



Canadian Association of Optometrists

Social “How-To” Guide

AUGUST, 2017

PRESENTED BY **ARCANE**

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LANDING PAGE LINKS

Find below landing page links for each of the provinces to be used in social ads:

Manitoba:

geteyewise.com/manitoba

New Brunswick:

geteyewise.com/new-brunswick

Newfoundland and Labrador:

geteyewise.com/newfoundland-and-labrador

Nova Scotia:

geteyewise.com/nova-scotia

Prince Edward Island:

geteyewise.com/prince-edward-island

Saskatchewan:

geteyewise.com/saskatchewan

General English Link:

geteyewise.com

General French Link:

fautyvoir.com/fr

Once users click on a social ad, and proceed to click on the call-to-action on the landing page - the link they are taken to is:

https://opto.ca/find_doc

*Note: If users who click on the call-to-action on the landing page are French speaking, they will be given the option to select French on the opto site.



ENGLISH ADS



ENGLISH ADS

AD #1:



FB Supporting Copy:

Children can't tell you when they can't see clearly. At 6 months old, it's the right time for their first visit to an optometrist. Book an appointment today: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS

AD #2:



FB Supporting Copy:

Vision problems affect people of all ages - take your child to an optometrist for annual eye exams and help them see the world clearly. Visit here and book an appointment nearest you: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS

AD #3:



FB Supporting Copy:

Don't turn a blind eye on your child's vision - book an optometrist appointment today and help them see the world clearly. Find an optometrist nearest you: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS

AD #4:



FB Supporting Copy:

Help your children excel in school this year. An optometrist can identify problems with your child's vision that may impair their learning and development. Find an optometrist near you today: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS

AD #5:



FB Supporting Copy:

Set your children up for success this school year and take them to an optometrist. An annual eye exam can positively affect their learning experience. Book an appointment today: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS — VIDEO

VIDEO #1:



FB Supporting Copy:

As a parent, you're responsible for making sure your child's vision is healthy. Find an optometrist near you: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your children's sight and see an optometrist. Book an appointment today.



ENGLISH ADS — VIDEO

VIDEO #2:



FB Supporting Copy:

Better sight means better learning. Have your children's eyes checked just in time for the new school year. Book an appointment with an optometrist near you: www.geteyewise.com

Headline:

Find an Optometrist for Your Child

Description:

Save your child's sight and see an optometrist. Book an appointment today.



FRENCH ADS



FRENCH ADS

AD #1:



FB Supporting Copy:

Les jeunes enfants ne peuvent pas vous dire s'ils ne voient pas bien. L'âge recommandé pour un premier examen de la vue est de 6 mois. Prenez un rendez-vous dès aujourd'hui : www.fautyvoir.com

Headline:

Prenez rendez-vous avec un optométriste

Description:

Gardez votre vue. Faites un rendez-vous avec un optométriste près de vous.



FRENCH ADS

AD #2:



FB Supporting Copy:

Les problèmes de vision peuvent survenir à tout âge. Amener votre enfant faire un examen de la vue annuel chez un optométriste. Aidez-le à voir le monde clairement. Trouvez un optométriste près de chez vous et prenez rendez-vous : www.fautyvoir.com

Headline:

Prenez rendez-vous avec un optométriste

Description:

Gardez votre vue. Faites un rendez-vous avec un optométriste près de vous.



FRENCH ADS

AD #3:



FB Supporting Copy:

Ne fermez pas les yeux devant les problèmes de vision de votre enfant. Prenez un rendez-vous dès aujourd'hui et aidez-le à voir le monde clairement. Trouvez un optométriste près de chez vous : www.fautyvoir.com

Headline:

Trouvez un optométriste pour votre enfant

Description:

Préservez sa vue, voyez un optométriste. Prenez rendez-vous près de chez vous.



FRENCH ADS

AD #4:



FB Supporting Copy:

Aidez votre enfant à réussir son année scolaire. Un optométriste peut diagnostiquer chez votre enfant les problèmes de vision qui pourraient affecter son apprentissage et son développement. Trouvez un optométriste près de chez vous : www.fautyvoir.com

Headline:

Trouvez un optométriste pour votre enfant

Description:

Préservez sa vue, voyez un optométriste. Prenez rendez-vous près de chez vous.



FRENCH ADS

AD #5:



FB Supporting Copy:

Cette année, favorisez la réussite scolaire de votre enfant, amenez-le voir un optométriste. Un examen de la vue annuel peut influencer positivement son apprentissage. Prenez rendez-vous dès aujourd'hui : www.fautyvoir.com

Headline:

Trouvez un optométriste pour votre enfant

Description:

Préservez sa vue, voyez un optométriste. Prenez rendez-vous près de chez vous.



FRENCH ADS

AD #6:



FB Supporting Copy:

En tant que parent, vous êtes responsable de vous assurer de la santé oculaire de votre enfant. Trouvez un optométriste près de chez vous : www.fautyvoir.com

Headline:

Trouvez un optométriste pour votre enfant.

Description:

Préservez sa vue, voyez un optométriste. Prenez rendez-vous près de chez vous.



FRENCH ADS

AD #7:



FB Supporting Copy:

Vision et apprentissage vont main dans la main. Faites examiner la vue de vos enfants à temps pour le retour en classes. Prenez rendez-vous avec un optométriste près de chez vous : www.fautyvoir.com

Headline:

Trouvez un optométriste pour votre enfant.

Description:

Préservez sa vue, voyez un optométriste. Prenez rendez-vous près de chez vous.



SPECIFICATIONS

For all creative, please resize the assets to these specific specs:

Display Ads (For Digital Newspaper):

- Tall Block: 300x600
- Big Box: 300x250

Facebook Newsfeed Ads (static image):

- 1200px x 628px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

Facebook Newsfeed Ads (video):

- Video aspect ratio 1920px x 1080px 16:9
- h.264 compressed file
- Length: 120 minutes max
- Frames: 30fps max
- Max 4GB file upload

Twitter (static image):

- 1200px x 628px

Twitter (video):

- Support MP4 and MOV video formats on mobile apps
- On the web, they support the MP4 video format with H264 format with AAC audio
- You can upload videos up to 512MB, however you will be prompted to edit videos to 2 minutes and 20 seconds or less in length



SOCIAL MEDIA BEST PRACTISES

FACEBOOK:

Posting to Facebook - Industry Average Engagement Rate of 1%

- Focus on the qualities/content that make your brand unique
- Video and albums do well organically
- Remember holidays and special days
- Post original content
- Avoid only posting promotional content that lacks valuable information/fails to inspire
- Inspirational/provocative/viral content and messaging does well on Facebook (ie. your child's vision is YOUR responsibility)
- Evaluate your audience insights to see the demographic your content appeals to and use this to your advantage
- Strategically post at certain times of the day to capture audience attention organically
- Learn about the types of content that resonate with your audience to help mold future content strategy
- Consider generating new audiences by boosting posts or investing in Facebook ads

Frequency of Posting: 3-4 posts per week



SOCIAL MEDIA BEST PRACTISES

TWITTER:

Posting to Twitter - Industry Average Engagement Rate of 0.5%

- Listen to online conversations/trending topics and participate
- Drive content towards Facebook or your website using links where more information can be provided
- Use Twitter as a space to post frequently
- Don't be scared of short forms and abbreviations - use the 140 characters to say what you need to say even if it means replacing "and" with "&" or "with" with "w/"
- Shorten any urls/links in order to save space
- Track keywords used in Twitter in order to ensure participation in valuable conversations
- Use Twitter to connect with other brands, colleagues, or companies (interact by mentioning, retweeting and engaging)
- Align content with local events, if applicable for brand
- Use hashtags effectively
 - Only use hashtags that are relevant to your Tweet and brand image
 - Use a maximum of 2 hashtags per post - audiences are less likely to engage with a Tweet that is stuffed with hashtags
 - Consider creating a branded hashtag to gather everything that's being said about your brand in one place (hey, what about #GetEyeWise?)
 - Utilize hashtags to track/encourage user-generated content

*Frequency of Posting: **Up to 3-5 posts per day***



SOCIAL MEDIA BEST PRACTISES

INSTAGRAM:

Posting to Instagram - Industry Average Engagement Rate of 4.2%

- Instagram as a platform uses photos, hashtags, filters and emojis to engage audiences
 - Primarily a visual platform
 - Ensure that content/visuals are aesthetically pleasing
- Keep photos unique so that users don't find the same content on another page
- Tell a story with your photos and support your photos through the use of short and compelling captions
- Use geo-tag locations if it is relevant/appropriate for certain posts
- Give your audience a peek into the behind the scenes of your company

Frequency of Posting: Up to 5-7 posts per day



FACEBOOK BUSINESS MANAGER SET-UP

1. Getting set up in Business Manager

- Go to business.facebook.com
- Click **"Create Account"**
- Enter the name of your business, select the primary Page, and enter your name and work email address
- Move through the rest of the onboarding flow by entering the rest of the required fields

2. Adding people to your Business Manager

- Once you are logged in to your Business Manager, Go to **Business Settings** on the left of the page
- Click the asset you want access to - in this case, **Pages**
- Then click **Add People** to add yourself and others
- Adding people to your Business Manager allows them to manage the page on your behalf

3. Creating an Ad Account for your page

- Once you are logged in to your Business Manager, Go to **Business Settings** on the left of the page
- Click the asset you want access to - in this case, **Pages**
- Then click **Add People** to add yourself and others
- Adding people to your Business Manager allows them to manage the page on your behalf



PROMOTING CONTENT

BOOSTING FACEBOOK POSTS

1. First step is to schedule post(s) on your Facebook page using the scheduling feature.
 - Ensure you are in Business Manager view (this will be an option when you arrive on your page once Business Manager is set up)
 - After you schedule your post(s), visit business.facebook.com and click into your ad account



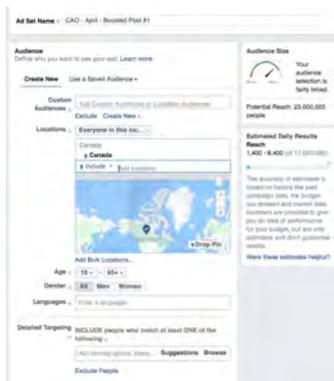
2. Once you click into the ad account, you will see this screen
3. Click on “**Create Ad**” at the top right of the page (green button)



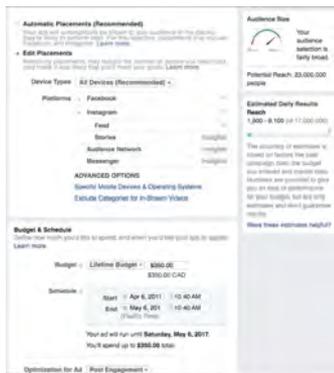
4. After you select the green button, this screen will appear →
5. **Choose a Campaign Objective —**
 - For your purpose, select “Engagement”
6. **Select a title for your campaign**
 - *Best Practice:* this should include your business name, project title or post topic, month and year



PROMOTING CONTENT



7. After you name the campaign, you will arrive at this screen.
8. **Name the Ad Set** (at the top)
 - o Include the client name, project, month and year for easy access and search ability in Business Manager
9. **Make your audience more specific** with detailed targeting based on demographics, interests, and behaviours (ie. young parents in your selected province)



10. Once you choose your audience, keep scrolling and **pick your placements and budget:**
 - o Under “Edit Placements”, deselect Instagram Feed option under “Instagram”, as well as Instant Articles, In-stream videos, and the right column options under “Facebook”
 - This is so the boosted post performs optimally in a user’s Facebook feed
 - o In most cases, select lifetime budget and insert the amount you have allocated to spend
 - o This is to ensure we are spending the correct budget across the total campaign duration
 - o Select specific date and time for boosted post campaign duration
 - o Click Continue



PROMOTING CONTENT



11. Next, you will arrive here.
 - Ensure the correct Facebook page and page post is selected from the drop down menu for ad launch
 - Once your page and post are selected, click Place Order at the bottom right



PROMOTING CONTENT

LAUNCHING AN INSTAGRAM AD

Launching Instagram ads is also done through Facebook Business Manager - and the steps are nearly the same as boosting a Facebook post.

