

**EYE
DESERVE
MORE**



Eye Deserve More Overview

THE CAMPAIGN

Eye Deserve More, a multi-year national campaign, delivers the message that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their eye health, overall health and wellbeing and drives the public to seek out an AOA member for that care.

PURPOSE

Healthy vision cannot be taken for granted or left to an algorithm. Too many people do not receive recommended eye care. The availability of online vision tests, to some, makes it seem like eye care can be DIY. However, these can overlook the many conditions that are detected and managed during a comprehensive in-person exam by a doctor of optometry, which is the quality of care everyone deserves. Even some of the millions of Americans with employer-provided healthcare receiving vision coverage or benefits every year don't seek out the care they need.

We need to get Americans to see the value in taking care of their eye health with a doctor of optometry, and motivate them to take action.

ENGAGING WITH OUR AUDIENCE

We meet our audiences where they are, no matter their interests or lifestyles. Anchored in data, patient insights, and societal trends, Eye Deserve More reaches a broad spectrum of Americans, collaborating with our AOA doctors along the way.

Through an integrated targeting strategy, we create an annual calendar featuring earned media as well as dynamic digital and social ads served to users based on their behaviors and interests. We pull people away from their inaction, including any “convenient” apps or vision tests, and re-direct them to see a doctor in-person.

IMPACT TO DATE

Since launch in 2021, our integrated campaign across earned media, digital, social, paid, website and AOA member engagement keeps doctors’ expertise in focus and connects patients with the resources they need.

594K+

clicks to **AOA’s Doctor Locator and Eye Deserve More landing page**, increasing clicks year-over-year

420K+

clicks to our paid digital and social ads (**211% increase in the last year alone**)

9.4K+

pieces of **earned media coverage** garnered

As of mid-2022, our campaign focus has zoned in on the intersection of screen time, gaming and eye health – especially considering the increase in digital device use. Alongside AOA gamer doctors, we created our own mobile video game, Blink Land, to educate people about the impact of prolonged screen time and provide them with tips to prioritize their eye health in an engaging, interactive way. Our gaming-focused activations resulted in:

2.1K+

downloads of Blink Land

4.6M+

people reached through **8 tech and gaming Instagram influencer partnerships** to promote campaign and Blink Land

5.9K

media articles secured, including a **satellite media tour with an AOA doctor** discussing the impact of screen time on eye health

WELLNESS IN THE WORKPLACE

In 2024, we’re taking our message around screen time to the workplace, knowing that people do not realize the impact working on a screen for 7+ hours can have on their eye and overall health. AOA will release a specially conducted report quantifying the true costs of American employees neglecting their eye health while on screens, and show the benefits – personally, financially and economically – of taking care of their eyes with an AOA doctor of optometry.