Think About Your Eyes (TAYE) is the nationwide, multimillion-dollar print, television, radio and Internet advertising campaign that uses strong educational messages to motivate people to get their annual comprehensive eye exam. TAYE and the AOA have partnered to grow this initiative and make it sustainable. In 2014, TAYE led to an increase in eye exams for participating practices by up to 8 percent. Take a look at TAYE’s projected reach, and achievements thus far, in 2015.

**PERCENTAGE GROWTH SINCE CAMPAIGN LAUNCH IN JULY 2013:**

- **5.2%** Exam Growth
- **6.2%** New Patients
- **5.6%** Prescriptions Written
- **2.6 million** People will visit thinkaboutyoureyes.com by year’s end

**THE CAMPAIGN WILL BE SEEN OR HEARD BY THE TARGET AUDIENCE MORE THAN 1 billion TIMES THIS YEAR**

- **14 million** Online audio spots on desktops, mobile, tablet, and in-car
- **2,586** TV spots across 22 targeted cable networks
- **270,000** Spots across an estimated 5,200+ radio stations
- **19 companies/organizations are partners in the TAYE campaign**
- **16 million** Banner ads across Pandora and Spotify
- **30 million** Digital banner ad views
- **160 million** on desktops, mobile, tablet, and in-car

To learn more about how you can sign up for the TAYE campaign, visit thinkaboutyoureyes.com.

Learn how you can take advantage of the TAYE campaign—and other ways to promote your practice—on page 20 of the March 2015 edition of AOA Focus.