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The Life Channel

The Life Channel is a screen-based communications network that can currently be found in over 5000 fully contracted sites including pharmacies, GP surgeries, opticians, dental practices, and schools, nationwide. Commonly found in waiting areas, it reaches an audience of 7 million people each month.



The Life Channel provides a unique opportunity to promote services and information to a captive audience, along with regularly updated, pertinent, bespoke programming, targeting health, wellbeing and community issues.

Research has shown The Life Channel is typically twice as effective as posters and three times more effective than leaflets. Evaluation studies over the past few years have proven The Life Channel has a positive effect on sales of the featured product in neighbouring pharmacies. The results tend to be in line with market share, category characteristics, above the line spend and brand equity – our average lift over the past 8 Epos studies is 30%-40% when IMS or IRI Research have compared well matched test and control stores. It has also shown positive recall and engagement with health related information campaigns and disease awareness activity.

**For further information call 01772 722510 or
go to www.thelifechannel.com**