

# ESSILOR CASE STUDY



This integrated campaign resulted in an overall response rate of 31.5%. There were 2,576 unique visits to the site which translated into an 88% conversion rate.

**CLIENT:** Essilor

**INDUSTRY:** Pharmaceutical

**PROJECT:** Integrated Sweepstakes Campaign

**SG SERVICES:** Direct Mail, Online Sweepstakes and Email Follow-Up

## BACKGROUND

Essilor is the world's leading provider of eyeglass lenses, and for over 40 years, Essilor has been dedicated to the research and innovation of comfortable and durable corrective lens design. Their Varilux lens product is designed for people over 40 who experience presbyopia, a near vision condition.

## PROJECT GOALS

- > Get the attention of hard-to-reach prescribers
- > Keep the product top-of-mind with prescribers
- > Strengthen brand loyalty
- > Highlight the features of the Varilux brand
- > Attract new prescribers
- > Communicate the launch in a memorable way

## CHALLENGES

Essilor Edge's loyalty program had to provide members with an incentive to review their launch information. They also needed to reach non-active members in a way that created awareness of the loyalty program.

## OUR APPROACH

We developed an integrated campaign that included a high-impact Rolling cube mailer to drive members online. We also created a Sweepstakes to engage and interact with the program's membership.

## SUCCESS

Essilor received 1,748 total entries (23.6%) to the sweepstakes in response to the Rolling Cube mailing. Of those, there were 701 unique participants (9.5%). Overall, the integrated campaign resulted in a response rate of 31.5%. With 2,576 unique visits to the sweepstakes site, the campaign delivered a conversion rate of 88%.