There are only 3 major differences: the option of choosing a different objective initially (if applicable), selecting Instagram in placements, and adjusting the final page before launch where the ad creative is determined.

1st Difference: On the initial objective page, opportunity to select "website traffic" instead of "engagement"

- This will allow you to select a website and call to action when choosing your ad creative

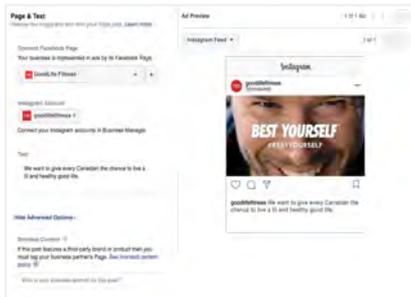
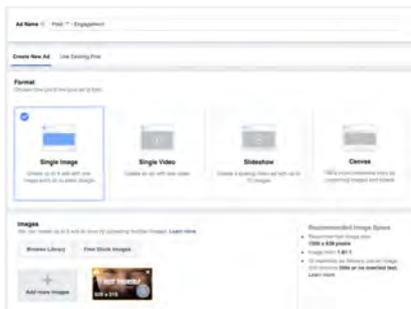
2nd Difference: Instead of selecting Facebook feeds under the placement section, deselect everything except for "Instagram Feeds"

3rd Difference: Once you arrive at the final page where you place the order, you must create your ad by uploading a creative and inputting text



PROMOTING CONTENT

- When you get to the final page (before launch) - select “create new ad” instead of “use existing post” from the tab below - unlike Facebook - your post wouldn’t have already been scheduled for Instagram:
 - The “create new ad” page will allow you to select a video or image for your Instagram ad
 - This page is also where you input your copy and link, and select your call-to-action button



Best Practices:

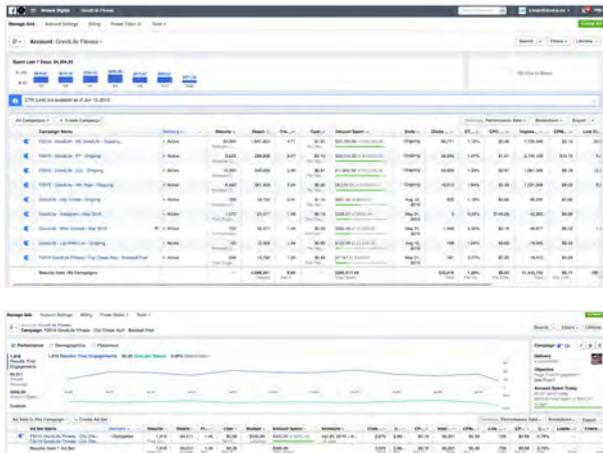
- Instagram ads are similar to organic posts - HOWEVER, unlike Facebook, the ad will NOT appear on your feed, you may want to repost the image/video and supporting copy separately for your base audience to engage with
- They should be compelling, high quality images
- However, images need to adhere to the 20% Facebook ad text rule
- Caption copy should align with call to action objective:
 - If engagement objective is selected:**
 - Caption should be short, inspirational and easy to consume
 - If website traffic objective is selected:**
 - Showcasing a special feature/product
 - Caption might be phrased as a question, motivational quote, or direct statement to entice users to want to learn more by visiting a website
- Other copy considerations:
 - Who is your target audience? (age and demographic)
 - Higher post traffic when using 80 characters or less
 - Do followers engage with In-depth context?
 - Do followers understand pop culture references?
 - Visit this [Sprout Social guide](#) on Instagram captions for more



PROMOTING CONTENT

MONITORING POST PERFORMANCE:

1. Click into your ad account in Business Manager to monitor the performance of your boosted post
2. Click Search button to easily locate the post



3. View boosted post insights by clicking on the campaign when in your ad account:
 - o This includes insights on post engagements, reach, cost per engagement, amount spent, impressions, click through rate, etc.
 - o This data is useful when comparing different boosted posts, as well as for reporting purposes
 - o Boosted posts are ideal for reaching a large amount of people in a certain timeframe, but also having the ability to target the *right* people, who will be more likely to convert



SOCIAL MEDIA KEY PERFORMANCE INDICATORS (KPI'S)

TOP PERFORMING CONTENT

Monitor content that performs the best to help drive strategy and future content considerations, using the below metrics to assist as well.

ENGAGEMENT RATE

This metric accounts for total social reactions, comments, shares, and clicks. Engagement Rate is also calculated relative to the number of followers and reach your company has, across a given social channel.

AUDIENCE GROWTH RATE

This metric compares fan growth over a selected period. Comparing audience growth rate on your social channels, month over month, can allow you to draw conclusions and insights based on seasonal trends, content performance, and budget allocation.

SOCIAL SENTIMENT

Tracking social sentiment requires manual filtering and tagging - however it can help to distinguish how your followers feel about your content. This information can help drive your community management strategy. Sentiment is usually labelled as positive, negative, or neutral.

IMPRESSIONS

The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page. These account for both people who have liked your Page and those who haven't. Similar to Audience Growth Rate, this metric is important to be measured month over month to determine why impressions might fluctuate (ie. budget allocation, types of content, etc).

REACH

The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page. This is different from impressions - rather than the amount of *times* content was served to audiences, it reflects how many *people* actually viewed the content. High reach does not necessarily result in higher engagement. If it doesn't - this might mean that your content was not compelling enough to warrant high engagement levels.





2018 CAMPAIGN

Canadian Association of Optometrists Social “How-To” Guide

2018 Campaign #1 Content - updated April 17. Contains approved English & French content

PRESENTED BY **ARCANE**



ENGLISH ADS

ENGLISH ADS

AD #1:



FB Supporting Copy:

Mistakes can be made when you can't read the fine print. It might be time to see an optometrist. Book an appointment today: www.geteyewise.com

Headline: See an Optometrist Now



ENGLISH ADS

AD #2:



FB Supporting Copy:

If you struggle reading labels, it's probably time to get your eyes checked. Book an appointment with your nearest optometrist today: www.geteyewise.com

Headline: See an Optometrist Now



ENGLISH ADS

AD #3:



FB Supporting Copy:

If your squinting is perceived as scowling, it's time to see the optometrist. Don't leave the wrong impression – book an appointment today: www.geteyewise.com

Headline: See an Optometrist Now





FRENCH ADS

FRENCH ADS

AD #1:



FB Supporting Copy:

Vous pourriez commettre une erreur si vous n'arrivez pas à lire les petits caractères. Il est peut-être temps de consulter un optométriste. Prenez un rendez-vous dès aujourd'hui au : www.fautyvoir.com

Headline: Voyez un optométriste dès maintenant



FRENCH ADS

AD #2:



FB Supporting Copy:

Si vous avez de la difficulté à lire les étiquettes, il est peut-être temps de passer un examen de la vue. Prenez un rendez-vous avec un optométriste près de chez vous au : www.fautyvoir.com

Headline: Voyez un optométriste dès maintenant



FRENCH ADS

AD #3:



f **FB Supporting Copy:**

Si vous plissez des yeux, mais que les gens s'imaginent se faire regarder d'un mauvais oeil, c'est qu'il est temps de consulter un optométriste. Ne laissez pas une mauvaise impression, fixez un rendez-vous dès aujourd'hui : www.fautyvoir.com

Headline: Voyez un optométriste dès maintenant





SOCIAL MEDIA **BEST** **PRACTICES**

SOCIAL MEDIA BEST PRACTICES

FACEBOOK:

Posting to Facebook - Industry Average Engagement Rate of 1%

- Focus on the qualities/content that make your brand unique
- Video and albums do well organically
- Remember holidays and special days
- Post original content
- Avoid only posting promotional content that lacks valuable information/fails to inspire
- Inspirational/provocative/viral content and messaging does well on Facebook (ie. your child's vision is YOUR responsibility)
- Evaluate your audience insights to see the demographic your content appeals to and use this to your advantage
- Strategically post at certain times of the day to capture audience attention organically
- Learn about the types of content that resonate with your audience to help mold future content strategy
- Consider generating new audiences by boosting posts or investing in Facebook ads

Frequency of Posting: 3-4 posts per week



SOCIAL MEDIA BEST PRACTICES

TWITTER:

Posting to Twitter - Industry Average Engagement Rate of 0.5%

- Listen to online conversations/trending topics and participate
- Drive content towards Facebook or your website using links where more information can be provided
- Use Twitter as a space to post frequently
- Don't be scared of short forms and abbreviations - use the 280 characters to say what you need to say even if it means replacing "and" with "&" or "with" with "w/"
- Shorten any urls/links in order to save space
- Track keywords used in Twitter in order to ensure participation in valuable conversations
- Use Twitter to connect with other brands, colleagues, or companies (interact by mentioning, retweeting and engaging)
- Align content with local events, if applicable for brand
- Use hashtags effectively
 - Only use hashtags that are relevant to your Tweet and brand image
 - Use a maximum of 2 hashtags per post - audiences are less likely to engage with a Tweet that is stuffed with hashtags
 - Consider creating a branded hashtag to gather everything that's being said about your brand in one place (hey, what about #GetEyeWise?)
 - Utilize hashtags to track/encourage user-generated content

*Frequency of Posting: **Up to 3-5 posts per day***



SOCIAL MEDIA BEST PRACTISES

INSTAGRAM:

Posting to Instagram - Industry Average Engagement Rate of 3-4%

- Instagram as a platform uses photos, hashtags, filters and emojis to engage audiences
 - Primarily a visual platform
 - Ensure that content/visuals are aesthetically pleasing
- Keep photos unique so that users don't find the same content on another page
- Tell a story with your photos and support your photos through the use of short and compelling captions
- Use geo-tag locations if it is relevant/appropriate for certain posts
- Give your audience a peek into the behind the scenes of your company

*Frequency of Posting: **Up to 5-7 posts per week***





FACEBOOK BUSINESS MANAGER

FACEBOOK BUSINESS MANAGER SET-UP

1. Getting set up in Business Manager

- Go to business.facebook.com
- Click "**Create Account**"
- Enter the name of your business, select the primary Page, and enter your name and work email address
- Move through the rest of the onboarding flow by entering the rest of the required fields

