

**CLEARVISION**  
optical company

# Beyond the Brand

OPTICAL INSIGHTS & INSPIRATION

## THE CO-OP ISSUE

**TICK TOCK:**  
Use your funds before  
time runs out!

**Guiding principles  
from our peers**





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# SUNSACTIONAL STYLE

OUR 2015 SUN PROMOTION BEGINS NOVEMBER 2014



David Friedfeld



Peter Friedfeld

## Co-operation.

*This issue focuses on cooperative advertising and marketing. As the year winds down, there's only so much time left to use your co-op funds, so we've included some great information that will help you get started.*

As 2014 comes to an end, we reflect on our business over the past year. What are we doing right? What can we do to make our business better? And, what can we do to better assist our customers? What comes to mind?

Cooperation. Our team listens to and supports you in any way we can because we want you to enjoy doing business with us. For us, it's always been about building relationships. Showing we care. Working and cooperating with those who've had our back since we opened our doors in 1949. And to the ones who've joined us along the way.

So to all of our customers, vendors and friends, thanks for your cooperation. Without your support and encouragement, we never could have accomplished so much.

### Enjoy *Beyond the Brand.*

**David Friedfeld**  
President

**Peter Friedfeld**  
Executive Vice President

## Guiding principles from our peers



"Co-op advertising is one of the most under utilized resources that businesses can use. **Strategically using co-op with ClearVision can build your brand, grow your business** and build awareness at a reduced cost. It is a win-win for both you and the vendor. Vendors get publicity and you save money. What more could you ask for?"

### **Cathy Ives**

*Co-Owner and Content Creator at The Optical Vision Site*



"Grow or die. That's how I see it. When my practice is not growing, it's dying, and that is a sobering thought. Practices don't stay stable – there's attrition based on changes in insurance, relocation and many other reasons. A practice that retains 80% of its patients needs to find 20% more new patients to keep from shrinking. So how do

you obtain new patients? Marketing. And how do you market? That's a totally separate topic, but whatever you need to do, **co-op funds are there to help you make it a success.** Be sure to find out what's available to you and take advantage of this fantastic source that can be used to grow your business."

### **Alan N. Glazier**

*OD, FAAO Founder, ODs on facebook CEO, Shady Grove Eye and Vision Care*



"When a vendor provides you with co-op monies, effectively they're extending to you the opportunity for a stronger relationship and also asking you to help champion their brand by promoting yours. When done effectively, this is always a win-win situation. The best way to use co-op funds? One of the most dominant vehicles today is called

Content Marketing—embedding your messages, and your vendor partner's message, in valuable content that your customer can truly put to use. It may be a blog about eyewear and fashion trends, or a print newsletter on good vision care practices. The point is to use your co-op marketing resources to bring your customers and patients closer—as you have with your vendor partners."

### **Frank Giammanco**

*President & CEO First Vision Media Group, Inc.*

# Focus on: Our Customers



Dr. James Doherty, OD  
AccuVISION

## The Benefits of Co-op Marketing

**What can you *really* get out of co-op marketing? Sometimes, it's more than meets the eye!**

**Our customers say it best:  
AccuVISION's Dr. James Doherty, OD,  
recently shared what co-op marketing  
means to his business.**

"ClearVision offers a huge advantage in terms of allowing customers the ability to use co-op funds for the marketing of its designer brands. It always amazes me that many frame vendors do not make co-op available for such brands! I've been utilizing co-op funds for as long as I can remember, and my contacts at ClearVision have always been pleasant and easy to work with. I also like the fact that I have been working with one sales consultant at ClearVision for many years. Some vendors don't understand the value of having a long term sales consultant, but I find it very beneficial. My ClearVision consultant, Ron Zigman, knows well what my needs are and always provides me with the best service and opportunities to enhance my business. Ron even helped me locate beautiful new office furniture when one of his clients was preparing to downsize their optical business. To me, he truly goes above and beyond to assist his customers."



AccuVISION has several locations throughout Chicago and the Northwest suburbs of Illinois.



Lindenhurst, IL



Michigan Avenue, Chicago

# Lessons Learned:

## Localize your Marketing Efforts...with Co-op



Just as co-op marketing programs are linked with brand success, they are often directly linked to the success of local marketing campaigns.

In fact, 88% of businesses believe launching integrated local marketing campaigns achieves better results when it comes to brand recognition and competitive advantage. Ironically, 53% of businesses admit their existing localized marketing campaigns don't allow them to fully capitalize on their current market potential. Here's where co-op marketing comes in.

Co-op marketing programs focus on strategic alliances with your vendor partners that can help you better penetrate your local market. Every year, over 4,500 co-op marketing programs are created across 50 distinct product classifications. In monetary terms, this equals approximately \$50 billion annually. Unfortunately, about 50% of these funds are never used.

### Why not? Because it involves time, effort, and the unknown:

- *How much will my practice benefit?*
- *What funds are available?*
- *How will they be utilized?*
- *How involved will my vendor partner be?*

Many practices do not reach out to their vendors to inquire about co-op availability and the development of local marketing campaigns. And often, practices shy away from co-op funds because they "don't have the time." However, despite a potentially lengthy or tedious process involved in obtaining co-op marketing vehicles and reimbursement, the benefits can be worth your efforts. Even if you receive just one new patient as a result!

