



THE **VISION**COUNCIL

2017 MarComm Plans

Eyewear & Accessories
Division

January 27, 2017





2017 Plans

CONSUMER PROGRAMS



THE **VISION**COUNCIL

Marketing & Communications Committee

- **Eyewear & Accessories Division Members**

- Michael Suliteanu, WestGroupe (Chair)
- Corinne McCormack, FGX
- Cheryl Canning, L'Amy
- Robert Schienberg, Marchon
- Jon Martinez, Marcolin
- *Marge Axelrad, Jobson*
- *Erinn Morgan, Eyecare Business*
- *Debby Corriveau, First Vision Media*



Consumer Programs: Philosophy

- **All consumer programs should be:**
 - Created so that they are beneficial to the greatest majority of our diverse membership
 - Neutral and unbiased
 - Price point
 - Distribution channel
 - Country of origin
 - Communicated to the membership & industry at large in a timely manner, in order to allow for message maximization



Consumer Programs: Message Prioritization

- **Exercise at MarComm Committee Meeting (Nov. 2016):**
 - The Vision Council's MarComm team presented past consumer programs' plans and messaging from the past 5+ years
 - Committee members utilized “breakout sessions” to discuss past plans and messaging to determine top 3 messaging points to be promoted in 2017
 - The top 3 messaging points determined were:
 - Fashion (optical, sun, OTC)
 - UV-protective eyewear
 - Blue light/digital eye strain/lens technology





2017 Plans

THINK ABOUT YOUR EYES



THE **VISION**COUNCIL

thinkabout
your**eyes**.com

Think About Your Eyes

- **2017 Campaign**

- Significant growth in contributions from The Vision Council & AOA + new partner: J&J
- Contributions allowed for an increase in **advertising buys of more than 60%** when compared to 2016
- New:
 - TV advertising will cover three quarters of the year, launching February 13th and running through September 10th.
 - The advertising schedule will repeat: two weeks on/two weeks off
 - 8 weeks in which we will buy higher impact spots during specified times and days, running on specified networks
 - Update our messaging for a stronger emotional tie
 - Grow the digital component of our advertising mix



THE **VISION**COUNCIL



2017 Plans

EYECESSESSORIZE



THE **VISION**COUNCIL

eyecessorize

Eyecessorize: 2017 Plans

- **Traditional Media Outreach & Marketing Materials:**

- **Media Pitching:**

- Conduct national and regional pitches and outreach to strategic and targeted media with different story angles and product placement opportunities

- **Trend Kit/Look Book Distribution:**

- Release trend kits and look books to the press for spring/summer and fall/winter seasons focusing on men's, women's and children's eyewear and sunwear trends
 - To incorporate eye health messaging

- **E-Pitch Distribution:**

- Release monthly e-pitches to fashion/lifestyle/health media outlets focusing on timely eyewear-themed topics, such as seasonal style, holiday frames, celebrity get-the-look, events, eye health, etc.

