

Berlin, 3 March 2025

Press release

## **Making health easier?**

### **Yes, you can – as shown by DocMorris and Jung von Matt**

DocMorris, one of Europe's leading online pharmacies, is setting new standards in brand communication for digital medication supply together with Jung von Matt NECKAR. With a strong new brand platform and a cross-media campaign, they aim to sustainably shape the market for digital health services. The goal is to strengthen trust in the brand and make the DocMorris app the first choice for e-prescription redemptions.

DocMorris is revolutionising patients' access to prescription medicines. Since the introduction of a fully digitalised e-prescription redemption process in April 2024, statutory health insurance patients can conveniently redeem their e-prescriptions via the DocMorris app. Instead of a trip to the local pharmacy: just a simple reach for your mobile phone and health insurance card.

This convenient redemption path is now to become standard for more patients, especially those with chronic illnesses. To establish DocMorris as the most popular app for e-prescription redemption and comprehensive digital medication supply, the company relies on the expertise of Jung von Matt NECKAR in brand communication. The agency provides holistic support for the brand, from strategic consulting, creative development, implementation, and media and data consulting.

DocMorris is deliberately building on the successful collaboration with the agency partner from four years ago. And this in a crucial phase: currently, only a single-digit percentage of the population uses the digital e-prescription redemption process via pharmacy apps and health insurance cards. The right time, therefore, to bring the digital DocMorris solution closer to consumers.

The agency developed a strong communication platform based on a simple insight from people: healthcare can be complicated – DocMorris makes it easier. The new brand and communication strategy, which creates a distinctive brand identity and communicates it across all channels, is based on precisely this core message: DocMorris offers a simple, fast and trustworthy solution for the supply of medicines with the e-prescription – and more!

With the German claim 'Mach's dir Doc einfach' (Make it easy for yourself) the agency has now transformed part of the brand name into a distinctive statement that succinctly captures this attitude. The new claim is loaded with relevant content across all funnel stages. The accompanying multi-stage campaign explains to different target groups how DocMorris makes life easier for them all – e.g., through comprehensive pharmaceutical advice for chronically ill people or the redemption of e-prescriptions for the whole family – a massive relief for private caregivers. Additionally, there are application instructions, interaction checks, follow-up prescription service, next-day delivery, free shipping, etc.

The cross-channel campaign relies on an effective media strategy to achieve maximum reach and impact. It will be broadcast on TV and online video (OLV), accompanied by a strong presence in the digital-out-of-home (DooH) and out-of-home (OoH) areas, including large formats and blowups. Complementary targeted measures in social media ensure high digital visibility. Audio placements on radio and streaming platforms further enhance brand communication. The campaign is rounded off by targeted measures in print media and household distributions to spread the message comprehensively. For media planning and implementation, DocMorris works with the media agency Fluent.

'We have consciously focused on everyday situations where people 'simply need medication' – and at the same time need their time and energy for their children, loved ones, or themselves. The fully digital redemption process for the e-prescription provides maximum relief. The collaboration with JvM NECKAR was great and wonderfully shows how important creativity is to illustrate brand values and digital solutions relevantly and memorably with humour and ease. 'Mach's dir Doc einfach' is a real milestone for our brand,' says Dorit Posdorf, Chief Marketing Officer at DocMorris.

'Strong brands need strong promises. With 'Mach's dir Doc einfach' DocMorris makes such a promise – and creates a platform with great potential that meets the many different needs in the healthcare market,' says Andreas Hilbig, Managing Creative Director, JvM NECKAR.

'With the new campaign, DocMorris will also be a hit in communication. Our platform 'Mach's dir Doc einfach!' puts the brand into people's minds, ears, and hearts. It conveys in a clear, memorable way that healthcare can be simple. A strong strategy and creative momentum across all channels are key to positioning DocMorris as a leading digital health ecosystem,' says Dörte Spengler-Ahrens, Non-Executive Creative Chairwoman.

**Responsible at DocMorris**

Dorit Posdorf (Chief Marketing Officer), Marie Pietzcker (Director Brand and Content), Nina Hoffmeister (Lead Campaigns), Carlotta Fay Honerkamp (Brand Manager)

**Responsible at Jung von Matt**

Dörte Spengler-Ahrens (Non-Executive Creative Chairwoman), Andreas Hilbig (Managing Creative Director), Andrea Weisser (Creative Director Copy), Denise Dutka (Senior Art Director), Silke Rosenthal (Client Service Director), Kevin Tiedgen (Executive Director Data & AI), Lena Neves-Risch (Media Strategist), Nora Biermann (Strategist), Ralph Teichmann (Head of Creative Services), Julia Blanke (Senior Art Buyer)

ANORAK Film GmbH (Film Production), Calle Åstrand (Director), Cecil Arp (Photographer)

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**Jung von Matt**

Jung von Matt is a renowned global creative agency with 41 offices in 11 countries. Founded in Germany in 1991, the agency has continuously ranked among the best of the best; it has just been awarded "Global Agency of the Year" at New York Festival, Gerety Award, Max Award and the prestigious Cannes Lions, as well as "#4 Agency of the Decade." Jung von Matt global accounts include adidas, BMW, BOSCH, HYUNDAI, ZEISS, OPEL and Vodafone.

**DocMorris**

DocMorris stands for customer-centred, innovative services and a wide range of digital healthcare products. These range from quickly making appointments to see a doctor online on the TeleClinic telemedicine platform to pharmaceutical advice and the supply of prescription and over-the-counter medicines and healthcare products from Germany's best-known online pharmacy. In addition, there is the marketplace with a broad complementary range of remedies and aids as well as products from the areas of nutrition, beauty and family. DocMorris thus provides its customers with easy access to comprehensive healthcare services in one place with just one click. In the Germany segment, the Swiss company DocMorris AG generated external sales of CHF 1,022 million in 2024 with more than 10 million active customers.