

HCMN CASE STUDY: The Vision Council

Components:

- Standard Panel advertising in the women's locker rooms

Success Measurements:

- 60% ad recall
- At end of campaign, 87% of those surveyed indicated they would likely schedule an eye exam with their doctor in the near future, 71% indicated they would likely conduct an online search for more information about eye health and eye medical conditions in the near future, while 54% indicated they would likely visit The Vision Council's website



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The Leader in Reaching Active People