

Professional Identity and Public Awareness - Success Story



Licensed Optician Campaign; Communicating with a National Voice



By Opticians Council Of Canada

One of the most important projects Canadian Opticians have undertaken during the past year is the Opticians' Council of Canada's Licensed Optician public awareness initiative. This multi-stage campaign including many components focuses on **informing the public about why it's important to see a Licensed, Regulated professional and in particular the importance of how opticians contribute to optimal vision health and safe choices.**

Internal Campaign - Audience; Opticians

On a national scale, all efforts were made to approach, inspire and educate all Opticians to be on-board in understanding the brand, using the brand and acting as brand ambassadors to 'spread the word'.

Deliverables included:

- Creation of a national website - LicensedOptician.ca (including an Optician password protected area)
- In-store promotions (Rack Card, Poster, Window Decal)
- On-line marketing & tools for Optician use (FAQs, Branding Guidance, Store)
- Production of a hardcopy mail piece and identification pin
- A striking, emotionally engaging multi-media video tells the opticians story. Opportunities were provided to enable Opticians to:
 - use the video for a rolling presentation in store
 - place the video on websites
 - include a link to the video within an email to be forwarded multiple times (viral email)
 - use of social media (point friends to the LicensedOptician.ca website)
- Sponsorship & exploration of co-branding



Opticians now have the opportunity to log in to the protected area of the LicensedOptician.ca website and discover tips on taking full advantage of the national advertising effort.

The mail piece designed was printed and a hardcopy was mailed directly to all Canadian Opticians. The mail piece caught the attention

of many with its brightly coloured logo, unique button design and transparent vellum envelope. The graphical shapes from within the logo, fold out to create the new eye catching two-dimensional Licensed Optician logo for your personal use.

The mail piece read...

"As licensed Opticians we're trained health professionals that balance form + function, design + technology...you might say we're vision architects. We help shape how people see their world and how the world sees them. Starting May 2010 – our profession will launch our first ever national campaign. You won't want to miss it! Learn more about the campaign and how to participate at www.LicensedOptician.ca/news. While there, sign up to receive campaign information!..."



Response:

- Almost 900 Opticians signed up on the website
- Website hits doubled since the marketing campaign launched in May 2010
- Google ads have been used to help promote the website in search engine opportunities relating to opticianry.

Google Ads – Response:

- Impressions (views): 411,073 (Number of times the ad shows in Google when a campaign keyword is looked up in search)
- Clicks: 2301 (Number of times the ad is clicked on from Google)

The website has gained positive feedback from Opticians and we will continue working to engage Opticians to use the promotional tools available on the website. Social media has also been used as a tool to consistently remind Opticians about the promotional tools on the website. We will continue working to inspire and educate Opticians about the campaign through newsletters, magazine articles, presentations and online communication.

Thank you to those Opticians who were inspired to visit the website – you took the opportunity to get informed, be involved, and to contribute to the national effort towards Opticians making a difference in the Canadian optical industry.

Launch – Public Campaign:

After the success of our internal campaign for Opticians, which unified the importance of all Opticians communicating with 'one-voice' to the public, the hard work continued. The Steering Committee together with an outsourced agency produced the public campaign including the following components:

- Media buy
- Television advertisement
- On-line marketing deliverables
- Public relations
- Drive visitors to the website - LicensedOpticians.ca
- Find an Optician database
- Learn about Opticians
- Watch the multimedia clip

**Changing how you see the world...
and how the world sees you.**



Update:

The television advertisement began airing nationally in May and continued through to July. Plans to re-air the advertisement in November 2010 will keep our 'one-voice' message of "Ask to see a Licensed Optician" consistently in the media for public viewing.

- showing 88 times per week
- delivering over 22,832,000 impressions

In addition to national television advertising, a Licensed Optician website has been launched with intriguing features for both the public and Opticians. The website provides the public with the ability to 'find an Optician'.

For more details, and to view the television advertisement, visit www.LicensedOptician.ca

We strive to keep you informed and will continue to update you as this national campaign effort evolves. Overall, the campaign was economically structured. The logo, other design elements and messaging were reused for different communication pieces.

What You, Opticians Can Do Now...

Learn all there is to know about the Licensed Optician Public Awareness Initiative

- Visit the protected area of the LicensedOptician.ca website regularly
- Use the Optician Marketing Materials: developed for your cost effective ease of use. Materials are available via the protected Opticians Area of the website. (refer to branding usage guidelines)
- Promote the brand and messaging wherever possible and with consistency
- Spread the word to other Licensed, Registered Opticians

Work together with 'one voice' to educate the public

- Encourage your patients to visit the public website LicensedOptician.ca
- Reinforce the messaging consistently
- Communicate...Licensed Opticians are highly skilled health professionals working to exacting standards and precision
- Generate awareness that the profession of Opticianry is Regulated and that the regulatory bodies exist to protect the public and ensure the highest level of care from Opticians
- Remind your patients to always make sure they are seeking vision care from a Licensed Optician to ensure that their vision is in safe hands. In Canada, Opticians are Regulated to ensure optimum vision health

Visit LicensedOptician.ca