

# And Now, A Word from TV's Sponsors



BY JOHN SAILER / SENIOR EDITOR

Even while it's clear simply by looking around that more and more people are choosing to watch video and "television" programming on their mobile devices, the large segment of the population that still enjoys traditional TV are being reached with television commercials. This remains true among optical retailers, according to the national and regional groups *VM* spoke with for this article.

Of the \$187 billion estimated to be spent on advertising this year, television is expected to comprise 42 percent or \$79 billion, according to Strategy Analytics, which analyzes market intelligence for emerging technologies. All of digital, which includes online video, is coming on strong, growing at a rate of 13 percent this year, according to Strategy Analytics, but it will still account for only 28 percent or \$52.8 billion of overall advertising dollars spent.

When speaking with a group of national and regional optical retailers about their use of video as a marketing tool on both television as well as among the newer digital media formats, *VM* found

that while they are exploring online video, many still rely primarily on TV to get their message across.

"We really believe in television advertising," said Jessica Tobin, director of marketing for Clarkson Eyecare. "It has always been a part of Clarkson advertising and proven for our patient base that TV is a place we need to be."

Still, the growth of online video advertising cannot be denied, and based on what some national and regional optical retailers told *VM*, its emergence is in part what is influencing a need to produce more video content overall.

For example, by interviewing its providers, Virginia Eye Institute created a lot of video content that is not only used in a number of different television commercials but is also broadcast via YouTube, Facebook, in the waiting room and to mobile devices through the optical group's patient engagement system. The emerging need for video across a wide array of platforms is fueling the need for its creation.

The national retailers *VM* interviewed also shared information about how they remain commit-

ted to television advertising as an important part of their marketing campaigns, even while they have also begun to include online video in the promotional mix.

"All of Visionworks' marketing efforts align in a multi-channel approach. National television lays the foundation for what we do at the local level, in-store, online and beyond," said president and CEO, HVHC, Inc. and president, Visionworks, Jim Eisen.

Ultimately, though, both regional and national optical retailers remain firmly committed to television advertising while straddling the emergence of online video. "We are moving a bit toward online video, but what's surprising is that television is still the broadest reach vehicle available," said Amy Connor, vice president of marketing for LensCrafters. "Even as many of us are moving to our mobile devices, people still like consumer television shows."

See how the following group of leading regional and national advertisers are creating and deploying television advertising as well as online video to reach their targeted audiences and convert them into business while ensuring a positive return on their investment in video, wherever it appears. ■

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## LensCrafters (Luxottica Retail North America)

Mason, Ohio

Amy Connor, Vice President, Marketing

**Target Demographic:** With almost 1,000 stores in the U.S., Canada and Puerto Rico, we reach a broad demographic. Our media buying target is 25-to-54, but because television is watched across all demographics, we do know we also reach the 18-to-24 and 55-plus markets.

**What's the Message:** Overall we present a couple of different messages. Obviously, we focus on people with vision correction needs, about 75 percent of the population. While it is a large group, we know a lot about people who wear glasses. For example, the "Be Clear" ad resulted from an innovation, My Look, developed through understanding how consumers cannot see when trying on glasses.

**Media Outlets:** Television (broadcast prime), cable (premium and entertainment), digital and mobile; wherever people are watching. We do a lot of in-depth research on where consumers are consuming media, and it's beginning to shift to phones and tablets where people watch their favorite shows.

**Return on Investment:** We're very fortunate to have very strong marketing vehicles with a positive return from many of them, including television and online videos. We have sophisticated measurement tools and know that the ROI for online video is on par with TV, which makes sense to us, as online video is simply the way the consumer watches their favorite shows these days.



**Takeaways:** We are fortunate to work with some great agencies and teams. We are moving a bit toward online video, but what's surprising is that television is still the broadest reach vehicle available. Even as many of us are moving to our mobile devices, people still like consumer television shows. We are constantly monitoring the future, and if we see shifts where consumers are going, we will be there. Two years ago, we would have had everything on television. Four years ago there were not as many cable options, but now look at how much amazing original content cable providers are putting out there with strong ratings.

## Clarkson Eyecare

St. Louis, Missouri

Jessica Tobin, Director of Marketing

**Target Demographic:** Women 25-to-54, because they are the people who make the health-related decisions. Everybody has eyes, so anybody can use our services.

