

# EYECARE BUSINESS

Retail Strategies &  
Profitable Practices

PentaVision

DECEMBER 2014



**FOCUS  
ON THE  
FUTURE**

**READY TO  
COMMIT?  
MARRYING  
MEDICAL TO  
DISPENSING**

**WEARABLE  
TECHNOLOGY  
GOOGLE GLASS  
AND BEYOND**

**plus!** PLANNING FOR 2015 WITH THE LATEST RETAIL  
TRENDS, BUSINESS PLANS, AND EYEWEAR STYLES

# Helpful Tools Sales drivers and promotions

## MAP YOUR FUTURE

Through the end of the year, Costa will run the Rx Waypoint Scratch-Off Sweepstakes. ECPs will receive a scratch-off card for each new Costa Rx order during the promotion period.

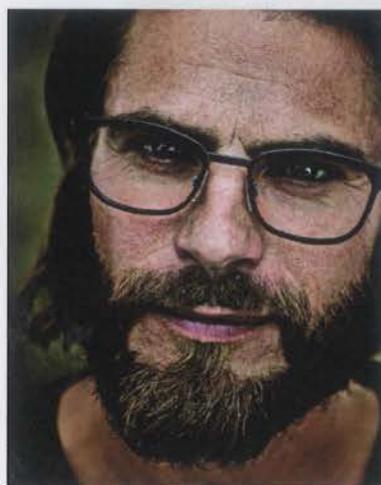
The scratch-off card reveals a location within the Baja Peninsula, and each location represents a different prize. For example, Ensenada is a standup paddleboard, Cabo is a special-edition Costa-branded cooler, and Loreto is an office movie party showing



ing Costa's "Bluefin on the Line" film and Costa gear giveaways. ECPs also receive an entry into the grand prize drawing for an all-expenses paid trip (for two) to the Baja Peninsula when they log on to redeem the scratch-off prizes.

Patients who purchase a new pair of Costa Rx sunglasses will also receive an entry into the grand prize drawing for an all-expenses paid trip for two to the Baja Peninsula.

INFO: [costawaypoint.com/ECP](http://costawaypoint.com/ECP)



## NORDIC TRACTS

Eyewear brand Skaga was founded in 1948, and for more than 60 years has been created by Swedish designers. Recently acquired by Marchon, the brand's U.S. roll out illustrates the blend of craftsmanship with technology. Point-of-purchase materials include large and small counter cards; large, small,

and medium acrylic displays; and a brand look book.

INFO: [marchon.com](http://marchon.com)



## FULL SPECTRUM OF STYLE

The Fysh ad campaign from WestGroupe features a cast of six women of different ages and outlooks whose lifetime experiences with glasses help fuel their creativity and success as they illustrate what it is to be "Hooked on Life."

The six models include artists, parents, and entrepreneurs who embrace their own spirit and share their life and style. In a series of YouTube videos, the models spoke out about what it means to be Hooked on Life. Below are some of their insights.

INFO: [fyshuk.com](http://fyshuk.com)



### Adrienne Blaney, realtor and mother

"Quality means a lot to me, we're only here for so long—none of us know how long. So really do the things that you're wanting to do and be passionate about it."

### Joy Okafo, dietician and physiologist

"It's you that makes yourself the happiest. You have to be happy with what you do with your own body, what you do with your day. We have 24 hours and it's up to you what you fill your day with."



### Tegan Aileen, entrepreneur, dancer

"Being a creative person is something that isn't easy work to do, but if you're really passionate about it you have to go for it. And if you put in the time and if you believe in it...there's nothing that's going to stop you."

## { TIP OF THE MONTH }

"At least once a month, walk around your store from the road to the counter and examine it from a customer's perspective. Is the outside of your premises paying its way?"

— JONATHAN EYRE, BCG SALES DIRECTOR