- **Press Release Distribution:**

- Send press releases via *PR Newswire* focusing on timely eyewear-themed topics



THE **VISION**COUNCIL

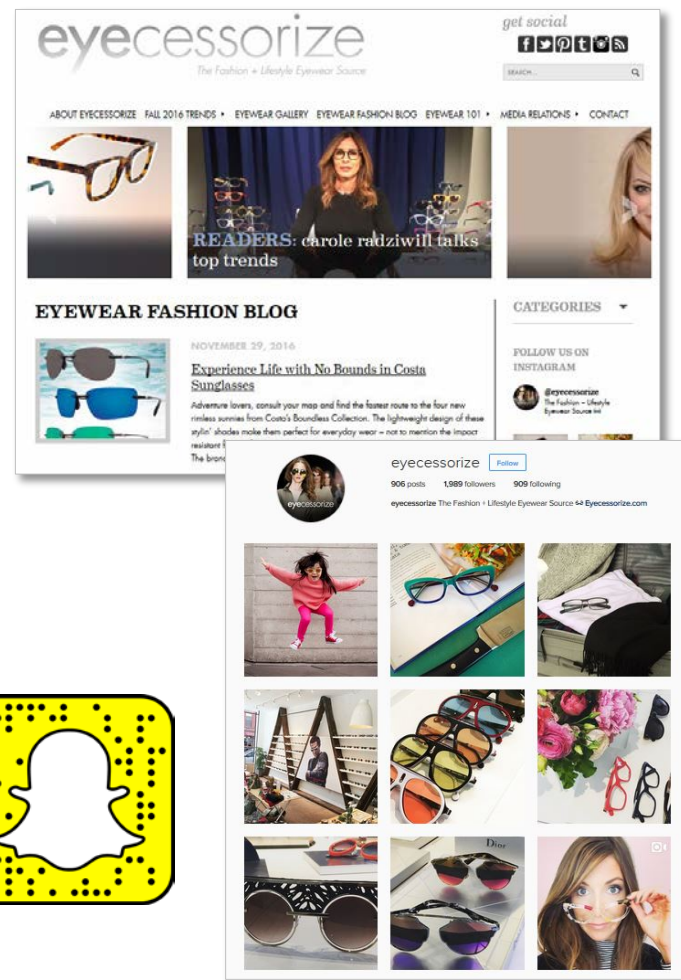
PR Newswire
a **CISION** company

eyecessorize

Eyecessorize: 2017 Plans

- **Social Media/Blog Outreach:**

- Maintain an active Eyecessorize blog presence, with up to 5 posts per week
- Maintain strong presence on Facebook, Twitter, Instagram, Pinterest and YouTube
- Increase post engagements, while maintaining channel followings
- Utilize Snapchat geofilters for specific events/days, for example Coachella, New Year's Eve, Fashion Week, etc.



Eyecessorize: 2017 Plans

- **Celebrity Initiative:**

- Partner with a celebrity who has a well-read fashion/lifestyle blog for sponsored Instagram and blog posts featuring member product and top-level industry messaging
 - *In 2016, Eyecessorize partnered with actress and reality TV personality Jamie Chung for a sponsored Instagram post*
 - *The initiative resulted in more than 11 million impressions – she posted photos of herself in member product twice, and the photos were picked up by outlets like OK! Magazine, Radar Online and Star Magazine Online*
 - Working with a celebrity who has not only an Instagram presence, but also a blog allows for more member product and industry messaging to be incorporated within the posts



Eyecessorize: 2017 Plans

- **Blogger Initiatives:**

- **Guest Bloggers:**

- Partner with well-known bloggers to serve as “guest bloggers” on the Eyecessorize blog throughout the year, lending credibility to Eyecessorize and further positioning the campaign as a fashionable source for eyewear

- **New Year, New You Partnership:**

- Partner with key health conscious bloggers to spread the message that the New Year is the perfect time to get eye health and style back on track with sponsored Instagram and blog posts

- **Fashion Week Partnership:**

- Partner with a popular blogger attending February fashion week, sponsoring them with eyewear throughout the week, in exchange for Instagram and blog posts

- **Blue Light/Digital Eye Strain Partnership:**

- Partner with fashion/lifestyle bloggers for sponsored Instagram posts focusing on the fashionable side of computer eyewear
 - This will also be part of the Blue Light/Digital Eye Strain campaign, which will target tech bloggers

- **Coachella Partnership:**

- Partner with fashion/lifestyle bloggers attending Coachella for sponsored festival-wear Instagram and blog posts



THE **VISION**COUNCIL

eyecessorize

Eyecessorize: 2017 Plans

- **Spokesperson Initiative:**
 - Partner with on-air personalities throughout the year on campaign-appropriate TV segments, particularly focusing on:
 - Seasonal trends
 - Back-to-school
 - Holiday style/gifts
 - Working with spokespeople – like Kate De Ponte, Keri Parker and Limor Suss, for example – has allowed Eyecessorize to pursue more broadcast opportunities with different audiences, without being tied to one spokesperson's network and with less overhead cost



Eyecessorize: 2017 Plans

- **Partnered Event:**
 - Participate in BWR Public Relations' NYC holiday/spring media event, featuring member product, top-level industry messaging and an interactive experience
 - *Eyecessorize participated in BWR's 2015 and 2016 media events, both of which garnered approximately 75 attendees from outlets such as:*
 - *ELLE, O, The Oprah Magazine, Men's Journal, People, Cosmopolitan.com, "E! News" and "HuffPost Live," among many others*
 - Participating in BWR's press events has proven to be a more cost-effective approach, with the ability to reach a record number of quality media contacts



