

**EYE  
DESERVE  
MORE**



## Eye Deserve More Overview

### THE CAMPAIGN

Eye Deserve More, the American Optometric Association's (AOA) 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 and overall health and wellbeing. The always-on marketing and public relations initiative encourages Americans to get their annual comprehensive eye exam with an AOA doctor of optometry and reinforces the multifaceted care doctors provide every day.

### SETTING THE NATIONAL EYE HEALTH NARRATIVE

There is a vacuum around accurate eye health care information in the national health care discussion, too often filled with advertisements or talking heads discouraging the critical step all Americans need to take for their wellbeing – to get a comprehensive, annual eye exam with a doctor of optometry. The AOA works 24/7/365 to fill that void and deliver this message through the channels they go to for information. The most recent example of this work aired in a segment on the NBC *Today Show*, which featured a doctor of optometry explaining the importance of an in-person eye exam.

We will ceaselessly work 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 implement an annual cadence 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, web and AOA member engagement keeps doctors’ expertise in focus and connects patients with the resources they need.

**595K+**

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

**420.5K+**

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

**12.7K+**

pieces of **earned media coverage** garnered

## BLINK LAND

In mid-2022, Eye Deserve More zeroed in on the link between screen time, gaming, and eye health, addressing the surge in digital device usage. Teaming up with AOA gamer doctors, we developed Blink Land, a mobile video game to educate users about prolonged screen time’s impact and offer engaging tips for prioritizing eye health. Our gaming initiatives yielded:

**2.4K+**

**downloads** of Blink Land and counting

**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 January of 2024, we launched *The Impact of Unmanaged Screen Time in the U.S.*, a report in collaboration with Deloitte Economics Institute quantifying the costs of neglecting eye health while on screens. It also highlights the benefits – personally, financially and economically – of taking care of their eyes with an AOA doctor of optometry. The report has garnered:

**37**

**Media articles and broadcast placements secured**, including CNBC, CNET, Tech Times, FOX News First, and more

**57+**

**Social posts** from media, members, affiliates and spokespeople, reaching a **total audience of over 341M people**



**CNET**

