



Look Forward.

Catch Up

Marketing Campaigns

PROMARKET

Don't Miss Out! Register Now for May-July Campaigns

This campaign period, we're encouraging practices to get on the front foot and communicate the incredible range, value and quality available through independent optometry – and we've created two exciting campaigns to drive home the message.

Both of the new campaign options heavily feature ProSupply frames front-and-centre in the creative execution, and we expect consumers to show plenty of interest in these feature products. To prepare your stock offerings, you can refer to this handy [Campaign Cheat Sheet for ProSupply](#) >

Registrations for point-of-sale are open until the 5th of April. [Click below to register on ProMarket.](#)

[REGISTER NOW](#)

3D Window Pack



Custom Poster



CAMPAIGN OPTION

'Eyecare for Individuals'

This campaign recognises our latest research findings - that consumers value the personalised and tailored approach of independent optometry when choosing an optometrist. At its surface, Eyecare for Individuals brings to mind fun, fashion and individuality. Yet this campaign theme will also resonate strongly with consumers who have unique, or less common, eye care requirements.

Available in a stunning 3D window pack or 2D custom, it's one of our most striking campaigns to date.

[Click here](#) and [here](#) for a closer look, or

[REGISTER NOW](#)

3D Window Pack



Custom Poster



CAMPAIGN OPTION

'Colour POP'

Incorporating a stunning arrangement of Supply & Fit frames, Colour POP engages customers and highlights one of the primary advantages of independent optometry - superior quality and a broad range of options. With consumers becoming increasingly discerning with their spending habits this winter, Colour POP will serve as a powerful motivator to choose independent optometry.

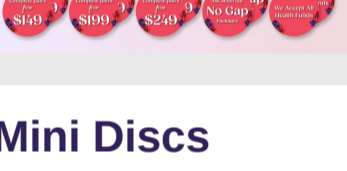
This design is also available in both 3D and custom poster versions, depending on your preference.

[Click here](#) and [here](#) for a closer look, or

[REGISTER NOW](#)

NEW ON PROMARKET

Boost Your Campaign



Mini Discs

Mini-discs are a great way to extend your campaign advertising with specific call-outs. With a suction cup for easy installation on your practice window, there are options available for 'No Gap Packages', 'Health Fund' and 'Complete Pairs'.

[REGISTER NOW](#)



Shelf Wobblers

Continue your point-of-sale marketing beyond the window and grab attention inside your practice with shelf wobblers. Place wobblers on the displays you are wanting to attract patients to. Available in both campaign design options.

[REGISTER NOW](#)



Lens Cloths

Pre-order lens cloths to match your point-of-sale materials and deliver a WOW experience for consumers.

Please note: lens cloths will not be dispatched until two weeks after the registration period ends.

[REGISTER NOW](#)

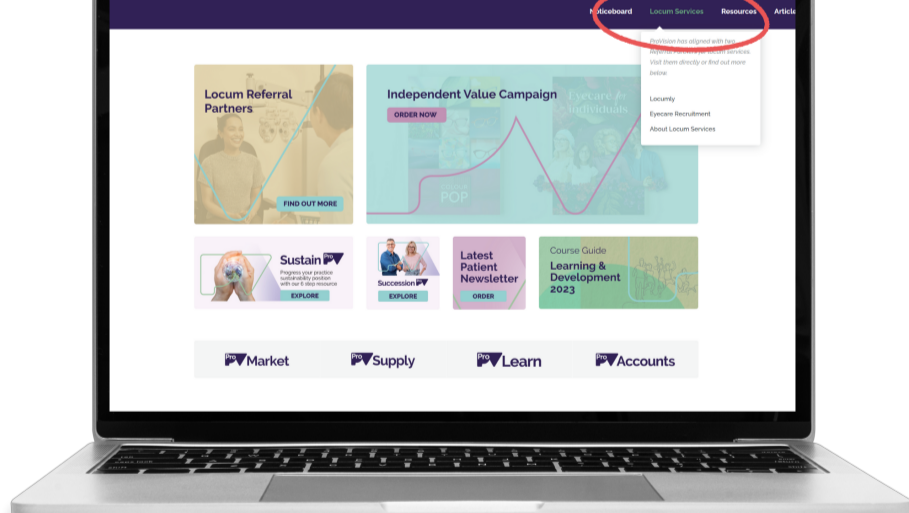
Referral Partners

PARTNERSHIPS

Do You Need Help Finding a Locum?

To assist practices in continuously delivering on their WOW experience, ProVision has aligned with two Referral Partners for locum services - Locum.ly and Eyecare Recruitment. These partners support practices in placing Optometrists, staff and locums, and have successfully assisted a number of ProVision members.

To learn more about our locum Referral Partners and their offering for ProVision members, have a read through our articles - you can find them on the member website, as seen below:



Supplier Space



RODENSTOCK

Introducing: MYCON Contact Lenses

Rodenstock would like to cordially invite ProVision members to attend the preview launch dinner of their newest lenses: MYCON.

MYCON lenses are specially designed to correct myopia and ensure sharp vision, whilst also controlling myopia progression in children.

Events will be held in **Melbourne, Sydney and the Gold Coast**. [Click here for more information](#) >



CR LABS AND GOOD OPTICAL

AFL Tipping Competition

Join CR Labs and Good Optical for Footy Tipping this AFL season. With prizes to be won and healthy competition amongst friends, it's free to join in on the fun!

Call Rick Good **0407 187 528** with any questions or [click here to learn more](#) >

We're always here to help
optom.provision.com.au
Your membership hub with live chat



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