



Seeing is a gift



COLA
2018



thinkabout
your**eyes**.com

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AMERICAN OPTOMETRIC ASSOCIATION

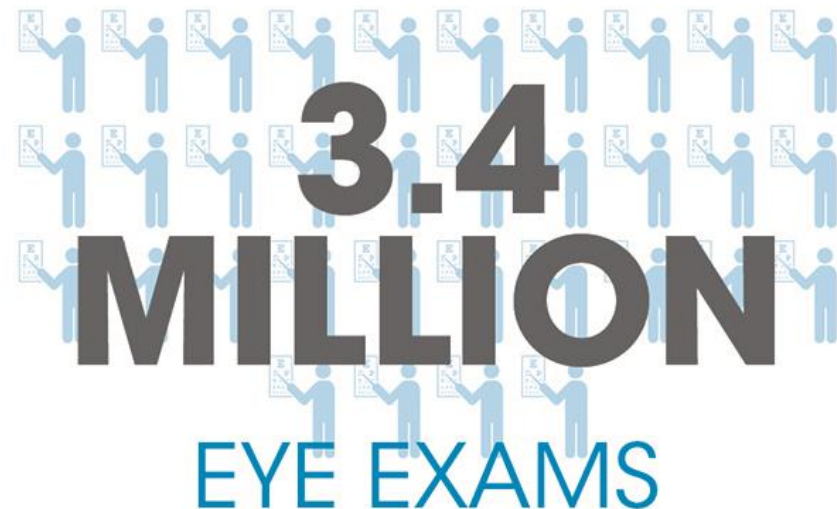
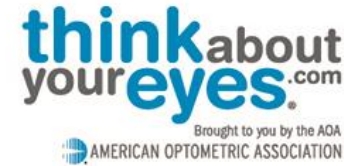
Think About Your Eyes

- Vision industry's national public awareness initiative
- Promoting the importance of scheduling an annual eye exam and overall vision health
- Promotional efforts include consumer advertising, social media promotion, public relations efforts, and industry promotion
- Launched nationally in 2013



2017 Impact

- Think About Your Eyes messaging resulted in 3.4 million incremental eye exams in 2017
 - Utilizing new research method, Marketing Mix Model, which evaluates the number of eye exams and the impact individual marketing efforts had on that figure
- Estimated industry revenue generated by TAYE eye exams and follow-on purchases is \$752 million



\$752 MILLION IN INDUSTRY REVENUE generated as a result of TAYE exams*

**represents exam fees, glasses and contact lens purchases, and additional accessories*



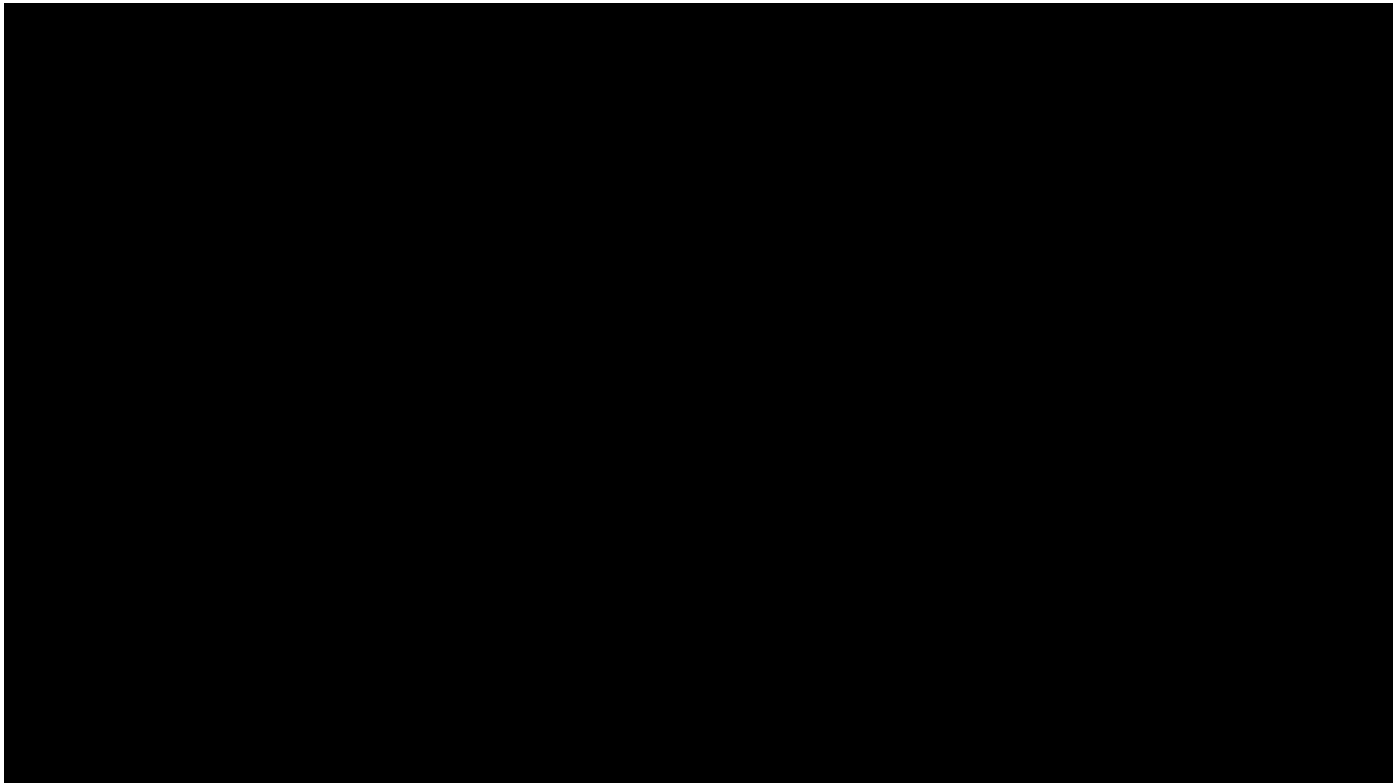


Seeing is a gift

2018 CAMPAIGN

New Advertising Creative

- New campaign, “Seeing is a Gift” launched in July
- First new creative since 2008



