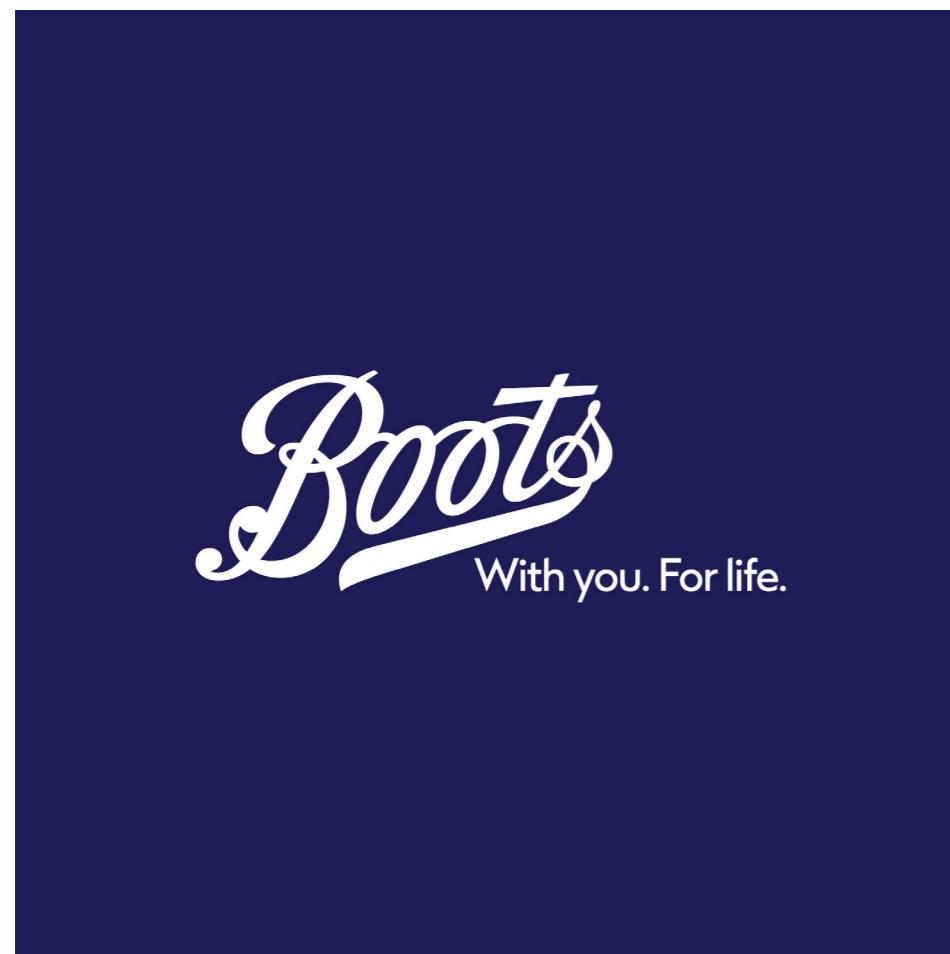


SOCIAL

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



**SOCIAL**

BRAND AWARENESS TOOLKIT_THAILAND_SOCIAL 1997 FOLDER





T-SHIRT

BRAND AWARENESS TOOLKIT_THAILAND_TSHIRT



front



back

International Retail

Thank you