Marketing is often a coordinated effort between vendors and practices that join together to reach the right consumers and deliver the right products to meet their needs. Co-op marketing is a great way to reach this favorable end!

### Some specifics to consider:

#### A set of clear objectives:

You need to establish a mutual understanding as to how your funds are being spent, and what you will receive, in order to prevent misunderstandings later on.

#### Ability to track your spend:

Your vendors should be able to track every dollar spent through your co-op plan. This helps you determine the success of your localized co-op campaign, as well as what vehicles will be most useful in the future.

#### A specific point of contact:

Some vendors have a specific point person who will assist you in your co-op efforts, from providing you with information on funds you have available, to creating campaign materials.

Marketing is often a coordinated effort between vendors and practices that join together to reach the right consumers and deliver the right products to meet their needs. Co-op marketing is a great way to reach this favorable end!

**Contact ClearVision's Lorraine Cieri at 800.645.3733 x1655 for more information about utilizing your co-op funds.**

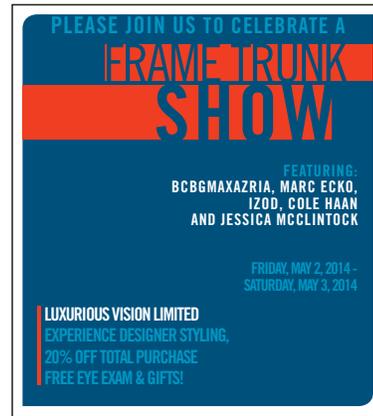


# Use Your Co-op Funds Before Time Runs Out!

## IT'S GETTING TO BE THAT TIME OF YEAR.

You have orders to send out before the holidays, projects to finish before year end, employees leaving for vacation. And time for using your co-op advertising funds is running out.

Practices that use co-op typically wait until the 3rd or 4th quarter each year to redeem their funds, so that their accounts have had a sufficient amount of time to accrue funds. But if the funds are unused, these practices run the risk of losing the funds if they are not used within the calendar year.



Example of Trunk Show co-op marketing: window cling, counter card, facebook post, bag stuffer, postcard, newspaper ad

## THERE ARE MANY TANGIBLE BENEFITS TO CO-OP ADVERTISING:

### HOW CO-OP ADVERTISING BENEFITS THE ECP

- *Reduces your advertising and marketing costs*
- *Allows you to create larger, more creative, or more colorful materials*
- *Helps you tap into new markets previously unreachable due to limited funds*

### HOW CO-OP ADVERTISING BENEFITS EYEWEAR VENDORS

- *Co-op ads increase overall awareness of their brands*
- *Helps increase sales*
- *Helps increase market share*

Co-op funds can usually be used in many ways, so don't think you're limited to placing ads! ClearVision will work with you to effectively use advertising dollars that will promote your practice and the brands you carry.

## TIPS TO MAXIMIZE CO-OP ADVERTISING

**Create a co-op-specific spreadsheet** that includes each of your eyewear vendors and assign a staff member to be in charge. Include information such as Company and Rep Name, Co-op Contact, Percentage Allowed, Reimbursement Schedule, Records Needed, etc.

**Learn what is available.** Speak to your suppliers and get a written copy of their co-op policy. If you carry branded eyewear, pay attention to specific requirements.

### **Keep good records.**

Record how much was spent with each vendor, and keep copies of your campaigns to show your compliance with each vendor's rules.

### **Get reimbursed.**

You will need to submit a claim form with a copy of the bill and your campaign within a designated date.

### **Think outside the box.**

Be creative! There are so many opportunities beyond traditional print advertising.

While this list gives you many ideas as to how you can utilize a co-op program, there is no "Holy Grail" or "best way" to use your funds. But there is certainly a wrong way, and that is not using the co-op dollars you have earned!

**CALL  
CLEARVISION AT  
800.645.3733  
TO CHECK  
YOUR CO-OP  
BALANCE  
TODAY!**

### TOP WAYS TO EFFECTIVELY USE CO-OP FUNDS:

- *event promotions*
- *continuing education*
- *direct mail pieces*
- *GWP*
- *local TV and radio spots*
- *print ads*
- *practice management consulting*
- *raffles and giveaways*
- *billboards*
- *POP displays*
- *staff training*
- *Duratrans and visuals*
- *sales incentive programs*
- *window displays*
- *reusable bags*
- *spray bottles & cleaning cloths*
- *email blasts*
- *office furnishings*
- *Trunk Show specials*

A close-up photograph of a woman and a young girl. The woman, in the background, has long brown hair and is wearing purple-rimmed glasses. She is smiling warmly. The girl, in the foreground, has dark hair and is wearing purple-rimmed glasses. She is also smiling. The woman's arm is around the girl's shoulder. The background is a soft, out-of-focus white.

JESSICA McCLINTOCK  
*Eyewear Collection*

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