



RESULT

A 300% increase in direct mail leads

The increased leads helped fuel 18% growth in procedures year over year - 4.5 times greater than the control group



BACKGROUND

\$300 Million eye care services company with leading positions in several eye care markets

Offers services in three growing areas:

Refractive - \$2.8 billion U.S. industry, including LASIK

Cataract - \$5.6 billion U.S. industry

Vision Correction – 70% of adult Americans (155.7 million) by 2006

CHALLENGES

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

Concerned positioning was not clear

Needed to more fully understand customers' decision process

Was implementing a new Go-to-Market 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

Deepen understanding of customers and how they make a purchase decision

Define TLC Vision points of difference

Map points of difference to the customer experience to activate purchase intent

Translate functional benefits into higher order behavioral or emotional benefits that create preference and advocacy for the TLC Vision experience