2. Adding people to your Business Manager

- Once you are logged in to your Business Manager, Go to **Business Settings** on the left of the page
- Click the asset you want access to - in this case, **Pages**
- Then click **Add People** to add yourself and others
- Adding people to your Business Manager allows them to manage the page on your behalf

3. Creating an Ad Account for your page

- Once you are logged in to your Business Manager, Go to **Business Settings** on the left of the page
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PROMOTING CONTENT

BOOSTING FACEBOOK POSTS

1. First step is to schedule post(s) on your Facebook page using the scheduling feature.
 - Ensure you are in Business Manager view (this will be an option when you arrive on your page once Business Manager is set up)
 - After you schedule your post(s), visit business.facebook.com and click into your ad account



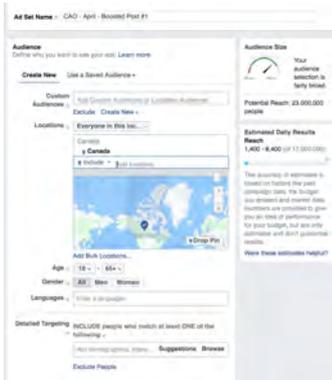
2. Once you click into the ad account, you will see this screen
3. Click on “**Create Ad**” at the top right of the page (green button)



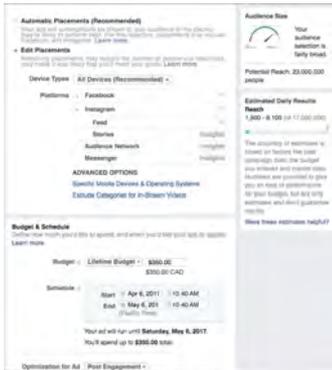
4. After you select the green button, this screen will appear →
5. **Choose a Campaign Objective** —
 - For your purpose, select “Engagement”
6. **Select a title for your campaign**
 - *Best Practice:* this should include your business name, project title or post topic, month and year



PROMOTING CONTENT



7. After you name the campaign, you will arrive at this screen.
8. **Name the Ad Set** (at the top)
 - o Include the client name, project, month and year for easy access and search ability in Business Manager
9. **Make your audience more specific** with detailed targeting based on demographics, interests, and behaviours (ie. young parents in your selected province)



10. Once you choose your audience, keep scrolling and **pick your placements and budget:**
 - o Under "Edit Placements", deselect Instagram Feed option under "Instagram", as well as Instant Articles, In-stream videos, and the right column options under "Facebook"
 - This is so the boosted post performs optimally in a user's Facebook feed
 - o In most cases, select lifetime budget and insert the amount you have allocated to spend
 - o This is to ensure we are spending the correct budget across the total campaign duration
 - o Select specific date and time for boosted post campaign duration
 - o Click Continue



PROMOTING CONTENT



11. Next, you will arrive here.
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 - Once your page and post are selected, click Place Order at the bottom right





LAUNCHING
INSTAGRAM ADS

LAUNCHING INSTAGRAM ADS

Launching Instagram ads can be done through Facebook Business Manager and within app. When launching in Facebook Business Manager, the steps are nearly the same as boosting a Facebook post.

There are only 3 major differences: the option of choosing a different objective initially (if applicable), selecting Instagram in placements, and adjusting the final page before launch where the ad creative is determined.

1st Difference: On the initial objective page, opportunity to select “website traffic” instead of “engagement”

- This will allow you to select a website and call to action when choosing your ad creative

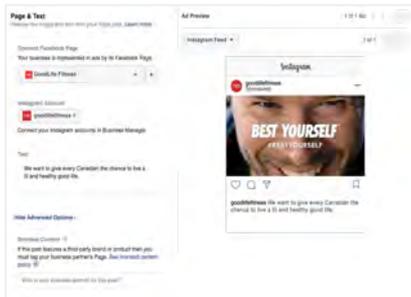
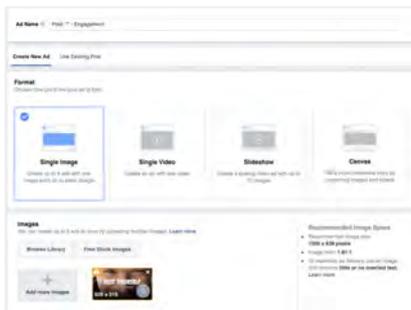
2nd Difference: Instead of selecting Facebook feeds under the placement section, deselect everything except for “Instagram Feeds”

3rd Difference: Once you arrive at the final page where you place the order, you must create your ad by uploading a creative and inputting text



LAUNCHING IN BUSINESS MANAGER

- When you get to the final page (before launch) - select "create new ad" instead of "use existing post" from the tab below - unlike Facebook - your post wouldn't have already been scheduled for Instagram:
 - The "create new ad" page will allow you to select a video or image for your Instagram ad
 - This page is also where you input your copy and link, and select your call-to-action button

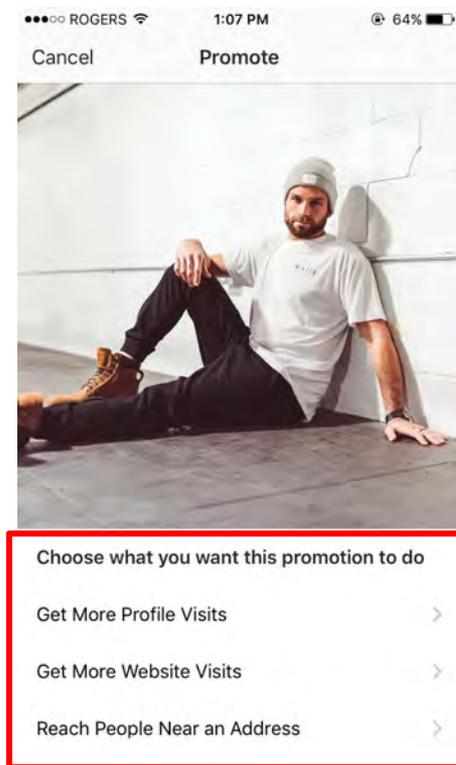


Best Practices:

- Instagram ads are similar to organic posts - HOWEVER, unlike Facebook, the ad will NOT appear on your feed, you may want to repost the image/video and supporting copy separately for your base audience to engage with
- They should be compelling, high quality images
- However, images need to adhere to the 20% Facebook ad text rule
- Caption copy should align with call to action objective:
 - If engagement objective is selected:**
 - Caption should be short, inspirational and easy to consume
 - If website traffic objective is selected:**
 - Showcasing a special feature/product
 - Caption might be phrased as a question, motivational quote, or direct statement to entice users to want to learn more by visiting a website
- Other copy considerations:
 - Who is your target audience? (age and demographic)
 - Higher post traffic when using 80 characters or less
 - Do followers engage with In-depth context?
 - Do followers understand pop culture references?
 - Visit this [Sprout Social guide](#) on Instagram captions for more



BOOSTING IN-APP



←
In-app ad objectives

- Boosting in-app refers to promoting an Instagram post that already exists on your feed
- On every post you publish to your Instagram feed, there should be an option to “Promote”
 - It’s a visible button right beside the caption
- Track how many people are seeing and engaging with your ad right on your profile!
- You can also access insights in Facebook Business Manager
- All promotable content should be compelling, high quality images
- Ensure images are in square or portrait [format](#) (or 1:1 ratio) for maximum real estate
 - Posts in these sizes garner more engagements
- However, images need to adhere to the 20% Facebook ad text rule
- Boosting within app adds some limitations:
 - **Limited objectives** - if you want to execute a full-fledged shopping or conversion objective campaign, that needs to be done in Ads Manager
 - Boosting within app is great to gain some more traction on a high performing organic post (objectives are website visits, profile visits, store directions - see image)



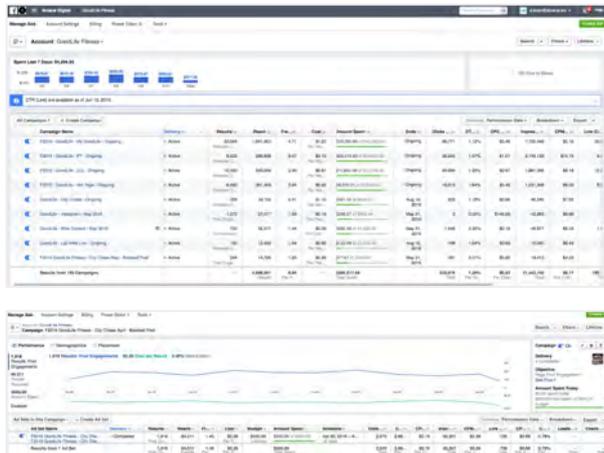


MONITORING PERFORMANCE

PROMOTING CONTENT

MONITORING POST PERFORMANCE:

1. Click into your ad account in Business Manager to monitor the performance of your boosted post or Instagram ad
2. Click Search button to easily locate the post



3. View boosted post insights by clicking on the campaign when in your ad account:
 - o This includes insights on post engagements, reach, cost per engagement, amount spent, impressions, click through rate, etc.
 - o This data is useful when comparing different boosted posts, as well as for reporting purposes
 - o Boosted posts are ideal for reaching a large amount of people in a certain timeframe, but also having the ability to target the *right* people, who will be more likely to convert or engage



SOCIAL MEDIA **KPI's**

SOCIAL MEDIA KEY PERFORMANCE INDICATORS (KPI'S)

TOP PERFORMING CONTENT

Monitor content that performs the best to help drive strategy and future content considerations, using the below metrics to assist as well.

ENGAGEMENT RATE

This metric accounts for total social reactions, comments, shares, and clicks. Engagement Rate is also calculated relative to the number of followers and reach your company has, across a given social channel.

AUDIENCE GROWTH RATE

This metric compares fan growth over a selected period. Comparing audience growth rate on your social channels, month over month, can allow you to draw conclusions and insights based on seasonal trends, content performance, and budget allocation.

SOCIAL SENTIMENT

Tracking social sentiment requires manual filtering and tagging - however it can help to distinguish how your followers feel about your content. This information can help drive your community management strategy. Sentiment is usually labelled as positive, negative, or neutral.

IMPRESSIONS

The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page. These account for both people who have liked your Page and those who haven't. Similar to Audience Growth Rate, this metric is important to be measured month over month to determine why impressions might fluctuate (ie. budget allocation, types of content, etc).

REACH

The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page. This is different from impressions - rather than the amount of *times* content was served to audiences, it reflects how many *people* actually viewed the content. High reach does not necessarily result in higher engagement. If it doesn't - this might mean that your content was not compelling enough to warrant high engagement levels.

WEBSITE TRAFFIC

See how much traffic is being driven to your website or landing pages from social. Use UTM tracking on your links to determine what platform your traffic is coming from. Boost visits to your site by including social posts optimized for link clicks.





