

## Meijer Team Members Showcase Passion in Latest TV Commercials

**Heather Schultz** is more than just a **Meijer Pharmacist**. She's a resource.

"I like being a resource for our patients, for anyone in our area to call and ask those medication-related questions and receive recommendations to optimize their healthcare," said Schultz, who's been with Meijer for 4 years and works at the **Gratiot Road Meijer in Saginaw**.

She's among a handful of Meijer employees featured this year in TV commercials across the Midwest that showcase what they do, their knowledge and the retailer's standards and commitment to quality.

"For me, this job isn't just about a customer coming in needing a prescription," she said. "I look at everyone like they're my family. I want to make sure I spend the right amount of time with them and they feel comfortable. I want to be their trusted pharmacist."

The "**Quality is No Accident**" campaign highlights various departments within Meijer, including meat, produce, bakery, clothing and pharmacy. It's the first time the retailer relied on team members instead of actors for its commercials. An internal casting session was held where team members submitted videos that were reviewed by the Meijer Marketing team. Once the team member talent was identified, they were filmed at various locations, including Meijer stores and a studio in California.

"I think it's exciting for Meijer to use our team members," Schultz said. "It goes back to our roots. We are a family company, we are a family. These are the people who bring customers into our stores so why not let them tell their story. It's one of the greatest things they could have done because our passion came to life."

To view the commercial of Schultz, please click [here](#).

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Additional assets available online: [Photos <sup>\(1\)</sup>](#)

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