**What's the Message:** We focus on the medical model rather than offering discounts.



**Media Outlets:** We're on all four major local affiliate stations, and we also partner with the local cable provider so they can place ads for us on any cable network in the area. We run all media in three-week flights, three weeks on and two weeks off. A vast majority of our advertising is on the news considering that's when a lot of people watch in real time. We also cut them into 15-second pre-roll videos for digital advertising.

**Return on Investment:** It's a struggle to measure ROI on television. We can do it with digital where we can get reports on views and click-throughs and also in print with barcodes on coupons. We have always done television for the past ten years, but we updated it with a logo and the "Simply.Better." tagline in the fourth quarter of 2013, when we decided to make an investment in an ongoing campaign. It took a few months before we started seeing new people, and those numbers have continued to rise.

**Takeaways:** We place all of our media on an annual basis. We meet in November to place the entire year, which maintains consistency and ensures the best rates and shows. We don't have an endless budget, so being on the air for three weeks at a time we are able to purchase as much frequency. For example, we can be on the *Today* show twice a day rather than once every other day. We really believe in television advertising. It has always been a part of Clarkson advertising and proven for our patient base that TV is a place we need to be.

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## Visionworks

San Antonio, Texas

Jim Eisen, President and CEO, HVHC, Inc. and President, Visionworks

**Target Demographic:** Visionworks goes beyond the basic buying demographics. Using various research tools, Visionworks is able to understand its consumer purchase behavior and deliver the Visionworks message to those who are likely to purchase eyewear from a retail chain.

**What's the Message:** We have many TV spots that we run depending on time of year, demo and message. A good example of focused buying would be our 2/\$99 Kids Glasses and Annual Eye Exam spot that ran during the Little League World Series on ESPN. This programming has a high family viewership and as it occurs right before school starts, the timing and demo was perfect for the message.

**Media Outlets:** Visionworks utilizes national television as a campaign base to generate efficient mass reach against their target audience. Relevant programming at the local level is used to enhance this connection with consumers.

**Return on Investment:** Visionworks is a data-driven marketer constantly reviewing tactics with results and makes adjustments as needed to deliver our sales goals.



**Takeaways:** A holistic approach with all mediums working together to deliver consistent messaging creates a strong connection with consumers and increases brand awareness.

## Virginia Eye Institute

Richmond, Virginia

Mark Johnson, Director of Optical Services

**Target Demographic:** Baby Boomers and 30 to 50 year olds.

**What's the Message:** Reinforce the brand, promote a new location and introduce laser-assisted cataract surgery through a group of different commercials. We had gone a while without our name out there, so the branding message let people know that anyone can go to Virginia Eye, not just for an eye problem, but for all



facets of eyecare, from routine to medical care to optical. We did a lot of interviews with our different providers to run them in our waiting areas, and we take clips from them and use them in different commercials.

**Media Outlets:** Cable TV, local affiliate television stations, YouTube, Facebook, radio, the waiting room, mobile via Solutionreach. The most effective times to be on TV depends on the age group. We reach the older Baby Boomers around the 6-6:30 pm news hour on NBC, ABC, CBS and FOX, and we reach the younger 30 to 50 year olds during the 8-10 pm prime time on TLC, Discovery and other cable learning and home improvement channels.

**Return on Investment:** One of the hardest things to measure for any marketing is ROI. We put different phone numbers on television advertisements so we know when the call is coming in that they got it from the ad. We used to lease the equipment to perform LensX laser-assisted cataract surgery, but with the increase in the number of procedures resulting from our television advertising we purchased our own and are looking to purchase another one.

**Takeaways:** The key is to be consistent and think long-term branding. When you look at it as a long-term investment, you can negotiate a better spot/time too. Keep in mind that whatever you produce should be used in different media, so make it so it can be used for radio and all of social media.



## Original and Targeted, Georgetown Opticians' Mini-Movie Is Trendy But Quirky

WASHINGTON, D.C.—The U.S. is watching more videos online than ever before, according to *Forbes* in its article, “5 Online Video Trends To Look For In 2015.”

Georgetown Opticians' recently released mini-movie is the perfect example of those trends, particularly number three, “Less focus on mass marketing, more on targeted marketing,” and number four, “It's all about original and premium digital video programming.”

Described as Wes Anderson meets *The Addams Family*, the professionally produced video is narrated by an accented voiceover that tells the story of an optically obsessed family to a classical music soundtrack.

If it sounds somewhat autobiographical about a multi-generational optical family, it is to some extent. “We let the design firm run a little wild with telling the story of our family business,” Georgetown Opticians' general manager Pierce Voorthuis told *dba*. “We all grew up with glasses and we all love glasses,” so the video reflects “how we all lived around glasses.” Even the dog in the video is Pierce's own, Troy who plays Iris in the video. The rest of the performers are professional actors.