CAO - National Eyewise Campaign May/June 2018

Campaign Logos & Assets for your Optometry Practice
Social How-To-Guide

MAY 2018

PRESENTED BY **ARCANE**

ASSET SPECS: CAMPAIGN #2 (May/June 2018)

Facebook Profile Photo:

- 180px x 180px

Facebook Cover Photo:

- 828px x 315px

Facebook Newsfeed Ads (static):

- 1200px x 628px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid
- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

Facebook Newsfeed Ads (video):

- Landscape aspect ratio 1280px x 720px 16:9
- Square aspect ratio 600px x 600px 1:1

Twitter (static image):

- 1200px x 628px

Twitter (video):

- Landscape recommended dimensions: 320 x 180 (256K bitrate), 640 x 360 (768K bitrate) and 1280 x 720 (2048K bitrate)





EVERYDAY **MISTAKES**

EVERYDAY MISTAKES: SPF [ENGLISH]

AD #1:



Creative Copy:

Couldn't read the SPF?

FB Supporting Copy:

Don't get burned by poor vision. If you struggle with the fine print, it's time to see an optometrist. Book an appointment now.

Headline:

See an Optometrist Now



ERREURS COURANTES: FPS [FRENCH]

AD #1:



Creative Copy:

Vous ne pouviez pas voir le FPS?

FB Supporting Copy:

Votre vision vous fait voir du rouge? Si vous n'arrivez plus à lire les petits caractères, c'est qu'il est temps de consulter un optométriste. Prenez un rendez-vous dès aujourd'hui.

Headline:

Voyez un optométriste dès maintenant



EVERYDAY MISTAKES: LOOK FAMILIAR? [ENGLISH]

AD #2:



Creative Copy:

Does your phone look like this?

FB Supporting Copy:

Trouble reading the small print = trouble seeing. Don't let poor eyesight hold you back. Book an appointment with an optometrist today.

Headline:

See an Optometrist Now



ERREURS COURANTES: CETTE SITUATION VOUS EST FAMILIÈRE? [FRENCH]

AD #2:



Creative Copy:

Votre appareil ressemble à ceci?

FB Supporting Copy:

Difficultés à lire les petits caractères = problèmes de vision. Ne laissez pas votre mauvaise vision vous jeter de la poudre aux yeux. Prenez un rendez-vous avec un optométriste dès aujourd'hui.

Headline:

Voyez un optométriste dès maintenant



EVERYDAY MISTAKES: DOG MEDS [ENGLISH]

AD #3:



FB Supporting Copy:

Mistakes happen when you can't read the fine print. It might be time to see an optometrist. Book an appointment today: www.geteyewise.com

Creative Copy:

Took the dog meds by mistake?

Headline:

See an Optometrist Now



ERREURS COURANTES: C'ÉTAIT POUR LE CHIEN? [FRENCH]

AD #3:



Creative Copy:

Vous avez pris le médicament du chien par erreur?

FB Supporting Copy:

Une erreur est si vite arrivée, surtout vous n'arrivez pas à lire petits caractères. Il est peut-être temps de consulter un optométriste. Prenez un rendez-vous dès aujourd'hui au : www.fautyvoir.com

Headline:

Voyez un optométriste dès maintenant





CAO - National Eyewise Campaign August/September 2018

Campaign Logos & Assets for your Optometry Practice
Social How-To-Guide

PRESENTED BY ARCANE
AUGUST 2018

ASSET SPECS: CAMPAIGN #3

(August/September 2018)

Facebook Profile Photo:

- 180px x 180px

Facebook Cover Photo:

- 828px x 315px

Facebook Newsfeed Ads (static):

- 1200px x 628px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid
- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

Facebook Newsfeed Ads (video):

- Landscape aspect ratio 1280px x 720px 16:9
- Square aspect ratio 600px x 600px 1:1





TYPOGRAPHY & COLOURS

TYPOGRAPHY & COLOURS

GIBSON, BOLD

AaBbCc

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

GIBSON, BOLD ITALIC

AaBbCc

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

GIBSON, SEMIBOLD

AaBbCc

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

GIBSON, SEMIBOLD ITALIC

AaBbCc

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

GIBSON, REGULAR

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GIBSON, ITALIC

AaBbCc

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

GIBSON, LIGHT

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GIBSON, LIGHT ITALIC

AaBbCc

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

PRIMARY



HEX: #00A7E1

RGB: 0, 168, 225

CMYK: 80, 12, 1, 0

PMS: 2995 C



HEX: #232121

RGB: 35, 34, 34

CMYK: 71, 66, 65, 72

PMS: NEUTRAL BLACK C





LOGO USAGE

LOGO [ENGLISH]

CMYK, WITH TAGLINE

eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

GetEyeWise.com

GREY SCALE, WITH TAGLINE

eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

GetEyeWise.com

PMS, WITH TAGLINE

eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

GetEyeWise.com

REVERSE, WITH TAGLINE

eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

GetEyeWise.com

CMYK, SIMPLIFIED

eyewise

GetEyeWise.com

GREY SCALE, SIMPLIFIED

eyewise

GetEyeWise.com

PMS, SIMPLIFIED

eyewise

GetEyeWise.com

REVERSE, SIMPLIFIED

eyewise

GetEyeWise.com



LOGO [FRENCH]

CMYK, WITH TAGLINE

faut y voir

VOTRE VUE, VOYEZ-Y!
CONSULTEZ UN OPTOMÉTRISTE

Fautyvoir.com

GREY SCALE, WITH TAGLINE

faut y voir

VOTRE VUE, VOYEZ-Y!
CONSULTEZ UN OPTOMÉTRISTE

Fautyvoir.com

PMS, WITH TAGLINE

faut y voir

VOTRE VUE, VOYEZ-Y!
CONSULTEZ UN OPTOMÉTRISTE

Fautyvoir.com

REVERSE, WITH TAGLINE

faut y voir

VOTRE VUE, VOYEZ-Y!
CONSULTEZ UN OPTOMÉTRISTE

Fautyvoir.com

CMYK, SIMPLIFIED

faut y voir

Fautyvoir.com

GREY SCALE, SIMPLIFIED

faut y voir

Fautyvoir.com

PMS, SIMPLIFIED

faut y voir

Fautyvoir.com

REVERSE, SIMPLIFIED

faut y voir

Fautyvoir.com





EVERYDAY **MISTAKES**

EVERYDAY MISTAKES [ENGLISH]

AD #1:



FB Supporting Copy:

Having a hard time with the fine print? Book an appointment with an optometrist. Find one today. [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment)

Creative Copy:

That's not the tube you're looking for.

Headline:

See an Optometrist Now



ERREURS COURANTES [FRENCH]

AD #1:



FB Supporting Copy:

Vous avez de la difficulté à lire les petits caractères? Prenez rendez-vous avec un optométriste. Trouvez-en un aujourd'hui [Fautyvoir.com/prendre-un-rendez-vous](https://fautyvoir.com/prendre-un-rendez-vous)

Creative Copy:

Ce n'était pas le tube que vous cherchiez!

Headline:

Voyez un optométriste dès maintenant





DID YOU KNOW?

DID YOU KNOW? [ENGLISH]

AD #1:



FB Supporting Copy:

Give your eyes the TLC they deserve with a trip to the optometrist! ❤️ Book an appointment today: [geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?...
The human eye can see over 10 million colours.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #1:



FB Supporting Copy:

Prenez soin de vos yeux comme ils le méritent, voyez un optométriste!
♥ Planifiez un rendez-vous dès aujourd'hui! [Fautyvoir.com/le-saviez-vous](https://www.fautyvoir.com/le-saviez-vous)

Creative Copy:

Le saviez-vous?
L'œil humain peut déceler plus de 10 millions de couleurs différentes.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #2:



FB Supporting Copy:

Keep your most active muscles in shape. 🏃🏻‍♀️👁️ Book a visit to the optometrist today! 🏃🏻‍♀️👁️ [geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?
Your eye contains the fastest muscles in the human body.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #2:



FB Supporting Copy:

Vos muscles les plus rapides doivent aussi garder la forme.. 🙌 Planifiez un rendez-vous chez l'optométriste dès aujourd'hui! 🙌
Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?
Les yeux contiennent les muscles les plus rapides du corps humain.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #3:



FB Supporting Copy:

Your eyes need help from the brain to work properly – and they also need help from the optometrist! Book an appointment today: geteyewise.com/did-you-know

Creative Copy:

Did you know?
You see things upside down - it's your brain that turns the image the right way up.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #3:



FB Supporting Copy:

Pour bien fonctionner, vos yeux ont besoin de votre cerveau, ils ont aussi besoin d'un bon optométriste! ☐ Planifiez un rendez-vous chez l'optométriste dès aujourd'hui! [Fautyvoir.com/le-saviez-vous](https://www.fautyvoir.com/le-saviez-vous)

Creative Copy:

Le saviez-vous?

Vous voyez les choses à l'envers, c'est votre cerveau qui corrige la situation.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #4:



FB Supporting Copy:

Your eyes might be complex – but taking care of them doesn't have to be.

📅 Book an appointment with an optometrist today:
[geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?

Eyes are the second most complex organ after the brain.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #4:



FB Supporting Copy:

Vos yeux sont complexes, mais en prendre soin ne devrait pas être sorcier.

📅 Planifiez un rendez-vous chez l'optométriste dès aujourd'hui!

Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?

Les yeux sont les organes se classant deuxièmes en termes de complexité après le cerveau.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #5:



FB Supporting Copy:

Eye exams are key to eye health. Learn about the state of your vision with a visit to the optometrist. Book an appointment today: geteyewise.com/did-you-know

Creative Copy:

Did you know?
The world's most common eye colour is brown.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #5:



The advertisement features a young girl with brown eyes and braided hair, smiling. She is wearing a denim shirt. The background is a teal color. In the top left corner, there is a white box with the Fautyvoir logo and text: "fauty voir", "VOTRE VUE. VOTRE O.", "CONSULTEZ UN OPTOMETRISTE.", and "Fautyvoir.com". The main text on the left side of the image reads "LE SAVIEZ-VOUS?" in large white letters, followed by "LA COULEUR DES YEUX LA PLUS COURANTE EST LE BRUN." in smaller white letters.

FB Supporting Copy:

Pour en savoir plus sur l'état de votre vision, planifiez un rendez-vous chez l'optométriste dès aujourd'hui! □ Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?

La couleur des yeux la plus courante est le brun.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #6:



FB Supporting Copy:

Don't get burned! ☐ ↔ Regular eye exams can help protect your eye health. Be proactive - book an appointment today: [geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?
Your eyes can get sunburned.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #6:



FB Supporting Copy:

Ne les exposez pas à ce risque! ☐ ** Des examens de la vue réguliers peuvent préserver votre santé oculaire. Soyez proactif, prenez rendez-vous dès aujourd'hui : [Fautyvoir.com/le-saviez-vous](https://www.fautyvoir.com/le-saviez-vous)

Creative Copy:

Le saviez-vous?
Vos yeux sont aussi sensibles aux coups de soleil.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #7:



FB Supporting Copy:

Your eyes are more important in capturing your big moments than your smartphone. Help maintain good memories with a visit to the optometrist. Book an appointment today: geteyewise.com/did-you-know

Creative Copy:

Did you know?
80% of our memories are determined by what we see.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #7:



FB Supporting Copy:

Les moments précieux de la vie passent d'abord par vos yeux, pas votre appareil intelligent. Assurez-vous de pouvoir garder de beaux souvenirs grâce à une visite chez l'optométriste. Prenez rendez-vous dès aujourd'hui. Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?
Près de 80 % de nos souvenirs sont déterminés par ce que nous voyons.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #8:



FB Supporting Copy:

The light sensitive cells in our eyes help us see when it's bright and dark.

