

Milestone David Harnish Productions

Since 1992, David Harnish has been the “keeper of the flame” at Walgreens, by virtue of his understanding and communication of “The Walgreen Way”. For more than 15 years, David has created communications projects that have presented the Walgreen Corporate Culture through the context of history, the extrapolation of current initiatives, and the visualization of future successes.

Here is a rundown of major productions that catalyzed Walgreens culture and motivated the thousands of Walgreens employees in stores, Headquarters, and in newer divisions and acquisitions. These are a handful of the communications efforts that mirrored Walgreens successes and, in some ways, created pathways for growth through motivation and visualization.

Production	Date	Summary
The Nature of Trust	1992	The first major new production for a meeting. Designed to extrapolate Walgreens first major image campaign, and the fact that Walgreens was a national company with a national reputation. Introduced three screen video.
“Who Do You Trust?”	1992	The same meetings closed with this humorous rock video, the first to introduce two key elements: a self-effacing sense of humor, and the energy of original pop music created specifically for the event.
“Winning the Consumer”	1994	A look at Walgreens cultural history, from its early days, to the malted milk, to the invention of self-service, and finally to the roll out of the modern Walgreens expansion. 3-D animation, original score, and the first seamless panoramic wide screen presentation in the country.

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“Every Move Counts”	1994	Taking the “rock video” concept further, this wide screen presentation looked at a single day in the life of a Walgreens manager, and all the quirky and humorous things that can happen when interacting with customers. Following the video a live “talk show: was performed on stage, and tge rousing theme song recreated by a live band. The reaction was so good that Walgreens had to distribute music cassettes of the music to all of the stores.
“The National Anthem”	1997	As a result of a direct request from Walgreen’s President the 1997 managers meeting-- the first uniting all managers in one room-- opened with a visual tribute to the country and a live singing of the national anthem during that presentation.
“Seven Service Basics”	1998	Considered to be a breakout training video, this “singing” of the newly introduced “Seven Service Basics” show store clerks and managers reacting to challenging situations and finding the right response in the form of one of the “Seven Service Basics.” This video is still in service today and has been translated into spanish.
The Importance of Trust	2000	An examination of trust in the workplace, ie preventing shrink, and the importance of self-policing for the protection of everyone.
WHI: The Power of One	1999	For the first sales meeting of what was then known as Walgreens Health Initiatives, video cameras covered all aspects of the meeting, with a special emphasis of a team building exercise in Chicago’s inner city. To an original theme song, the video was cut together on-site using computer editing (a very early use of this technique) and the result was a powerful statement of unity and strength for this newly formed group.

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"Shadow of a Man"	2001	The definitive history of Walgreens, created for the company's 100th Anniversary. Told in the words of Mrs. Walgreen, this documentary style video showed how 100 years of Walgreens success could be traced to the tenets Charles R. Walgreen adopted when he started his first store.
"As Far As You Want to Go"	2000	This DVD was created to recruit pharmacists across the country by showing the benefits of being a Walgreens pharmacist. Shot and developed in documentary style, we see and hear various pharmacists of all ages, backgrounds, and ethnicities tell their success stories. An industry leading vehicle.
"100 Years in 100 Seconds"	2001	A lightning quick history of how Walgreens has been a part of the culture of America for 100 years.
"Sell Me"	2004	A marketing campaign complete with video and poster that was designed to train Walgreens store employees to "Upsell". Featuring humor, role-playing, original music and training elements.
WHS Sales DVD	2003	The first use of an integrated interactive DSVD for sales, this DVD featured segments on product, service, marketing, staffing, and corporate image-- as well as speaker support-- to help an expanding sales force "bring WHS to new customers", instead of flying the customers to WHS.
"I am the Face of Walgreens"	2005	Follow four diverse managers throughout their daily routine and their lives, learning what makes them tick, how they embody "The Walgreen Way", and how they are, indeed, "The Face of Walgreens"

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"Make Some Noise"	2005	The ultimate Walgreens Rock video, for the national managers meeting. A manager sings an original r&b song about other managers making some noise (showing their pride.) He acts as Pied Piper, singing, dancing, even drumming throughout stores and Walgreens corporate. At the peak of the song, he blasts into the auditorium of 6000 Walgreens Managers, and leads them in a spirited "shout" out, leading to cheers and a standing ovation.
"Winning as One"	2006	Six major pop hits are resung in the exact style of the originals to lyrics written specifically for the theme of this WHS meeting. Candid pictures from all WHS divisions across the country are shown. For the closing of the meeting, an "instant" candid video incorporates attendees singing some of the lyrics as scenes from the meeting are shown.
"This is MY Walgreens"	2007	Theme developed by David Harnish
"This is MY Walgreens"	2007	High-definition wide screen opener featuring store scenes, corporate scenes, customer scenes, and the impassioned repetition of "This is MY Walgreens" mantra throughout. Successful rollout of unifying theme for use at the meeting and later. Original music and lyrics.
"Lemonade"	2007	How best to critique a company's own customer service? At the request of the chairman, this video was created to role-play "bad" customer service, in the form of a Lemonade stand staffed by children. Ironic and humorous.