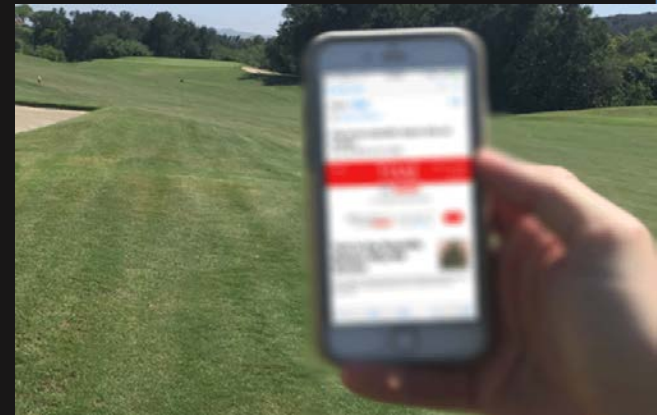


The REVOLUTIONARY **KAMRA[®] inlay**

It's time to restore your near vision.

BOOK A **FREE** CONSULT ▶

ASK
ABOUT
OUR NEXT
SEMINAR!



**NVISION EYE CENTERS' KAMRA INLAY PROCEDURE
INTEGRATED LAUNCH CAMPAIGN**

DitchYourGlasses.com

SANT STREET 
A Social Engagement Agency

NVISION EYE CENTERS' KAMRA INLAY PROCEDURE INTEGRATED LAUNCH CAMPAIGN

DitchYourGlasses.com

OUR TASK

Launch NVISION's most innovative laser correction procedure – the KAMRA Inlay. The target demographic for KAMRA is high net-worth, image-conscious adults, 40-55. NVISION was the first laser eye center practice on the West Coast to feature the procedure that restores near vision. The campaign not only had to introduce NVISION in the market, but also had to clearly list out the benefits of a procedure no one in the US had ever heard of.

OUR STRATEGY

We created a campaign theme that played off of the vanity of individuals who are “sick & tired“ of wearing glasses and contacts. Our creative and key messaging emphasized humorous, yet true-to-life vision pitfalls for adults over the age of 40 e.g. the need to correct their near vision to be able to play with Facebook on their smartphone without incessant squinting. The campaign included a microsite, web banners, Pandora, traditional print and social elements.

THE RESULTS

CAMPAIGN LEADS

- Over the course of the 3-month launch campaign, NVISION garnered more than 500 procedure leads at a cost of roughly \$75 per lead

ENGAGEMENT STATS

- Microsite visitors: 30,000+
- Social engagements: 2,500+
- Pandora click-thru-rate (CTR) - 3x the average for health and wellness-related campaigns

TOTAL IMPRESSIONS

- 4,500,000+
- The campaign is still running