Protect your vision with a visit to the optometrist:
[geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?

Your eyes contain around 107 million light sensitive cells.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #8:



FB Supporting Copy:

Les cellules photosensibles de nos yeux nous aide à distinguer la clarté de la noirceur. □ Protégez votre vision grâce à une visite chez l'optométriste.
Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?
Vos yeux contiennent près de 107 millions de cellules photosensibles.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

AD #9:



FB Supporting Copy:

A baby's first visit to the optometrist should happen as early as 6-9 months. 🧒 **Your eye health should be a lifelong priority. Book an appointment today: [geteyewise.com/did-you-know](https://www.geteyewise.com/did-you-know)

Creative Copy:

Did you know?
All babies are colour blind at birth.

Headline:

See an Optometrist Now



LE SAVIEZ-VOUS? [FRENCH]

AD #9:



FB Supporting Copy:

La première visite de bébé chez l'optométriste devrait avoir lieu dès l'âge de 6 ou 9 mois. 🧐 ** Votre santé oculaire devrait être une priorité pour la vie. Prenez rendez-vous dès aujourd'hui: Fautyvoir.com/le-saviez-vous

Creative Copy:

Le saviez-vous?
Tous les bébés naissent daltoniens.

Headline:

Voyez un optométriste dès maintenant



DID YOU KNOW? [ENGLISH]

Twitter banner 1500 × 500



Facebook banner 851 × 310



Web banner 1140 × 480



LE SAVIEZ-VOUS? [FRENCH]

Twitter banner 1500 × 500



Facebook banner 851 × 310



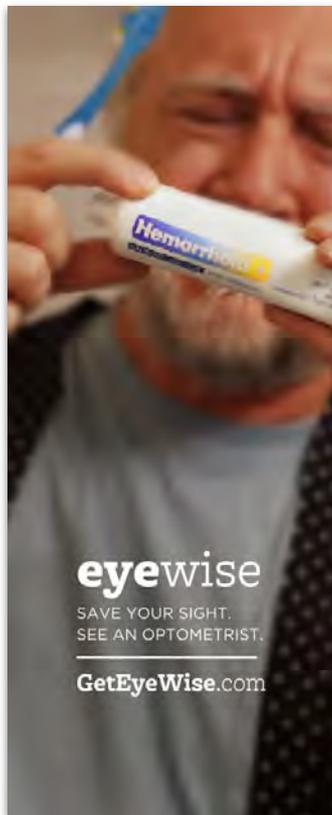
Web banner 1140 × 480





LANDING PAGES

EVERYDAY MISTAKES



eyewise
SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.
[GetEyeWise.com](https://www.geteyewise.com)



SEE THE FINE PRINT MORE CLEARLY!

Vision issues can lead to little mistakes that can have a big impact. If you struggle with the fine print, regular visits to the optometrist can help you see more clearly. **Click below to find an optometrist near you today.**



BOOK AN APPOINTMENT



DID YOU KNOW?



eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

[GetEyeWise.com](https://www.geteyewise.com)



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

DID YOU KNOW IT ONLY TAKES 2 MINUTES?

A quick call could save your sight. Booking an appointment with an optometrist can help identify and prevent vision problems now, so that you can have a clear future.



BOOK AN APPOINTMENT





CAMPAIGN **VIDEOS**

CAMPAIGN VIDEOS

VIDEO 1, 1920x1080, English - DID YOU KNOW?



eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

GetEyeWise.com

VIDEO 2, 1920x1080, English & French - Everyday Mistakes



A visit to the optometrist should fix that.
Book an appointment today.

Une visite chez un optométriste peut
régler votre problème.

Fixez un rendez-vous dès aujourd'hui.





CAO 2019 - National Eyewise Campaign #1

Social How-To-Guide
Campaign Logos & Assets for your Optometry Practice

PRESENTED BY **ARCANE**

ASSET SPECS: CAMPAIGN #1 (March - April)

Facebook Profile Photo:

- 180px x 180px

Facebook Cover Photo:

- 828px x 315px

Facebook Newsfeed Ads (static):

- 1200px x 628px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid
- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

Facebook Newsfeed Ads (video):

- Landscape aspect ratio 1280px x 720px 16:9
- Square aspect ratio 600px x 600px 1:1

Instagram Ads:

- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

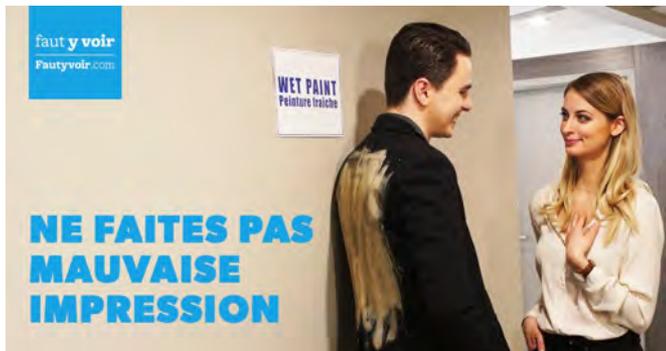




SOCIAL ASSETS

EVERYDAY MISTAKES

AD #1:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

First impressions matter. Make yours count. ** Book an appointment with an optometrist today: getyewise.com/book-an-appointment

FRENCH

Les premières impressions comptent. Assurez-vous de faire bonne impression! ** Planifiez un rendez-vous chez un optométriste dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH

Ne faites pas mauvaise impression

Headline:

See an Optometrist Now

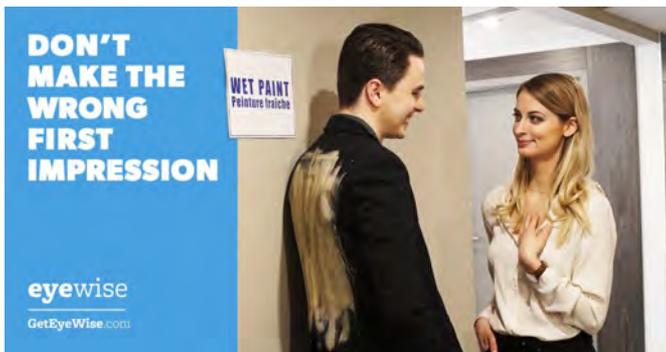
FRENCH

Voyez un optométriste dès maintenant



EVERYDAY MISTAKES

AD #2:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

You only have one shot at a first impression. Don't let poor eyesight take it away from you.

📞 Book an appointment with an optometrist today: geteyewise.com/book-an-appointment

FRENCH

Vous n'avez qu'une chance de faire bonne impression. Ne la gâchez pas à cause de vos problèmes de vue. 📞 Planifiez un rendez-vous avec un optométriste dès aujourd'hui :

fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

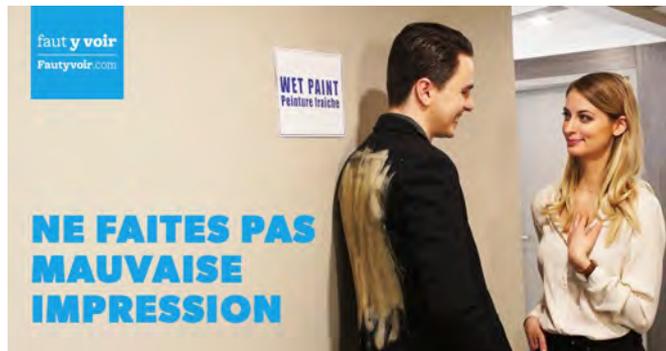
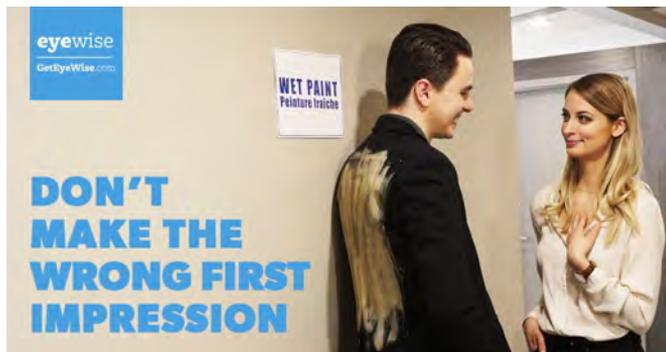
FRENCH

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES

AD #3:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

Nervous about the first date? Don't let poor eyesight make you look bad!

Book an appointment with an optometrist today:

geteyewise.com/book-an-appointment

FRENCH:

Le premier rendez-vous vous stresse? Ne laissez pas votre mauvaise vision vous empêcher de faire bonne impression. Planifiez un rendez-vous avec un optométriste dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH:

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES

AD #4:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy Option:

Can't read the signs? That should send you a message... Find an optometrist near you today: geteyewise.com/book-an-appointment

FRENCH:

Vous ne voyez pas les signes? Vous devriez comprendre le message... Trouvez un optométriste près de chez vous dès aujourd'hui :

fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH:

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES [ADDITIONAL ASSETS]



FB Supporting Copy Option:

Is your sight getting you into embarrassing situations? An optometrist can fix that. Book an appointment today:
geteyewise.com/book-an-appointment

FRENCH:

Vous vous retrouvez dans des situations embarrassantes à cause de votre vision? Un optométriste peut vous aider à remédier à ce problème. Planifiez un rendez-vous dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Is your eyesight holding you back?

FRENCH:

Votre vision vous ralentit?

Headline:

Book An Appointment Today

FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES [ADDITIONAL ASSETS]



FB Supporting Copy Option:

Trouble reading signs, labels, and lunch bags? It's time to see an optometrist. Book an appointment today:
[geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment)

FRENCH:

Difficultés à lire les enseignes, les étiquettes et les sacs à lunch? Il est temps de consulter un optométriste. Prenez rendez-vous dès aujourd'hui :
[fautyvoir.com/prendre-un-rendez-vous](https://www.fautyvoir.com/prendre-un-rendez-vous)

Creative Copy:

Took your kid's lunch?

FRENCH:

Parti avec le lunch de votre enfant?

Headline:

See an Optometrist Now

FRENCH:

Voyez un optométriste dès maintenant



COVER PHOTOS [ENGLISH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



COVER PHOTOS [FRENCH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500





LANDING PAGES

EVERYDAY MISTAKES [ENGLISH]



eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

[GetEyeWise.com](https://www.geteyewise.com)



MAKE THE RIGHT FIRST IMPRESSION!

Is it more than just missing the signs? If you struggle to read small print, regular visits to the optometrist can have a big impact. **Click below to find an optometrist near you today.**



BOOK AN APPOINTMENT



EVERYDAY MISTAKES [FRENCH]



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

FAITES LA BONNE PREMIÈRE IMPRESSION!

