



## **CVS Campaign Voice Over / Talking Point Ideas**

Use these as a guide. Do your best to turn these into *your own words*. Remember to also include mention of ExtraCare and its advantages.

1. "Every dribble, every shot, every game—CVS ExtraCare supports my health journey every step of the way. It's not just about the points I score, but also the savings I make!"
2. "Whether it's game day or study hall, ExtraCare has my back. With CVS, I get health essentials like elderberry for immunity and melatonin for rest—vital for every athlete's routine."
3. "On and off the court, saving with CVS ExtraCare feels as good as sinking a buzzer-beater. ExtraBucks Rewards on my everyday picks? That's my kind of win-win."
4. "Self-care is my strategy for peak performance. Thanks to CVS ExtraCare, I save on everything from hydration drinks to recovery proteins, keeping me in top form."
5. "Hitting the books or the hoops, CVS ExtraCare helps me manage it all—from pain relief to healthy snacks. It's my go-to assist for a balanced, healthy lifestyle."
6. "Signing up for CVS ExtraCare was a game-changer! Now I get rewards back on protein bars and sports creams—fueling my body and my savings."
7. "Teammates share more than just the ball—we share the smart ways to save. With CVS ExtraCare, we're all about scoring discounts on quality health products."

8. "As a student athlete, every minute and penny counts. With CVS ExtraCare, I'm saving on Malibu C hair care to keep my locks looking great after the helmet comes off."
9. "Loyal on the court and with my shopping—CVS ExtraCare gives me the MVP treatment. Half off Goodline shave products? That's a smooth move!"
10. "From layups to face care, CVS ExtraCare keeps me covered. L'Oreal and CeraVe deals keep my skin game strong, so I can focus on my jump shot, not my skincare routine."