Advertising Summary

- 41 cable networks
- 16,540 TV Spots
- 939 million impressions



- 22 million online video spots
- Audio ads (terrestrial radio) reaching 64 million adults in target audience
 - Featuring Ryan Seacrest, Mario Lopez and other prominent celebrity hosts
- 230 million online banner ads, reaching target audience in line with relevant content



PR / Social Media

- Focus on two moments-in-time
 - School's Out: June through August
 - Focus on importance of scheduling eye exam for children during summer vacation
 - World Sight Day: September through October
 - Focus on the importance of healthy vision throughout life
- School's Out
 - Utilize celebrity spokesperson, Laila Ali, to promote messaging in media interviews and social media posts
 - Ali is a former professional athlete and currently a lifestyle expert, with vision correction
 - Mom to two kids, one of whom has vision correction
 - POPSugar Mom Partnership
 - Sponsored articles and influencer partnership launch in June, to coincide with Laila Ali partnership



PR / Social Media

- World Sight Day
 - Satellite Media Tour with OD
 - Social Media Posts
- Continued social media boosting
 - Emphasis on website traffic to ThinkAboutYourEyes.com
 - Audience responds most to children's vision and lifestyle posts



Think About Your Eyes
March 7 · 🌐

Kids out of school for Spring Break? Take advantage of the free time and schedule an annual eye exam.



Think About Your Eyes
February 5 · 🌐

It may not be summer, but sunshine any time of year is something to protect yourself against. Wear sunglasses when outside during the day no matter the season.

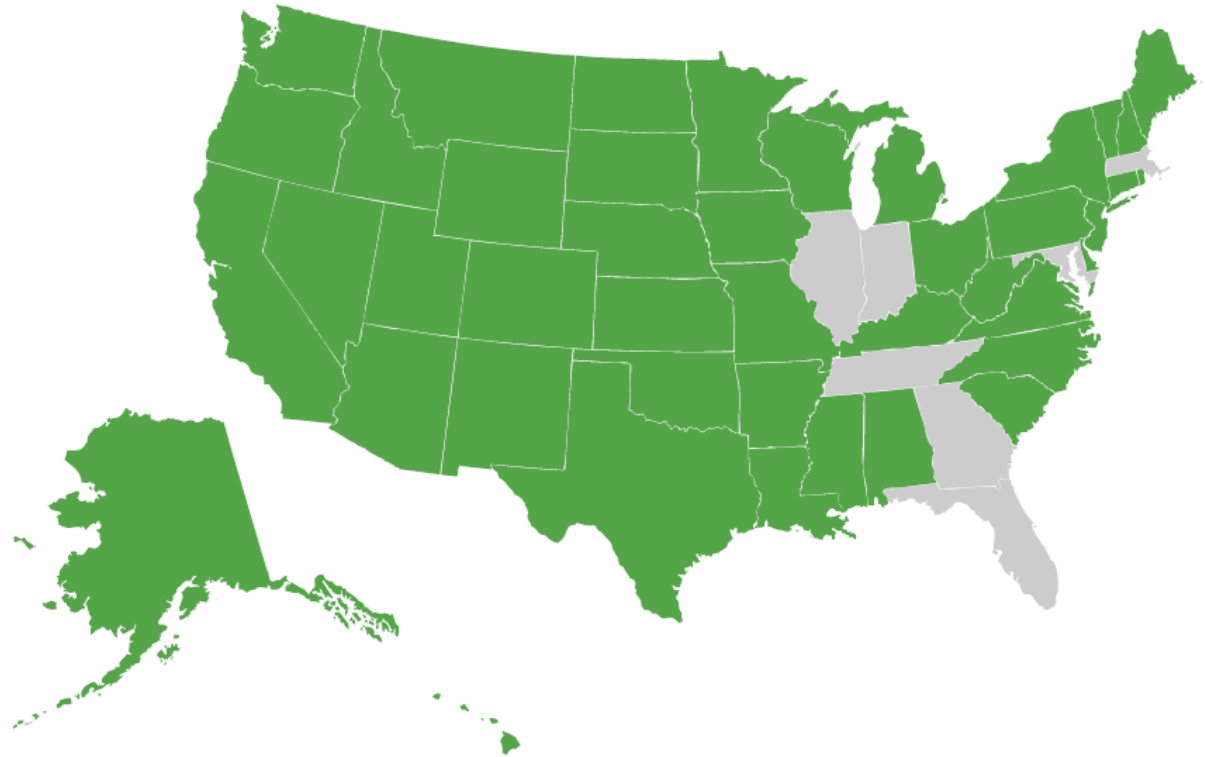


Current Industry/Association Support



Growth in Leadership States: 43

19,780 members
20,712 listings
13.2% retail
86.8% independent
13.4% Premium
85.8% AOA



A woman with blonde hair is smiling and holding a baby. A young boy with blonde hair is looking towards the baby. The background is a soft, out-of-focus light color.

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QUESTIONS?

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