Est-ce que ça pourrait être plus que de ne pas voir les signes? Si vous avez de la difficulté à lire les petits caractères, des visites régulières chez l'optométriste pourraient avoir un impact important sur votre vision. **Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.**



PRENDRE UN RENDEZ-VOUS





CAMPAIGN **VIDEOS**

EVERYDAY MISTAKES VIDEO



Don't make the wrong first impression.
Book an Appointment.

Ne faites pas mauvaise impression.
Planifiez un rendez-vous aujourd'hui.

***The English and French full videos can be found in your dropbox link**





CAO 2019 - National Eyewise Campaign

Social How-To-Guide

Campaign Logos & Assets for your Optometry Practice

PRESENTED BY **ARCANE**

ASSET SPECS

Facebook Profile Photo:

- 180px x 180px

Facebook Cover Photo:

- 828px x 315px

Facebook Newsfeed Ads (static):

- 1200px x 628px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid
- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid

Facebook Newsfeed Ads (video):

- Landscape aspect ratio 1280px x 628px 16:9
- Square aspect ratio 600px x 600px 1:1

Instagram Ads:

- 600px x 600px *Must follow 20% rule - All copy within 5 squares of a 5x5 square grid



LANDING PAGE LINKS

Find below landing page links for each of the campaign themes to be used in social ads:

Everyday Mistakes (EN):

geteyewise.com/book-an-appointment

Everyday Mistakes (FR):

fautyvoir.com/prendre-un-rendez-vous

Once users click on a social ad, and proceed to click on the call-to-action on the landing page - the link they are taken to is:

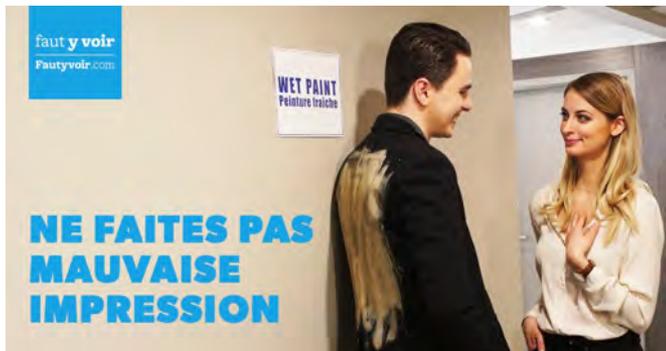
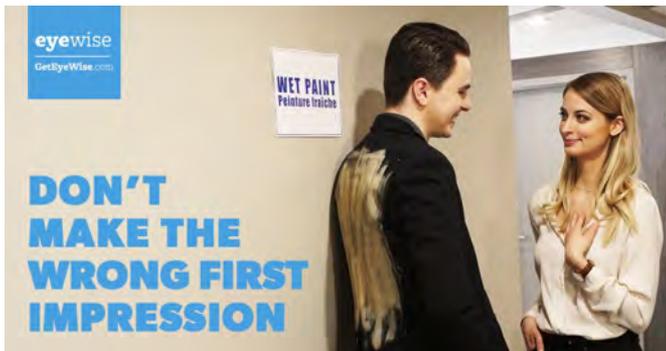
https://opto.ca/find_doc

*Note: If users who click on the call-to-action on the landing page are French speaking, they will be given the option to select French on the opto site.



EVERYDAY MISTAKES

AD #1:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

First impressions matter. Make yours count. 👁️ Book an appointment with an optometrist today: getyewise.com/book-an-appointment

FRENCH

Les premières impressions comptent. Assurez-vous de faire bonne impression! 👁️ Planifiez un rendez-vous chez un optométriste dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH

Ne faites pas mauvaise impression

Headline:

See an Optometrist Now

FRENCH

Voyez un optométriste dès maintenant



EVERYDAY MISTAKES

AD #2:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

You only have one shot at a first impression. Don't let poor eyesight take it away from you.

👤 Book an appointment with an optometrist today: geteyewise.com/book-an-appointment

FRENCH

Vous n'avez qu'un chance de faire bonne impression. Ne la gâchez pas à cause de vos problèmes de vue. 👤 Planifiez un rendez-vous avec un optométriste dès aujourd'hui :

fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

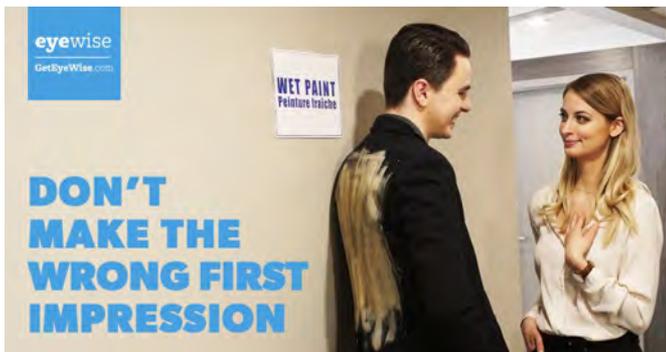
FRENCH

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES

AD #3:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy:

Nervous about the first date? Don't let poor eyesight make you look bad! 😬

Book an appointment with an optometrist today:

geteyewise.com/book-an-appointment

FRENCH:

Le premier rendez-vous vous stresse? Ne laissez pas votre mauvaise vision vous empêcher de faire bonne impression. 😬 Planifiez un rendez-vous avec un optométriste dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH:

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

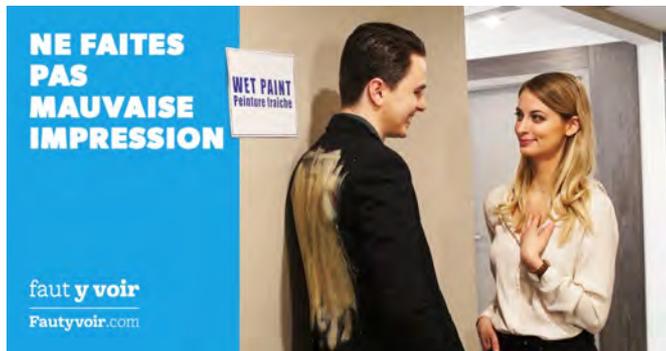
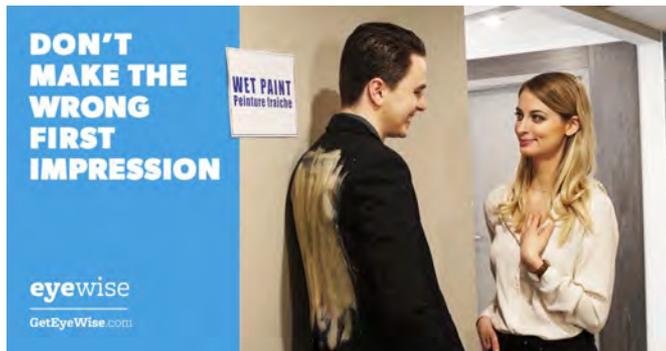
FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES

AD #4:



Ad placements:

Copy samples below can be used interchangeably for **video, newsfeed, and square social posts.**

FB Supporting Copy Option:

Can't read the signs? That should send you a message... Find an optometrist near you today: geteyewise.com/book-an-appointment

FRENCH:

Vous ne voyez pas les signes? Vous devriez comprendre le message... Trouvez un optométriste près de chez vous dès aujourd'hui :

fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Don't make the wrong first impression

FRENCH:

Ne faites pas mauvaise impression

Headline:

Book An Appointment Today

FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES [ADDITIONAL ASSETS]



FB Supporting Copy Option:

Is your sight getting you into embarrassing situations? An optometrist can fix that. Book an appointment today:
geteyewise.com/book-an-appointment

FRENCH:

Vous vous retrouvez dans des situations embarrassantes à cause de votre vision? Un optométriste peut vous aider à remédier à ce problème. Planifiez un rendez-vous dès aujourd'hui : fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Is your eyesight holding you back?

FRENCH:

Votre vision vous ralentit?

Headline:

Book An Appointment Today

FRENCH:

Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES [ADDITIONAL ASSETS]



FB Supporting Copy Option:

Trouble reading signs, labels, and lunch bags? It's time to see an optometrist. Book an appointment today:
geteyewise.com/book-an-appointment

FRENCH:

Difficultés à lire les enseignes, les étiquettes et les sacs à lunch? Il est temps de consulter un optométriste. Prenez rendez-vous dès aujourd'hui :
fautyvoir.com/prendre-un-rendez-vous

Creative Copy:

Took your kid's lunch?

FRENCH:

Parti avec le lunch de votre enfant?

Headline:

See an Optometrist Now

FRENCH:

Voyez un optométriste dès maintenant



COVER PHOTOS [ENGLISH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



COVER PHOTOS [FRENCH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



EVERYDAY MISTAKES [ENGLISH]



eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

[GetEyeWise.com](https://www.geteyewise.com)



MAKE THE RIGHT FIRST IMPRESSION!

Is it more than just missing the signs? If you struggle to read small print, regular visits to the optometrist can have a big impact. **Click below to find an optometrist near you today.**



BOOK AN APPOINTMENT



EVERYDAY MISTAKES [FRENCH]



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

FAITES LA BONNE PREMIÈRE IMPRESSION!

Est-ce que ça pourrait être plus que de ne pas voir les signes? Si vous avez de la difficulté à lire les petits caractères, des visites régulières chez l'optométriste pourraient avoir un impact important sur votre vision. **Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.**



PRENDRE UN RENDEZ-VOUS



EVERYDAY MISTAKES VIDEO



Don't make the wrong first impression.
Book an Appointment.

Ne faites pas mauvaise impression.
Planifiez un rendez-vous aujourd'hui.

***The English and French full videos can be found in your dropbox link**



2019 CAMPAIGN | TOGA / YOGA PARTY

CAMPAIGN #2 | May 2019 - July 2019

Campaign Message:

Everyday Mistakes

Important Dates:

May - Vision Health Month

Campaign Objective:

Awareness + Book an Appointment

Ad Types:

Facebook & Instagram: Video, News feed, Social Posts



LANDING PAGE LINKS

Find below landing page links for each of the campaign themes to be used in social ads:

Everyday Mistakes (EN):

geteyewise.com/book-an-appointment

Everyday Mistakes (FR):

fautyvoir.com/prendre-un-rendez-vous

Once users click on a social ad, and proceed to click on the call-to-action on the landing page - the link they are taken to is:

https://opto.ca/find_doc

*Note: If users who click on the call-to-action on the landing page are French speaking, they will be given the option to select French on the opto site.



EVERYDAY MISTAKES | 30-SECOND VID

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

Squinting to read signs? 👁️ It's time to get your eyes checked.
Book an appointment with an optometrist near you:
geteyewise.com/book-an-appointment.

Supporting Copy Option #2:

You depend on your vision. 👁️ Make an appointment with an
optometrist near you: geteyewise.com/book-an-appointment.

Headline:

See an Optometrist Now

Description:

N/A

CTA:

Book Now



EVERYDAY MISTAKES | 30-SECOND VID [FRENCH]

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

Difficile de faire le focus pour mieux lire les affiches? 👁️ Il est temps de faire vérifier votre vue. Prenez un rendez-vous avec un optométriste près de chez vous : fautyvoir.com/

Supporting Copy Option #2:

Votre vie dépend de votre vision. 👁️ Prenez un rendez-vous avec un optométriste près de chez vous : fautyvoir.com/

Headline:

Consultez un optométriste dès maintenant!

