GROWING EYE EXAMS ACROSS MISSOURI

Think About Your Eyes (TAYE), the multi-million $ national advertising campaign dedicated to changing public awareness and behavior, is reaching the American public - and working!

Think About Your Eyes Impact

2014 1st half to 2015 1st half

+5.2% CONTACT LENSES $ +3.9% CONTACT LENSES $ +10.1% LENSES $ +6.4% FRAMES $

Missouri Optometric Association
STARTING JANUARY 1, 2016
$250 VALUE - NO-COST MEMBER BENEFIT!

Have you seen or heard the Think About Your Eyes advertisements on TV or radio recently? The Q3 media blitz on Back-to-School and Kid’s Vision has been running on prime time cable TV and radio stations all across Missouri, plus on Pandora, Spotify, and over 2000 websites.

Starting January 1st, 2016, as a member benefit from the MOA, you will have a Basic listing on the TAYE practice locator at no charge. Over 2,000,000 people have visited www.thinkaboutyoureyes.com so far!

Now - the MOA is partnering with TAYE – to change public behavior, raise awareness of Optometry, and grow the number of eye exams in Missouri. Together, we’re doing what the dental industry did 40 years ago. We’re growing the public’s awareness of the need for better eye health and vision care - and - just as important - we’re training people to NEVER miss their annual eye exam!

More information? Contact Jon Torrey, Director of Professional Relations, at 703-548-6736 or jtorrey@thinkaboutyoureyes.com
The Campaign to Help America See Better:  
2015 Advertising Venues

The Think About Your Eyes national public advertising campaign has had a great year so far in 2015, with eye exams growing by over 5.2% across the US - compared to last year! TAYE is reaching the American public and building awareness of optometry, the need for better vision health and annual eye exams. The 2015 media underway has created over 1.3 Billion impressions! Advertising venues include:

**Television (see the TAYE commercials at www.thinkaboutyoureyes.com/videos)**

7,300 TV spots across 22 targeted cable networks with a majority of spots during Prime Time:

- [Image of TV networks]

**Broadcast Radio**

- 600,000 drive-time spots across 5,200 stations, in every radio market in the US. **105 stations** broadcast into Idaho alone!

**Online Audio**

- 30 million Online Audio Spots on desktops, mobile, tablet, and in-car
- 32+ million incremental banner ads across both channels

**Digital Banner Ads**

- +105 Million Digital Banner Ad Views

**Public Relations**

Drive consumer media attention around the importance of annual eye exams. Publication targets include healthcare, parenting, and general interest.

**Social Media**

Maintain a steady drumbeat of messaging throughout the year and increase social reach using core social media vehicles like Facebook, Twitter, Pinterest, and other sites.

**A Great Campaign!**

MOA is proud to be a part of the largest public exposure for eye health, vision care, annual eye exams, and the profession of optometry - ever!