



born+collective

CooperVision - Give Brightly Campaign

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CooperVision partners with Optometry Giving Sight as their main charitable organization. OGS is the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error. The donations OGS receives allow them to fund solutions and support programs that train local eye care professionals and establish vision centers for sustainability to deliver eye care and low cost glasses.

Typically CooperVision helps raise funds through practitioner and patient rebate programs as well as internal initiatives. Our objective was to bring better awareness, education, and a new level of fun to the cause by engaging patients and their peers. The outcome was a gamified web platform deployed through CooperVision's largest corporate account. This game allowed participants to take a simple, thought-provoking, five question quiz. Once completed, five dollars was automatically donated on their behalf by CooperVision to OGS. Players also had the option of sharing the game via social channels which would add an additional dollar to their contribution.

In addition to the game itself, marketing materials were created and made available to practitioners helping them promote not only the campaign but their own participating practice.

The campaign ran for three months and included participating practices in 46 states across the country. 1,571 unique players and over 200 social shares resulted in a \$10,626 donation to Optometry Giving Sight.

You can **help 600 million people** see a brighter world—in just 60 seconds.

This December marks the beginning of CooperVision Eye Health Season, a time designated to help you emphasize eye health with the patients you see all year long. As you know, one of the most effective charitable organizations in eye health today is Optometry Giving Sight. Your recent efforts with the Vision Source® Million Dollar campaign has shown tremendous success raising money for OGS.

Now, CooperVision is helping your patients participate, too. We've created a simple way for you to educate your patients—and to help them make a big difference in the world around them in just 60 seconds of their time. It's a time for patients to play, learn, and earn a donation for a worthy cause.

Ask your CooperVision representative how to participate and receive a free marketing kit.

Live Brightly.® Give Brightly.™
Inspired by CooperVision®

OPTOMETRY GIVING SIGHT
Transforming lives through the gift of vision

CooperVision®
Live Brightly.™
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*Through this program CooperVision will donate up to \$20,000 to Optometry Giving Sight.

Tactics included:

- Web based game platform⁺
- Print advertisement⁺
- Practice welcome guide⁺
- Tent card
- Direct mail
- Video
- Social assets
- Rep presentation

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About the program

- Patients visit givebrightly.com.
- They register with their email address and designate you as their doctor.
- They play a short, five-question game.
- They learn some surprising facts about eye health.
- They'll earn five points worth a \$5 donation to Optometry Giving Sight.*
- CooperVision donates that \$5.
- Participants earn a bonus point worth an additional \$1 in donations when they share the game with friends via social media.

Important dates

Have your promotional items in place by: **November** (Mid-November)

Game Activated: **Tuesday** (December 1, 2015)

Donations end: **Sunday** (January 31, 2016)

In this kit

A brief promotional video—This colorful, animated message explains the game to patients. Display it in your office or online. It's also easy to upload to YouTube—and you're able to see how many people have watched it. We've included audio with the video, but it's optional, depending on your preference for your office environment. If you'd rather have the message cut silently in your waiting area, simply disable the sound.

Service desk display—A two-sided tent card for your counter that sparks interests and starts conversations.

Turnkey direct mail—A ready-to-run postcard you can mail merge with your practice's information.

Digital marketing—Dynamic banner ads (300 x 250 and 120 x 200) to use wherever you have an online presence.

Do you know which century eyeglasses were invented? Test your knowledge with a short Give Brightly quiz.

Question 1

How many people worldwide are blind or visually impaired due to lack of access to an eye exams and glasses?

- 2.5 million
- 25 million
- 250 million**
- 2 billion

You're right! Great Job.

Question 1 of 5

Next

GiveBrightly

60 seconds of fun can make a world of difference for a worthy cause.

Help give healthy sight to people everywhere—and have fun doing it.

Play

How to play