CTA:

Planifiez un rendez-vous dès aujourd'hui



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram Static

Supporting Copy Option #1:

English

Trouble reading the signs? ⚠️ Make eye health a priority. May is Vision Health Month. Book an appointment with an optometrist near you: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment).

French:

Vous avez de la difficulté à lire des affiches? ⚠️ Faites de votre santé oculaire une priorité. Mai est le mois de la santé visuelle. Prenez un rendez-vous avec un optométriste dès aujourd'hui : [fautyvoir.com/](https://www.fautyvoir.com/)

Headline:

EN: See an Optometrist Now

FR: Consultez un optométriste.

CTA:

EN: Book Now

FR: Planifiez un rendez-vous aujourd'hui



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram Static

Supporting Copy Option #2:

English:

Is your vision leading you astray? 👁️👁️ Book an appointment with an optometrist near you: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment).

French:

Vous vous éloignez du droit chemin à cause de votre vision ? 👁️👁️
Prenez un rendez-vous avec un optométriste dès aujourd'hui :
[fautyvoir.com/](https://www.fautyvoir.com/)

Headline:

EN: See an Optometrist Now

FR: Voyez un optométriste dès maintenant

CTA:

EN: Book Now

FR: Planifiez un rendez-vous dès aujourd'hui



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram

Supporting Copy Option #3:

English

Not the yoga class you planned for? If you're having trouble reading the signs, book an appointment with an optometrist near you: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment).

French

Ce n'est pas la classe de yoga que vous aviez planifiée? Si vous avez de la difficulté à lire les affiches, planifiez un rendez-vous avec un optométriste près de chez vous: [fautyvoir.com/](https://www.fautyvoir.com/)

Headline:

EN: See an Optometrist

FR: Voyez un optométriste dès maintenant

CTA:

EN: Book Now

FR: Planifiez un rendez-vous dès aujourd'hui



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram

Supporting Copy Option #3:

English:

When funny mishaps turn into everyday mistakes... it's time to get your eyes checked. 👁️ Make your eye health a priority and book an appointment with an optometrist today: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment)

French:

Quand vous vous retrouvez dans de drôles de situations trop souvent, c'est qu'il est temps de passer un examen de la vue. Faites de votre vision une priorité; planifiez un rendez-vous avec un optométriste dès aujourd'hui : [fautyvoir.com/](https://www.fautyvoir.com/)

Headline:

EN: See an Optometrist

FR: Voyez un optométriste dès maintenant

CTA:

EN: Book Now

FR: Planifiez un rendez-vous dès aujourd'hui



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram

Supporting Copy Option #3:

English:

When funny mishaps turn into everyday mistakes... it's time to get your eyes checked. 👁️ Make your eye health a priority and book an appointment with an optometrist today: geteyewise.com/book-an-appointment

French:

Quand vous vous retrouvez dans de drôles de situations trop souvent, c'est qu'il est temps de passer un examen de la vue. Faites de votre vision une priorité; planifiez un rendez-vous avec un optométriste dès aujourd'hui : fautyvoir.com/

Headline:

EN: See an Optometrist

FR: Voyez un optométriste dès maintenant

CTA:

EN: Book Now

FR: Planifiez un rendez-vous dès aujourd'hui



COVER PHOTOS [ENGLISH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



COVER PHOTOS [FRENCH]

Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



EVERYDAY MISTAKES [ADDITIONAL ASSETS]

Ad placements:

Facebook & Instagram Static

SAMPLE COPY OPTION #1:

FB Supporting Copy:

Something not tasting right? 🐱 It might be time to get your eyes checked. 👁️ Book an appointment with an optometrist today:
geteyewise.com/book-an-appointment.

IG Supporting Copy:

Something not tasting right? 😞 It's time to get your eyes checked. Book an appointment with an optometrist today:
geteyewise.com/book-an-appointment.



EVERYDAY MISTAKES [ADDITIONAL ASSETS - FRENCH]

Ad placements:

Facebook & Instagram Static

SAMPLE COPY OPTION #1: FRENCH

FB Supporting Copy:

Comme un goût de revenez-y? 🐾 Il est peut-être temps de passer un examen de la vue! Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/

OR

Pas tout à fait le goût auquel vous vous attendiez? 🐾 Il est peut-être temps de passer un examen de la vue! Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/

IG Supporting Copy:

Comme un goût de revenez-y? 🐾 Il est temps de passer un examen de la vue! Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/

OR

Pas tout à fait le goût auquel vous vous attendiez? 🐾 Il est temps de passer un examen de la vue! Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/



EVERYDAY MISTAKES [ADDITIONAL ASSETS]

Ad placements:

Facebook & Instagram Static

SAMPLE COPY OPTION #2:

FB Supporting Copy:

If you're mixing up your cat's food for real food, it's time to get your eyes checked. 🐱 Book an appointment with an optometrist today: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment).
Make an appointment with an optometrist today:
[geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment).

IG Supporting Copy:

If you're mixing up your cat's food for real food, it's time to get your eyes checked. 🐱 Make an appointment with an optometrist today: [geteyewise.com/book-an-appointment](https://www.geteyewise.com/book-an-appointment)



EVERYDAY MISTAKES [ADDITIONAL ASSETS - FRENCH]

Ad placements:

Facebook & Instagram Static

SAMPLE COPY OPTION #2: FRENCH

FB Supporting Copy:

Vous mangez la pâté du chat au lieu de votre thon favori!? Il est temps de passer un examen de la vue. 🐱 Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/

IG Supporting Copy:

S'il vous arrive de confondre la nourriture du chat pour la vôtre, il est temps de passer un examen de la vue. 🐱 Planifiez un rendez-vous avec un optométriste dès aujourd'hui: Fautyvoir.com/



LANDING PAGE [ENGLISH]

ENGLISH

CAN'T READ THE SIGNS?

When funny mishaps turn into everyday mistakes... it's time to get your eyes checked. If you struggle to read small print, regular visits to the optometrist can help. Click below to find an optometrist near you.

CTA: Book an appointment

URL: <https://geteyewise.com/book-an-appointment>



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMETRISTES

CAN'T READ THE SIGNS?

When funny mishaps turn into everyday mistakes... it's time to get your eyes checked. If you struggle to read small print, regular visits to the optometrist can have a big impact. **Click below to find an optometrist near you.**



BOOK AN APPOINTMENT



LANDING PAGE [FRENCH]

FRENCH

VOUS NE POUVEZ PAS LIRE LES AFFICHES?

Quand vous vous retrouvez dans de drôles de situations trop souvent, c'est qu'il est temps de passer un examen de la vue. Si vous avez de la difficulté à lire les petits caractères, des visites régulières chez un optométriste peuvent vous aider. Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.

CTA: Planifiez un rendez-vous

URL: fautyvoir.com/prendre-un-rendez-vous



VOUS NE POUVEZ PAS LIRE LES AFFICHES?

Quand vous vous retrouvez dans de drôles de situations trop souvent, c'est qu'il est temps de passer un examen de la vue. Si vous avez de la difficulté à lire les petits caractères, des visites régulières chez un optométriste peuvent vous aider. Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.



PLANIFIEZ UN RENDEZ-VOUS



EVERYDAY MISTAKES VIDEO

ENGLISH



**CAN'T READ THE SIGNS?
BOOK AN APPOINTMENT TODAY!**

eyewise

SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.

[GetEyeWise.com](https://www.geteyewise.com)

**This video is in your dropbox link*



EVERYDAY MISTAKES VIDEO

FRENCH



**VOUS NE POUVEZ PLUS LIRE LES AFFICHES?
PRENEZ RENDEZ-VOUS DÈS AUJOURD'HUI!**

faut y voir

VOTRE VUE, VOYEZ-Y.
CONSULTEZ UN OPTOMÉTRISTE.

Fautyvoir.com

**This video is in your dropbox link*



2019 CAMPAIGN | CAT FOOD/TUNA

CAMPAIGN #3 | Aug 15 2019 - Oct 15 2019

Campaign Message:

Everyday Mistakes

Important Dates:

Back to school: August/September

Children's visions month: October

Campaign Objective:

Awareness + Book an Appointment

Ad Types:

Facebook & Instagram: Video, News feed, Social Posts



LANDING PAGE LINKS

Find below landing page links for each of the campaign themes to be used in social ads:

Everyday Mistakes (EN):

geteyewise.com/book-an-appointment

Everyday Mistakes (FR):

fautyvoir.com/prendre-un-rendez-vous

Once users click on a social ad, and proceed to click on the call-to-action on the landing page - the link they are taken to is:

https://opto.ca/find_doc

*Note: If users who click on the call-to-action on the landing page are French speaking, they will be given the option to select French on the opto site.



EVERYDAY MISTAKES | 15-SECOND VID 1

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

There's something fishy going on. 🐟👁️ If you're mixing up your cat's food for real food, it's time to get your eyes checked. Book an appointment with an optometrist today.

Supporting Copy Option #2:

If you're mixing up your cat's food for real food, it's time to get your eyes checked. 🐱👁️ Book an appointment with an optometrist today.

Headline:

See an Optometrist Now

CTA

Book Now

English copy from video:

The details matter. Make sure you can see them.
Book your exam today.



Video Link (6, 15, and 30 seconds):

<https://www.dropbox.com/sh/ewf15g6at9lqhdn/AABuPAIsicGHOjn1Mh23scWca?dl=0>

Video Link - Instagram (6, and 15 seconds):

<https://www.dropbox.com/sh/4vfit07bg1x141b/AABuS9MF5wevFcrqgyV5tZ9ra?dl=0>



EVERYDAY MISTAKES | 15-SECOND VID 1 [FRENCH]

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

Option A:

Quand ça ne sent pas bon, c'est peut-être parce que vous avez ouvert la canne des chats par erreur. Il est grand temps de faire vérifier votre vision. 👁️
Planifiez un rendez-vous avec un optométriste dès aujourd'hui.

Option B:

Quelque chose cloche, et ce n'est pas la clochette de minou! Si vous avez ouvert la boîte de nourriture pour chats par mégarde, c'est qu'il est grand temps de faire vérifier votre vision. 👁️
Planifiez un rendez-vous avec un optométriste dès aujourd'hui.

Supporting Copy Option #2:

Si vous mélangez la nourriture du chat pour la vôtre, c'est qu'il est grand temps de passer un test de vision. 🐾 Planifiez un rendez-vous avec un optométriste dès aujourd'hui.

Headline:

Voyez un optométriste dès maintenant

CTA

Planifiez un rendez-vous aujourd'hui

French Translation for video:

Tout est dans les détails. Assurez-vous de bien les voir.
Planifiez un test de la vue dès aujourd'hui.



Video Link (30 seconds):

https://www.dropbox.com/s/c1ck8g9al48afdn/CAO2192_CAO-EM-CatFood-30Sec_FRE_FA.mp4?dl=0

Video Link - Instagram (6, and 15 seconds):

<https://www.dropbox.com/sh/fb9e1ta99nmujd9/AACpAzOLkIB1I4RvFpRsMILSa?dl=0>



EVERYDAY MISTAKES | FB & INSTA

Ad placements:

Facebook & Instagram Static

Supporting Copy Option #1:

Is your vision affecting how you get through the day? It's time to see an optometrist. Book an appointment today.

