



### ■ BACKGROUND

\$300 Million eye care services company with a leading position in \$2.8 Billion Refractive (Lasik Eye Surgery)

Traditional GTM Strategy relied on Optometric referrals

Corporate Competitor disrupted market by introducing direct-to-customer (DTC) advertising model. TLC sought to compliment OD model with DTC. TLC 2 year procedure trend -10%

### ■ CHALLENGES

TLC did not understand the different market segments nor the steps customers took to make decision to have Lasik surgery

Although an early adopter of technology TLC did not believe it had fully leveraged the benefits of the new technology (i.e. Intralase)

Concerned positioning was not clear

Limited experience in customer marketing – broad reach or targeted via direct or internet; lacked communication strategy

Market share was stable but recently ceded leadership to a competitor

### ■ APPROACH

Develop and execute a brand architecture providing point of differentiation and preference at each point in the purchase process

Define customer segments, understanding how the purchase decision is made

Develop Value Proposition and Brand Architecture

Define differentiating benefits and map to each touch point to drive purchase intent

Activate segmentation by developing questions that define segment/point in purchase process

Define creative strategy and implement awareness building campaign

Develop tailored web / direct communications and testing and metrics to assess effectiveness

### RESULT

**An 18% increase in leads, consultations and procedures**

**A 50% increase in awareness**

**200% increase in direct marketing effectiveness**

**Online consultation bookings grew from 5% to 15%, reducing Call Center Costs**