The wacky styles of the family's outfits, home décor and even eyeglasses establish the video's quiriness, which is reflected in their outrageous optically oriented activities. The fun video has attracted a lot of attention via the internet and social media, and it has already been written up by *AdWeek* and *Fast Company*, among other publications.

The fashion eyewear retailer with three boutiques in the Washington, DC, area enlisted the professional firm of Design Army, who also happen to be clients and personal friends, to collaborate on a new creative approach for the business. “We decided this year to shift how we



brand our store and focus on ourselves and our style rather than let the brands we carry be our outward representation,” Voorthuis said. “Design Army understood our story and what we were about, so we worked with them collaboratively to flesh out a more exciting cohesive image.”

The campaign succeeded in achieving both excitement, judging from the buzz it has generated, and cohesion, with the video spawning print, social media and other in-office promotional materials. Voorthuis described it as a “pretty wide, geo-targeted digital advertising campaign. It will live on our website, on fashion-oriented websites, and it will be heavily

promoted through Instagram, Facebook and Twitter.” Its target audience is mid- to affluent consumers who live in the DC metro area.

In business for 38 years, Georgetown Opticians operates three locations known for carrying unique and exclusive eyewear. “We're intent on exploring why high-end eyewear is fun and important,” Voorthuis said, spoken like a true optically focused individual, not quite but almost like those in the video.

The video concludes with the tagline, “Our family knows glasses.” Yes they do, Georgetown Opticians . . . clearly. To view the Georgetown Opticians video, go to <http://bit.ly/Our-FamilyKnowsGlasses>. ■

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## Crown Vision Centers

Alton, Illinois

Charles "Matt" Matthews, President/CEO

**Target Demographic:** Ages 25 to 54, skewing female, and Baby Boomers 60 to 70. It's our philosophy to run to steer peak season demand such as back-to-school or first quarter later winter early spring as the buying traffic goes up, during periods when a higher number of people are shopping for eyecare services.

**What's the Message:** Our spots always contain an offer. We are not big believers in extensive use of image advertising. We prefer a call to action that gives the viewer a reason to do something when they see our ad.

**Media Outlets:** Broadcast and cable TV. Again skewing female, we tend to buy the Lifetime Channel and not a lot of sports. You can pick more of a demographic menu on cable, where the viewership is smaller but much more targeted. We also like the Nielsen numbers on local broadcast television because they've been in the system a long time. We use TV in a multi-channel coordinated scheme. Our ads conclude with our message board containing our website where a consumer can either schedule an exam 24/7 and shop at our online store, either by previewing the product or actually purchasing it so it is ready for pickup at the store or for delivery.

We do have some presence on YouTube, which is one way to stand out from the crowd. We use YouTube for lasik. When they search for lasik, our video pops up, and because there are a smaller number of people searching on YouTube than on Google, it's easier to rank well and become more visible.



**Return on Investment:** Measuring ROI is an inexact science that we monitor by exam appointment activity. When we're on, the exams are being booked. That's our barometer.

**Takeaways:** We use 10-second spots, not exclusively, but they help extend our effectiveness by increasing the frequency that our ads run in the local market. Television is a very cost-effective means of delivery with a low cost per impression, especially for eyecare providers that can service everyone watching TV, adults, children, seniors. If you cover the market and you have affordable TV rates, it's a good way to reach those people economically.

## Made Eyewear Taps Its Partners' Individuality in Online Video Collaboration

The Made Eyewear brand exudes individuality, allowing those who visit the online eyewear retailing site to build their own custom pair from thousands of options. That independent spirit is reflected in a recently released online video created to promote Made Eyewear's collaboration with record label Burger Records.

"We saw their other videos and thought they showed their creativity and personality, and that fits our brand, letting people be themselves and express themselves," Made Eyewear's marketing

manager Matt Garbutt told *dba*. "We're custom eyewear for custom people."

The video features members of the record label's band Cutty Flam humorously discussing the delivery of a pair of Made Eyewear glasses. It's already received a lot of exposure after being posted on the social media accounts of the band, the record label and Made Eyewear.

Following the success of this video, Made Eyewear has future plans to work with other brands and influencers, Garbutt told *dba*, in a program it's calling "Badassadors" (badass ambassadors). ■



You can watch "The Script," Made Eyewear's collaboration video with Burger Records, on the Cutty Flam Band's YouTube page.