Supporting Copy Option #2:

Are you due to get your eyes checked? Book an appointment with an optometrist near you and start seeing your world more clearly. 👁️

Creative Copy:

That's not the snack you wanted.

Headline:

See an Optometrist Now

CTA:

Book Now



EVERYDAY MISTAKES | FB & INSTA [FRENCH]

Ad placements:

Facebook & Instagram Static

Supporting Copy Option #1:

Est-ce le temps de passer un examen de la vue? Planifiez un rendez-vous avec un optométriste près de chez vous, vous verrez le monde d'un nouvel oeil! 👁️👁️

Creative Copy Options:

Vous avez avalé la bouffe du minou par erreur?
Ce n'est sûrement pas la collation que vous vouliez!
Oups! La bouffe du minou!

Headline:

Voyez un optométriste dès maintenant

CTA:

Planifiez un rendez-vous aujourd'hui



COVER PHOTOS [FRENCH]

Facebook banner 851 x 310



Twitter banner 1500 x 500



Website banner 1140 x 480



COVER PHOTOS [ENGLISH]

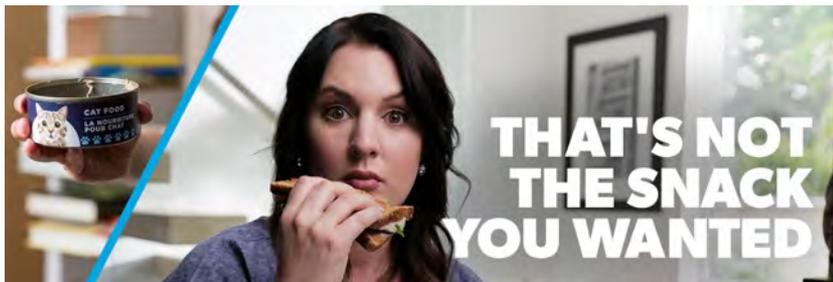
Facebook banner 851 x 310



Website banner 1140 x 480



Twitter banner 1500 x 500



LANDING PAGE [ENGLISH]

ENGLISH

Having trouble with the small print?

Vision issues can lead to little mistakes with big impacts. If you struggle with labels, texts, and menus, regular visits to the optometrist can help you see clearly. Click below to find an optometrist near you.

CTA: BOOK YOUR APPOINTMENT NOW

CTA: Book an appointment

URL: <https://geteyewise.com/book-an-appointment>



eyewise
SAVE YOUR SIGHT.
SEE AN OPTOMETRIST.
GetEyeWise.com

CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

HAVING TROUBLE WITH THE SMALL PRINT?

Vision issues can lead to little mistakes with big impacts. If you struggle with labels, texts, and menus, regular visits to the optometrist can help you see clearly. **Click below to find an optometrist near you.**

 BOOK AN APPOINTMENT



LANDING PAGE [FRENCH]

FRENCH

Les petits caractères vous donnent du fil à retordre?

Les problèmes de vision peuvent engendrer des petites erreurs qui pourraient avoir de gros impacts. Si vous avez de la difficulté à lire les étiquettes, les textes et les menus, des visites régulières chez votre optométriste vous aideront à mieux voir. Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.

CTA: PRENDRE UN RENDEZ-VOUS

URL: <https://fautyvoir.com/fr/prendre-un-rendez-vous>



faut y voir
VOTRE VUE, VOYEZ-VI
CONSULTEZ UN OPTOMETRISTE
[Fautyvoir.com](https://fautyvoir.com)



LES PETITS CARACTÈRES VOUS DONNENT DU FIL À RETORDRE?

Les problèmes de vision peuvent engendrer des petites erreurs qui pourraient avoir de gros impacts. Si vous avez de la difficulté à lire les étiquettes, les textes et les menus, des visites régulières chez votre optométriste vous aideront à mieux voir. Cliquez sur le lien ci-dessous pour trouver un optométriste près de chez vous.

 **PRENDRE UN RENDEZ-VOUS**



2019 CAMPAIGN | OD HELPED ME

CAMPAIGN #3 | Aug 15 2019 - Oct 15 2019

Campaign Message:

OD Helped Me

Important Dates:

Back to school: August/September

Children's visions month: October

Campaign Objective:

Awareness + Book an Appointment

Ad Types:

Facebook & Instagram: Video, News feed, Social Posts



LANDING PAGE LINKS

Find below landing page links for each of the campaign themes to be used in social ads:

Everyday Mistakes (EN):

geteyewise.com/see-an-optometrist

Everyday Mistakes (FR):

fautyvoir.com/consultez-un-optometriste

Once users click on a social ad, and proceed to click on the call-to-action on the landing page - the link they are taken to is:

https://opto.ca/find_doc

*Note: If users who click on the call-to-action on the landing page are French speaking, they will be given the option to select French on the opto site.



OD HELPED ME | 45-SECOND VID

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

See life's best moments more clearly. Book an appointment with an optometrist today.

Supporting Copy Option #2:

Clear vision helps you focus on life's important moments. Book an appointment with an optometrist today.

Headline:

See an Optometrist Now

CTA

Book Now



Video Link (1920x1080) (45 seconds)

https://www.dropbox.com/s/b08lk5t751zn27m/CAO2192_CAO-Helped-Me-45Sec-1920x1080_ENG_FA.mp4?dl=0



OD HELPED ME | 45-SECOND VID [FRENCH]

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

Voyez les plus beaux moments de la vie plus clairement. Prenez un rendez-vous avec un optométriste dès aujourd'hui.

Supporting Copy Option #2:

Bien voir vous permettra de savourer les moments les plus importants de votre vie. Prenez un rendez-vous avec un optométriste dès aujourd'hui.

Headline:

Consultez un optométriste dès maintenant

CTA

Prenez un rendez-vous



Video Link (1920x1080) (45 seconds)

https://www.dropbox.com/s/4rp7ko1ebpcyx5o/CAO2192_CAO-Helped-Me-45Sec-1920x1080_FRE_FA.mp4?dl=0



OD HELPED ME | FB & INSTA VIDEOS

Ad placements:

Facebook & Instagram

Supporting Copy Option #1:

Is there something you're not seeing? An optometrist can help you see the world more clearly. Book an appointment with an optometrist today.

Supporting Copy Option #2:

Don't miss a single moment. Book an appointment with an optometrist today.

Creative Copy Options:

See the big picture

Picture perfect memories start with good vision

Headline:

See an Optometrist Now

CTA:

Book Now



See Him Clearly, Ride a Bike, and Science Project

https://www.dropbox.com/sh/vfn5m1wxgpl12q5/AADccn3xRWm8468NYf2Vcl_yja?dl=0

Newsfeed (45 seconds)

https://www.dropbox.com/s/6xio82pbb96k4t6/CAO2192_CAO-HelpedMe-FBNewsfeed_ENG_FA.mp4?dl=0



OD HELPED ME | FB & INSTA [FRENCH]

Ad placements:

Facebook & Instagram Static

Supporting Copy Option #1:

Blanc de mémoire? Un optométriste peut vous aider à voir le monde clairement.

Supporting Copy Option #2:

Ne manquez pas un seul instant. Planifiez un rendez-vous avec un optométriste dès aujourd'hui.

Creative Copy Options:

Les beaux souvenirs resteront avec vous seulement si vous avez une bonne vision.

Headline:

Consultez un optométriste maintenant

CTA:

Prenez un rendez-vous



See Him Clearly, Ride a Bike, and Science Project

https://www.dropbox.com/sh/v4zjk8cw_p4s0p22/AABAloGPPTwYAXOytI5kty-Ma?dl=0

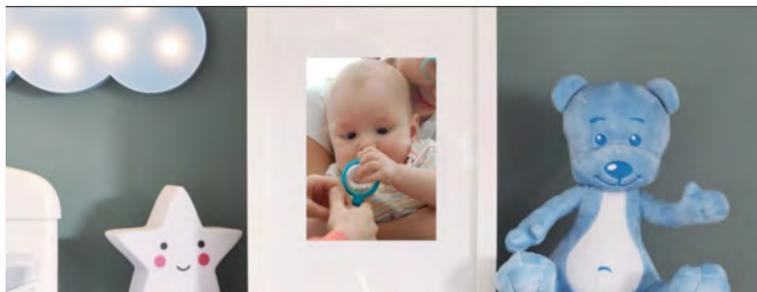
Newsfeed (45 seconds)

https://www.dropbox.com/s/334o6bc1b984o9fi/CAO2192_CAO-HelpedMe-FB-Newsfeed_FRE_FA.mp4?dl=0



COVER PHOTOS [ENGLISH]

Facebook banner 851 x 310



Video Link:

https://www.dropbox.com/s/k0ohqr4tx82vh40/CAO2192_CAO-HelpedMe-FBCover_ENG_FA.mp4?dl=0

Twitter banner 1500 x 500

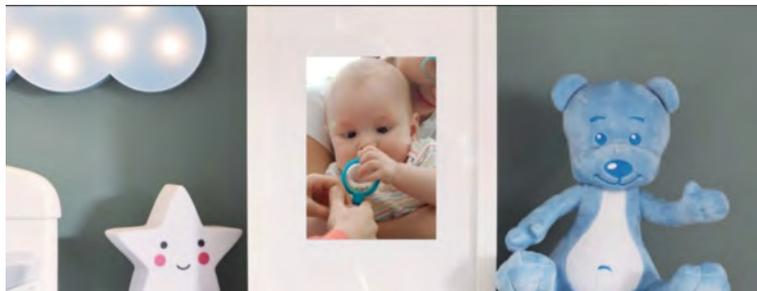


Website banner 1140 x 480



COVER PHOTOS [FRENCH]

Facebook banner 851 x 310



Video Link:

https://www.dropbox.com/s/t4qd8c86tuxg6ir/CAO2192_CAO-HelpedMe-FBCover-FRE_FA.mp4?dl=0

Twitter banner 1500 x 500



Website banner 1140 x 480



LANDING PAGE [ENGLISH]

ENGLISH

Don't miss a single moment.

Vision issues impact the way you see the world. Let an optometrist help you see the world more clearly. Click below to find an optometrist near you.

CTA: Book an appointment

URL: <https://geteyewise.com/see-an-optometrist>

LHS:

Will be playing full video



LANDING PAGE [FRENCH]

FRENCH

Ne manquez pas un seul instant.

Les problèmes de vision affectent votre façon de voir le monde.
Laissez un optométriste vous aider à voir le monde plus clairement.
Cliquez le lien ci-dessous pour trouver un optométriste près de chez vous.

CTA: Planifiez un rendez-vous

URL: : <https://fautyvoir.com/fr/consultez-un-optometriste>



NE MANQUEZ PAS UN SEUL INSTANT.

Les problèmes de vision affectent votre façon de voir le monde.
Laissez un optométriste vous aider à voir le monde plus clairement.
Cliquez le lien ci-dessous pour trouver un optométriste près de chez vous.



PLANIFIEZ UN RENDEZ-VOUS