Eyecessorize: 2017 Plans

- **Readers-Focused Initiatives:**

- **Co-Op Satellite Media Tour (SMT):**

- Participate in multi-brand co-op SMT highlighting trends in reading glasses and sun readers, as well as the health benefits of wearing readers
 - Co-op SMTs typically result in a minimum of 20 TV bookings with an estimated audience of 10 million, including an Audio News Release (ANR), and are a way to reach a large audience across the country on local and national TV programs, as well as radio outlets

- **Readers Blogger Partnership:**

- Partner with a fashion/lifestyle blogger who wears readers for sponsored Instagram and blog posts featuring member product and readers messaging

- **Readers Look Book Distribution:**

- Release men's and women's reading glass and sun reader trends to key fashion/lifestyle media outlets
 - To incorporate eye health messaging

- **Readers E-Pitch Distribution:**

- Release e-pitch to fashion/lifestyle/health media outlets focusing on readers tips and trends



THE **VISION**COUNCIL

eyecessorize



2017 Plans

NATIONAL SUNGLASSES DAY (UV)



THE **VISION**COUNCIL



NATIONAL
SUNGLASSES DAY JUNE 27
THE VISION COUNCIL

NSD/UV: 2017 Plans

- **UV Report:**

- Revamp The Vision Council's annual UV report to a more media-friendly “one-pager”
 - Report will still incorporate compelling *VisionWatch* data focusing on UV eye health and UV-protective eyewear, but will be formatted in a way that's more conducive to consumer-facing media
 - The UV report will be used as a key pitching tool to supplement general UV and NSD outreach
- The Vision Council will continue to provide a unique UV report specifically geared toward its membership



THE **VISION**COUNCIL



NATIONAL
SUNGLASSES DAY JUNE 27
THE VISION COUNCIL

NSD/UV: 2017 Plans

- **Traditional & Social Media Outreach:**

- **Press Release Distribution:**

- Send press release via *PR Newswire* sharing details about NSD, UV eye health and the importance of wearing UV-protective eyewear prior to June 27

- **Short- and Long-Lead Pitching:**

- Release an NSD-themed e-pitch to long-lead media outlets in April, and subsequent e-pitches to short-lead media outlets in the weeks approaching June 27

- **Broadcast Pitching:**

- Pitch national TV segments – like “TODAY” and “Good Morning America,” for example – to promote NSD

- **Media Alerts:**

- Send a media alert to regional TV outlets encouraging them to mention NSD on-air
 - Send an additional media alert to social media editors at fashion/lifestyle magazines encouraging them to post for NSD using the official handles/hashtags



PR Newswire
a CISION company



THE **VISION**COUNCIL



NSD/UV: 2017 Plans

- **Celebrity Initiative:**

- Partner with a celebrity with a strong social media following for a sponsored Instagram post featuring member product, NSD/UV messaging and the official handles/hashtags
- Pitch the post to entertainment weekly magazines and online fashion/entertainment blogs/websites to potentially secure additional coverage for NSD leveraging the celebrity's name and crediting The Vision Council and NSD

- *The 2016 post by Whitney Eve Port resulted in approximately 13,700 “likes”*

- Leverage celebrity's reach and pop culture affiliations for social advertising

- **Blogger Initiative:**

- Similarly, partner with select fashion/lifestyle bloggers for sponsored Instagram posts
 - *The 2016 bloggers had a combined following of 100,000*

