

Essilor of America

Grassroots customer activation

Challenge

1. Increase consumer awareness about eye health issues
2. Grow the size of the ophthalmic lens market
3. Develop a test market program that could easily be scaled nationally

Essilor of America, the nation's leader in eyeglass lenses, engaged Warren Douglas to activate a public awareness campaign on the importance of eye health. The campaign would include local events in a single-county test market, with the potential for expansion to other markets. Midway through the process, the test market was changed from its original location, and a new local launch strategy needed to be developed on a very tight timeline.

Strategy

Warren Douglas gathered demographic data on the test market and used it to cross-reference existing customer segmentation analysis to determine optimal target cells within the county. After identifying where the targeted customers lived and worked, Warren Douglas provided a variety of local event options that were feasible on a very tight local-market deadline as well as nationally scalable. Upon final executive approval, Warren Douglas moved quickly to execute both creative elements and logistics for the program launch.

Results

After receiving final management approval, Warren Douglas executed all of the following tactical elements in just 41 days:

- Drafted **Think About Your Eyes Week proclamation from the Mayor of Fort Worth, signed by all members of the Fort Worth City Council**
- Produced and installed the **World's Largest Eye Chart**, a 120'H x 50'W eye chart mounted on two cranes visible from interstate highway into downtown (60,000 total highway impressions)
- Coordinated with Essilor's public relations agency for media coverage (570,000 total impressions—TV, radio, newspaper)

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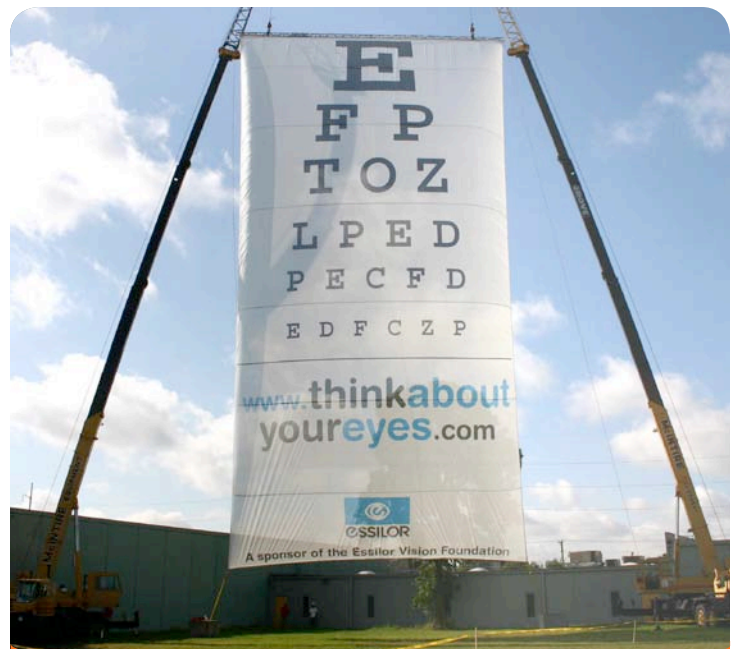
Direct Mail



Bilingual Handout

- Negotiated Fort Worth Museum of Science and History exhibit sponsorship (131,000 total impressions—museum visitors, e-newsletter, mailed newsletter, Web site)
- Established street team presence at six locations across Tarrant County (personally distributed literature to 7,500 people, 200,000 total impressions)
- Developed and produced giveaway items for local events including consumer brochures, t-shirts, stress balls, pens, and pencils
- Managed presence at local Back To School Roundup to provide information and services to local underprivileged children and their families (1,000 families)
- Coordinated vision screenings at locations across the county, in partnership with local YMCA and Prevent Blindness America offices
- Coordinated online sweepstakes to award an HD TV
- Implemented a customized interactive online map functionality for Web site (nearly 1,000 doctor searches)
- Finalized and produced doctor sell-in materials for salesperson

Think About Your Eyes week generated over 900,000 impressions in a seven-day period through local events alone, and increased daily website traffic by 50%.



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To learn more about how Warren Douglas can help your brand thrive please contact us at info@warrendouglas.com

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