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Live on the Show Floor: Women's Wear Daily, Google and Contests

LAS VEGAS—As Vision Expo heads into its second day, attendees have filled the Show Floor for a slate of new programming on the heels of a lively Day 1.

Women's Wear Daily (WWD) and Transitions Optical will host a can't-miss fashion panel featuring style icons and designers Coco and Breezy; Patience Cook of Transitions Optical; and Brandy Joy Smith, WWD Studios Editor. The discussion, taking place at noon in the #VisionExpo Content Studio (#G22017), will be streamed live on the WWD Facebook Page. This session follows yesterday's hit panel presentation and Facebook live streaming from WWD featuring esteemed industry leaders, bringing attendees an insider's look at how organizations are utilizing Vision Expo to further their businesses.

Google Campaign Strategist Brandon Lawlor and Premier Partner Marketing4ECPs continue their Digital Marketing Talks today from 10 am to 3 pm in the Google Partners Connect Lounge (#LP10113). Be sure to stop by for day two of this three-day series to learn how to utilize Google digital products to grow your eyecare business during free 20-minute learning sessions. For the full schedule and session details, visit the Vision Expo mobile app or VisionExpoWest.com.

For more free education, be sure to visit the Medical and Scientific Theater (#4121) to hear technical, sales and R&D professionals discuss product development.



Are You Feeling Lucky?

Be sure to visit the Vision Expo mobile app to cast your vote for your favorite exhibitor booth in the categories of "most creative booth design" and "best use of technology." One voter each day will win a \$500 AmEx gift card. Standings will be periodically announced throughout the show, and the winners for each award will be announced on Saturday at 4 pm via Vision Expo social media channels.

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An Upbeat Sentiment Among Speakers at the Corporate Optometry Reports Meeting

LAS VEGAS—With industry growth indicators pointing up and a growing pool of optometrists entering the work force, there are positive vibes in the corporate optometry business sector, even as new issues and challenges arise that have to be addressed.

This was the consensus expressed among corporate ODs and others in the optical business at the regular Corporate Optometry Reports session held here Wednesday afternoon as Vision Expo West was about to get under way.



Alcon's Carl Spear, OD, with the COR panel.

The tech firm VisionWeb and eyecare company Alcon

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The Next Retail Evolution: VM LIVE Explores New Tactics to Enhance the Customer X

LAS VEGAS—The retail business, or experience as it's often called today, is being reimagined as physical and digital influences merge to create new ideas of what a store, or a practice in the optical world, looks like and offers to engage consumers.

Two optical retail executives and a leading voice in retail-experience consulting provided their perspectives on this reimagining of the "store" and how digital technology is reshaping the shopping experience at VM LIVE's "Minding the Store" session on Wednesday afternoon as Vision Expo West was getting under way.

"Creative retailers know that technology is an essential element today in connecting with consumers," said Marge Axelrad, editorial director and SVP



The VM LIVE speakers included (l to r) Marge Axelrad, Doug Barnes Jr., David Moore, OD, Ed King and Andrew Karp.

at Jobson's Vision Monday, as she set the backdrop for the session. "It's not a potential, it's not a nice-to-have, rather it's an absolute imperative."

Retail consultant Ed King, a co-founder of High Street, a Retail Experience Collective, and leading voice in the experiential shopping arena, told attendees that the key to meeting and exceeding customer expectations in this new world of retail—and

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Think About Your Eyes Celebrates Gift of Sight With New Campaign

ALEXANDRIA, Va.—Think About Your Eyes' first commercials, developed in 2007, were designed to emulate public service announcements. Thanks to increased industry support for Think About Your Eyes, a new creative campaign launched in August, marking the first new creative since the campaign's initial debut.

"We saw an increasing need to reach consumers on an emotional level with our message about annual eye exams, and thus the opportunity to develop a new creative campaign to change their behavior around their vision health," said Jon Torrey, Think About Your Eyes' executive director.

To ensure the new campaign would have maximum impact with the target audience, the Think About Your Eyes team conducted two phases of market research. The first evaluated a wide variety of strategic approaches to help determine how best to motivate people to get a yearly exam from an eye doctor.

The second tested several creative approaches, developed in partnership with ghg | greyhealth group, that brought the winning strategy to life in different ways. This phase of research, which included more than 1,000 consumers, was specifically designed to measure the emotional impact of each potential campaign, as well as how strongly that emotional response was tied to behavior change.

Based on these criteria, a campaign called "Seeing is a Gift" emerged as the winner. It's a celebration of sight, and all that it brings to our lives, and our children's lives. It's also a reminder of how important it is to protect this most precious gift.

"Sight is something many people take for granted, but there is more to good vision than 20/20. Regular face-to-face eye examinations detect many eye and vision problems where there are no obvious signs or symptoms and serve as a primary health care access point for the



Scenes from the new ad campaign called "Seeing is a Gift," celebrates sight and reminds viewers to protect this most precious gift.

potential detection of over 275 systemic conditions with documented ocular involvement," said Rick Weisbarth, OD, FAAO and vice president of Professional Affairs for Alcon U.S. Vision Care. "As a company whose purpose is helping people see better, Alcon is thrilled to support the Think About Your Eyes awareness campaign and share the importance of yearly eye exams."

The commercials aired during a primetime broadcast on during NBC's America's Got Talent in August, select MLB games on ESPN and over 27 cable networks in primetime. The commercials also appeared in online video ads on popular news and

lifestyle websites.

In 2016, Think About Your Eyes' messaging led to an additional 1.15 million eye exams and an additional \$495 million in industry revenue. Think About Your Eyes is supported by International Vision Expo and 20 additional industry partners including Alcon, The Vision Council, American Optometric Association, All About Vision, Gunnar Optiks, Jobson Optical Group, National Vision, Inc. (NVI), SpecialEyes, SPY, Hilco Vision, Walman, Transitions, Shamir, Chemistrie Eyewear, Essilor, Luxottica Group, Eschenbach, Johnson & Johnson Vision, First Vision Media Group and **WestGroupe**. ■

Show Shots

1. (L to R) Vision Monday's Stephanie Sengwe and Jamie Wilson hosted a Pop Up Talk about the importance of inventory with Brooklyn Spectacles' Jenny Ma and Bruce Eyewear's Nada Vuksic.
2. Google's Brandon Lawlor talks about digital opportunities for ECPs at a joint Google and Marketing4ECPs' Google Connect session.
3. Opti-Port president Jim Edwards addressed the crowd during a reception on Wednesday night.
4. Women's Wear Daily Studios editor, Brandy Joy Smith (r) moderated a live streaming panel titled "The Eyewear Effect" with panelists Mike Hundert, De Rigo REM; Scott Shapiro, State Optical and WestGroupe's Beverly Sultineau.
5. The Optical Women's Association presented a panel discussion based on the OWA book selection, Emotional Intelligence 2.0. Essilor of America's Deborah Shute shared her HR expertise.
6. Coco and Breezy take a break with Eastern States Jason Shyer.
7. Ray-Ban ambassador Bobbi Harrell enlightens attendees during Lux Academy, Luxottica's continuing education training courses series.



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