

Have you heard..? : ...the colourful news from Beecham.

Contributors

Beecham Group Limited

Publication/Creation

1975.

Persistent URL

<https://wellcomecollection.org/works/ku5neqxd>

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**HAVE
YOU
HEARD...?**

...THE COLOURFUL NEWS FROM BEECHAM



NEW PACKS* COMING FOR THE No.1 COLD REMEDY

On their way or with you already, these bright modern designs will freshen up New Year display. Super big-spend national campaign too, with *two* new TV commercials and new impactful press ads. Check stocks and displays now.

...AND FOR BEECHAM'S BOOMING HOT LEMON

A new look* to bring even bigger sales. And a new £200,000 TV campaign with a brand new commercial featuring the chemist's shop and current pack displays - good reason to look to your own display.



*Not being featured on TV until you have cleared autumn stocks.



NATIONAL TV FOR BRAND LEADER VENO'S

After its big test-area success, Veno's delightful "Singing Family" commercials now go national on TV. Cash in by keeping this advertised brand leader well in the public eye.



MAC GETS NEW TV AND PRESS

Another witty commercial in the famed jingle series. And a new press campaign. The more you keep Mac to the fore, the more these will work for you.



BRILLIANT NEWCOMER WITH DISPLAYS TO MATCH

First cold remedy of its kind, Night-nurse comes top at point of purchase too with unmissable display and ingenious dispenser. Boosting sales even further is the new 45-second TV commercial. On the air already - before any competitor - it will keep on and on running. Profit by giving Night-nurse pride of place.



DISPENSING MORE GOOD NEWS!

Pre-pack dispenser for Clear-night

Following their successful TV launch and long-run press campaign, Beecham's new decongestant tablets will go on and on getting steady support. A year-round seller, Clear-night has its own space-saving, sales-making display outer.



Multi-brand dispenser for winter remedies

Every brand a top-seller, every one heavily advertised every winter . . . two facts that make this "cold & flu bar" a uniquely valuable sales and profit-maker.



Make sure that customers see you stock all these best sellers—and see sales soar!

**BEECHAM
HOME
MEDICINES**

-best sellers all round