

10 Years with the “Happy Chemist”

Database

Our very first session with Clive. We helped him begin his database, now used for his wildly popular newsletters.



2004

Newsletters

Clive's very first newsletter hits inboxes. We used .pdfs. No MailChimp back then!



2005

Facebook

Clive creates his popular Facebook Page Pop on to Facebook and search, 'Clive's Chemist.'



2007

Awards

Clive's Chemist wins the Wellington Top Shop award.



2008

1 Million!

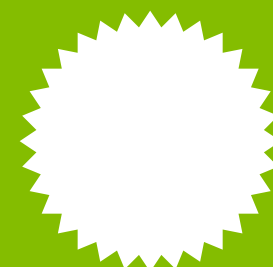
The team celebrates their 1 millionth prescription.



2009

Marketing Research

Customer surveys are done to measure marketing effectiveness.



2011

YouTube

Clive's first ever upload to YouTube.



2013

Clive's Cartoon

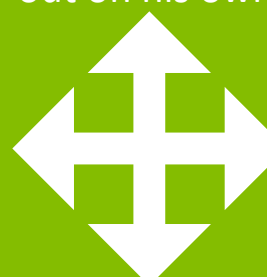
The cartoon version of Clive is introduced to marketing campaigns.



2014

Rebrand

We worked closely with Clive, as he rebranded, moving away from Unichem and striking out on his own.



2015

Website

This year we'll be kicking off Clive's amazing new website!



2016

If you would like to see your business grow, call us on call today on (04) 528 6214 or email us at marketing@synthesis.co.nz.

