

Customer: CIBA Vision

Sales Representative/Office: CURTIS JOHNSON

Application: POINT OF PURCHASE, RETAIL AND O.D. LOCATIONS

Vertical Market: HEALTHCARE

Effects Used: LENTICULAR FLIP CARD AND 3D, EASEL

Account Background

With worldwide headquarters in Atlanta, CIBA Vision is a global leader in the research, development and manufacturing of optical and ophthalmic products and services, including contact lenses, lens care products and ophthalmic surgical products.

Project Goals

The goal of the sweepstakes offer was to entice current competitor brand users to try Clear Care, while also increasing the brand recognition in both retail and Doctor Locations. We wanted to first provide

1. An “eye catching” alternative to the standard counter-top POP
2. High quality 4/Color Coupon Pads for the order, forms for the sales reps, order labels for the lens care shipments, and sales aids/sheets to help describe and “inspire” the doctor or retail location to “test” the promotion.
3. Fulfillment of the kits, and repeat orders, including personalized letters to each location.

Results

9.5% response rate for the direct mail campaign essentially doubled all historical programs. By producing such an “eye catching” piece, one that not only drives curiosity, but begs the question “how did they do that?” the doctors and technicians selling the brand have an immediate opportunity at the check out, or reception area. The additional cost per unit is also justified by longevity of exposure.