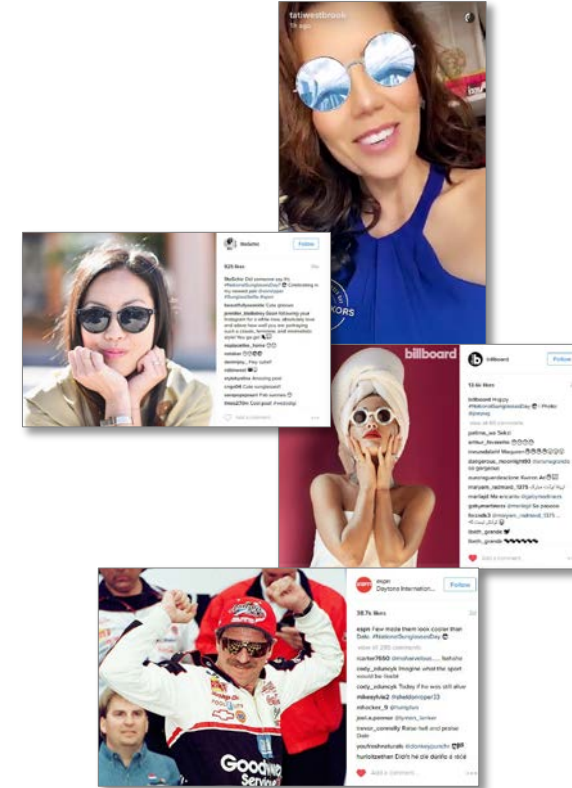


THE **VISION**COUNCIL



NSD/UV 2017: 2017 Plans

- **Social Media Outreach & Support:**
 - Utilize a Snapchat geofilter in U.S. geographical areas with high UV indexes
 - Continue to leverage the #NationalSunglassesDay and #SunglassSelfie hashtag promotions
 - Eyecessorize to create unique NSD social media posts to share across the campaign's channels
 - Eyecessorize to “cross-promote” celebrity, blogger and media NSD posts across its channels
 - The official Vision Council accounts outside of Eyecessorize will cross-promote these initiatives for maximum reach and impact



THE **VISION**COUNCIL

NSD/UV: 2017 Plans

- **Satellite Media Tour (SMT):**
 - Execute an SMT surrounding NSD with a celebrity spokesperson to share the NSD and general UV messaging
 - Use content in social posts surrounding NSD
 - Provides an opportunity to garner additional awareness around the UV eye health messaging, and make the connection between The Vision Council and NSD
 - *The Vision Council has most recently conducted two successful independent SMTs, focusing on readers tips and trends, with celebrities Jenny McCarthy and Carole Radziwill, resulting in nearly 8 billion and more than 30 million impressions respectively*





2017 Plans

BLUE LIGHT (DIGITAL EYE STRAIN - DES)



THE **VISION**COUNCIL

Blue Light (DES): 2017 Plans

- **Year-Long Influencer Partnerships:**

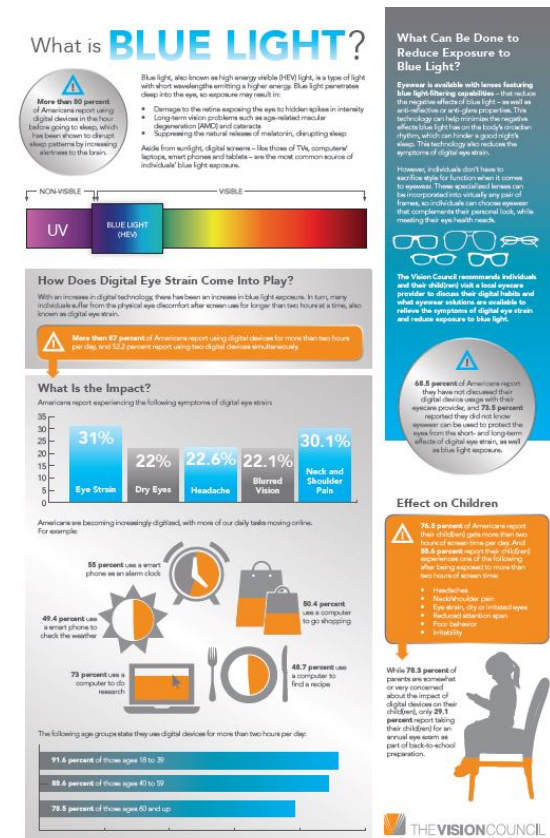
- Secured partnership with lifestyle influencer Jenn Falik to serve as the official spokesperson for The Vision Council to spread the blue light/digital eye strain/lens technology messaging
 - Jenn will be pitched for TV interviews on shows such as “Dr. Oz,” “The Doctors,” “TODAY,” “Wendy Williams,” “Good Morning America” and “New York Live,” as well as for potential podcasts, Facebook Live opportunities and event appearances
 - Leverage Jenn’s popularity and trend connections in social media posts and marketing messages
- Work with Dr. Justin Bazan, OD and medical adviser to The Vision Council, on a pay-to-play, as-needed basis for event and media appearances



THE **VISION**COUNCIL

Blue Light (DES): 2017 Plans

- **Capitalizing on the Consumer Electronics Show (CES):**
 - Created one-pager report for consumer media incorporating compelling *VisionWatch* data focusing on blue light, digital eye strain and lens technology solutions
 - *A member-focused version of the report has also been created*
 - Distributed the one-pager, in conjunction with a press release via *PR Newswire*, on the first day of CES, making the link between blue light, digital eye strain and lens technology solutions, and how these topics apply to the tech audience at CES
 - Pitched Dr. Justin Bazan, OD and medical adviser to The Vision Council, to the media to speak to the messaging



