



CAO 2020

Campaign #1



OD Helped Me

English Assets

My OD Found My....

This concept will focus on eye health and the importance of getting your eyes checked to identify other conditions. A more serious and scientific approach to creative and copy.

My OD found my tumour, My OD spotted diabetes symptoms I couldn't tell myself, etc.

Ad types:

- Newsfeed ads (FB & IG)
- Square social posts

Video:

- Newsfeed ads (FB & IG)
- Square format
- 15 second story placement

Your optometrist could detect indicators of _____.

Social Creative | Video 1 - Cancer

Your optometrist could detect
indicators of _____.

Supporting Copy Opportunities

Option 1:

Good eye health goes beyond good vision. 👁️ Routine eye exams help identify health conditions beyond vision issues. Book an appointment with an optometrist today.



Social Creative | *Video 2 - Diabetes*

Your optometrist could detect indicators of _____.

Supporting Copy Opportunities

Option 2:

Eyes are the windows to your overall health — and can show things you can't see. Routine eye exams are an essential part of your overall health and may help to detect more serious health conditions.



Social Creative | Video 3 - High Cholesterol

Your optometrist could detect indicators of _____.

Supporting Copy Opportunities

Option 3:

Care about your health? Get your eyes checked. 👁️ Regular eye exams can help identify conditions beyond vision issues. Book an appointment with an optometrist today.



Social Creative | Video 4 - Hypertension

Your optometrist could detect indicators of _____.

Supporting Copy Opportunities

Option 4:

20/20 vision doesn't mean perfect eye health. 👁️ Routine eye exams can help reveal signs of serious health issues. Get ahead of your health. Book an appointment with an optometrist today.



Social Creative | *Video 5 - Thyroid Disease*

Your optometrist could detect
indicators of _____.

Supporting Copy Opportunities

Option 5:

When was your last eye exam? 👁️
Routine eye exams can help spot some
diseases early. Don't wait. Book an
appointment with an optometrist
today.



Landing Page Copy

Good eye health goes beyond good vision.

Neglecting routine eye exams can have dangerous consequences. An optometrist can help detect serious health conditions before you recognize symptoms. Take preventive measures and start taking care of your eyes today. Click below to find an optometrist near you.

CTA: BOOK YOUR APPOINTMENT NOW





OD Helped Me

French Assets

My OD Found My....

This concept will focus on eye health and the importance of getting your eyes checked to identify other conditions. A more serious and scientific approach to creative and copy.

My OD found my tumor, My OD spotted diabetes symptoms I couldn't tell myself, etc.

Ad types:

- Newsfeed ads (FB & IG)
- Square social posts

Video:

- Newsfeed ads (FB & IG)
- Square format
- 15 second story placement

Un optométriste est en mesure de
détecter les signes indicateurs d'une

Social Creative | Video 1 - Cancer

Un optométriste est en mesure de
détecter les signes indicateurs d'une

Supporting Copy Opportunities

Option 1:

Good eye health goes beyond good vision. 👁️ Routine eye exams help identify diseases and disorders that can affect not only your sight but your overall health. Book an appointment with an optometrist today.

Translation:

Une bonne santé oculaire va au-delà d'une bonne vision. Des examens de la vue routiniers contribueront à déterminer si vous souffrez d'une maladie ou d'un trouble pouvant affecter non seulement votre vision, mais aussi votre état de santé général. Fixez un rendez-vous avec votre optométriste dès aujourd'hui.



Social Creative | Video 2 - Diabetes

Un optométriste est en mesure de
détecter les signes indicateurs du

Supporting Copy Opportunities

Option 2:

Eyes are the window to the body — they show more than just what you see. Routine eye exams are an essential part of your general health maintenance and can help prevent against more serious health issues. What do your eyes say about you? Book an appointment with an optometrist today.

Translation:

Les yeux sont une fenêtre sur votre état physique. Un examen de la vue routinier fait partie intégrante du maintien de votre santé globale et pourrait contribuer à la prévention de problèmes de santé sérieux. Que laissent deviner vos yeux à propos de votre état? Fixez un rendez-vous avec un optométriste dès aujourd'hui.



Social Creative | Video 3 - High Cholesterol

Un optométriste est en mesure de
détecter les signes indicateurs

Supporting Copy Opportunities

Option 3:

Care about your health? Get your eyes checked. 👁️
Regular eye exams help identify conditions that can affect not only your sight but your overall health. Book an appointment with an optometrist today.

Translation:

Votre santé est importante pour vous? Passez un examen de la vue. Des examens visuels réguliers peuvent aider à déterminer la présence de conditions pouvant affecter non seulement votre vision, mais aussi votre santé globale. Fixez un rendez-vous avec un optométriste dès aujourd'hui.



Social Creative | Video 4 - Hypertension

Un optométriste est en mesure de
détecter les signes indicateurs

Supporting Copy Opportunities

Option 4:

20/20 vision doesn't mean perfect eye health. 👁️ Routine eye exams can help prevent against more serious health issues. Get ahead of your health. Book an appointment with an optometrist today.

Translation:

Une vision 20/20 ne signifie pas nécessairement une santé oculaire parfaite. Des examens de la vue routiniers peuvent contribuer à la prévention de problèmes de santé plus sérieux. Soyez prévenant, fixez un rendez-vous avec un optométriste dès aujourd'hui.



Social Creative | Video 5 - Thyroid Disease

Un optométriste est en mesure de
détecter les signes indicateurs d'une

Supporting Copy Opportunities

Option 5:

When was your last eye exam? 👁️ Routine eye checks can help spot and prevent other underlying health issues. Don't wait. Book an appointment with an optometrist today.

Translation:

À quand remonte votre dernier examen de la vue? Des examens visuels routiniers peuvent aider à **déceler** et à prévenir des conditions de santé sous-jacentes. N'attendez plus. Fixez un rendez-vous avec un optométriste dès aujourd'hui.

