

*An exciting
new consumer
**ADVERTISING
CAMPAIGN**
to launch this fall*

On Monday September 26th a new CAO advertising campaign will be launched across Canada to kick off Eye Health Month. Television ads will run on the majority of major networks in English and French markets, including CBC, CTV, Global and Radio-Canada, as well as many specialty cable channels that are popular with our target audience. The campaign is called **Open Your Eyes** and will run at high media weights until the end of October.



Based on overwhelming demand from the CAO membership, we also decided to increase our internet presence. In conjunction with the mass media campaign, we will launch an aggressive online advertising campaign featuring web banner ads, an intrusive "take-over" tactic to dominate key portals for a few days, and search engine marketing.

We are also pleased to introduce a new consumer website at opto.ca/openyoureyes that has been designed to increase the awareness about eye health care, to provide information on eye health in layperson's terms, plus blogs and Q&A sections. There will be an easy-to-use *Find an Optometrist* tool and feature articles and topics created by CAO members. Tools to enable sharing of information and articles between friends and colleagues have been added, including Facebook.

In conjunction with the media campaign, we expect to garner media coverage through a public relations program. This PR campaign will focus on the same messages as the TV commercials. A number of CAO and National Public Education Committee (NPEC) committee members have already been identified as spokespersons in their regions for media interviews during the month of October.

Those of you who attended the CAO Congress in Winnipeg in late July had a sneak preview of the new campaign created by Ogilvy Healthworld, our new communications agency. The remainder of this article is intended to provide you with background on why it was created, the key messages and to describe some of the tools and programs that will be available to support Eye Health Month.

WHAT LED TO THE **OPEN YOUR EYES** CAMPAIGN?

Earlier this year, the team from Ogilvy conducted interviews with CAO and NPEC committee members from coast to coast. Based on the feedback that they received, it was clear that we needed to generate more impact and to assert the role of optometrists:

- There is growing concern that other provinces may follow British Columbia in deregulation of dispensing glasses and contact lenses.
- The differences between optometrists, opticians and ophthalmologists are not obvious to patients.
- The general public remains unaware about the need for regular and ongoing management of eye health.

OUR MISSION *in moving forward is to expand the perceived role of optometrists in a meaningful way and in a manner that will attract attention.*

The core “promise” that the new campaign communicates is: **Optometrists are the first-line eye health care providers.**

The *Open Your Eyes* campaign delivers three key messages that we believe will motivate Canadians to consult their optometrist more regularly:

- Maintaining healthy eyes is about more than having good vision. This message is communicated by pointing out that **1 out of 7 Canadians could develop serious eye disorders if not diagnosed and treated in time.**
- Your optometrist is the first person you should consult for your eye health.

The campaign focuses on *prevention*. In essence, we felt that people are in the dark about the prevalence of eye disorders – and that they need to *open their eyes*. Using a simple yet memorable device – eyes painted on top of closed eyes – the campaign drives our message home: that although people’s eyes appear open, they are in fact closed to an important health issue.

In the TV spot we meet a woman who has eyes painted on top of her closed eyes. Presented as totally normal, she goes through her day (getting up in the morning, drinking her coffee, getting into her car), not realizing that she is living with her eyes closed to an important health issue. At the end of the spot, she arrives for her appointment with an optometrist, and only then do her eyes open. At the same time the voice-over announces the key “1 in 7” fact and we close on the new website address.

The online ads and all other advertising or promotional pieces feature the visual of an open eye painted on the eyelid to tie into the core campaign. All communications tools also feature the key “1 in 7” message and the new website address.

VISIT OUR NEW WEBSITE AT OPTO.CA/OPENYOUREYES

YOUR PARTICIPATION IS IMPORTANT IN COMMUNICATING A CONSISTENT MESSAGE TO PATIENTS ACROSS CANADA

- You play a key role in actively promoting the reasons and benefits of performing regular, more frequent eye health examinations. Explain what you are doing during the examination, what you are looking for and what you are ruling out.
- Promote the campaign and key messages by displaying the posters and patient-oriented brochures in your office.
- Visit the new patient website (opto.ca/openyoureyes) and familiarize yourself with the content and features.
- Please keep in mind that you represent the CAO brand to your patients; you manage the “brand experience” (the patient journey). The media campaign will open the door, but the relationship is in YOUR hands.



OPEN YOUR EYES CAMPAIGN ELEMENTS AND TOOLS AVAILABLE FOR CAO MEMBERS

MEDIA ADVERTISING

- TV commercial (30 seconds – English/French)
- Web banners
- Newspaper ad
- Outdoor/billboard (only available in vertical format)
- Magazine ad
- Website – many of the features and articles are accessible for sharing
- Video (on website) – a new video on the 6 steps of an eye exam will be posted on the website later this fall.

IN-OFFICE TOOLS

- Poster
- Patient pamphlet
- Appointment recall/reminder card
- Updated disease information/fact sheets (will be available later this year)

To order in-office materials or develop an advertisement for your local region, please contact Leslie Laskarin at the CAO office, or send an email to leslie@opto.ca