THE **VISION**COUNCIL

PR Newswire
a CISION company

Blue Light (DES): 2017 Plans

- **Additional Blue Light (DES) Report Outreach:**

- **Ongoing Media Pitching:** Pitch Jenn Falik and Dr. Justin Bazan for media interviews focusing on key findings from the report throughout the year to key outlets like national morning shows, news programs, lifestyle/talk shows, national magazines, lifestyle/health websites, children/parenting websites, business/news outlets and regional media
- **Leveraging Media Opportunities:** Seek out paid placement opportunities with outlets like Mashable and TechCrunch to further spread the messaging
- **Guest Blogs:** Utilize Jenn Falik and Dr. Justin Bazan for blue light-focused guest blogs, to be published on The Vision Council's EyeBlog and Eyecessorize blog, and heavily promoted on social media
- **Satellite Media Tour (SMT):** Conduct an SMT in April/May with Jenn Falik focusing on blue light/digital eye strain/lens technology solutions. The exact topic would be determined based on compelling report findings and what is most mediagenic at the time
 - *The Vision Council has most recently conducted two successful independent SMTs, focusing on readers tips and trends, with celebrities Jenny McCarthy and Carole Radziwill, resulting in nearly 8 billion and more than 30 million impressions respectively*



THE **VISION**COUNCIL

Blue Light (DES): 2017 Plans

- **South by Southwest (SXSW) Presence:**

SXSW Conference & Festivals celebrate the convergence of the interactive, film and music industries. Fostering creative and professional growth alike, SXSW is the premier destination for discovery

- The Vision Council will be sponsoring the SXSW health lounge, which is open from March 10-15
- Lounge theme: “The Time Out Lounge: Give Your Eyes a Break with The Vision Council”
 - Lounge will serve as a space where conference attendees can take a break from the hustle and bustle, while learning about the impact blue light exposure has on the eyes, what digital eye strain is and how to alleviate its symptoms with lens technology solutions
 - Dr. Justin Bazan and Jenn Falik will be on-site conducting media interviews and engaging with lounge-goers
 - Staff from The Vision Council and BWR Public Relations will also be on-site managing the lounge, facilitating media appointments and educating lounge-goers



Blue Light (DES): 2017 Plans

- **Social Media Campaign:**

- Recognize the unique opportunity to speak directly to the context/situation – every online social media engagement aligns with The Vision Council's blue light/DES message
- **Static Image Ads:**
 - Leverage educational data to drive home a single specific point, with more just a click away
 - Target multiple demographics
 - Leverage behaviors such as Instagram photo-scrolling to get attention
- **Short-Form Video Execution:**
 - Animate blue light/DES report graphics, using existing/stock photography
 - Abrupt change at 20 seconds, playing on the 20/20/20 rule
 - Use in auto-play (no sound) channels such as Instagram

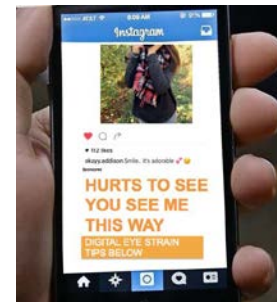


65%

of Americans experience digital eye strain

27%

of Americans do not know computer eyewear can protect against digital eye strain.



I see you staring

HURTS TO SEE YOU SEE ME THIS WAY

DIGITAL EYE STRAIN TIPS BELOW



THE **VISION**COUNCIL



2017 Plans

INTEGRATED MESSAGING



THE **VISION**COUNCIL

Integrated Messaging: Proposed 2017 Plans

- **Sharing “The Bigger Picture:”**
 - Leveraging The Vision Council’s social media channels (Facebook, Instagram and Twitter, as well as YouTube and Snapchat) to elevate the industry and serve as a source of education on the following topics (in addition to the key topics previously outlined):
 - Low vision
 - Uncorrected refractive error
 - Annual eye exams (Think About Your Eyes)
 - Eyewear for Everyone – high-tech, value
 - This will be done with a constant tone of education and myth-busting
 - Planned throughout the year via editorial calendar with room to respond and react to industry and topical trends
 - Targeted, boosted and/or optimized posts





QUESTIONS?



THE **VISION**COUNCIL