

TAYE ECP Panel Tracker Summary: Tracking Periods (May 3 – Aug 22) vs. Base Period (Feb 15 – Apr 11)**Research Objectives:**

To evaluate the effectiveness of TAYE campaign, ECP Panel Tracker is set up to monitor the number of eye exam in ECP practices (independent and retail chain stores). Based on previous TAYE media learning, there is a market delay to allow consumers to be aware of the message, internalize it, form intent, and then take action.

Methodology:

An ECP panel was compiled from nine campaign cities impacted by the TAYE ad: New York, Los Angeles, Chicago, Cincinnati, Sacramento, Denver, Portland OR, Houston, and Atlanta. Ten Non-campaign Cities were selected to match the Campaign Cities based on geographic region, social and economics: Boston & Philadelphia, Orlando, Charlotte, Minn./St. Paul, Cleveland, Phoenix, Seattle, San Diego, San Francisco. The sample for each (Campaign and Non-campaign) cell has 80 total stores including 40 independent ECPs and 40 retail stores. Due to minimal available historical data, every-4-week tracking data collection and analysis is done vs. a fixed pre-campaign period of 2/15-4/11.

Results: Tracking Periods (May 3 to Aug 22) vs. Base Period (Feb 15 to Apr 11)

Overall, the Campaign Cities outperformed the Non-campaign Cities. During the first four tracking periods, Campaign Cities outgrew Non-campaign Cities on *New Patients (first ever eye exam)* by +17%pts and *Total Eye Exam for Kids* by +10%pts.

- Total Eye Exams:**

The Campaign Cities started with a slower growth rate than Non-campaign by -3%pt in May, but quickly exceeded the Non-campaign Cities growth rate in June by +4%pt., and continued the trend into August. Early results for the 1st 4 periods in the 9 Campaign cities show exams up incrementally +3 percentage points vs. matched Non-campaign cities over the prior 2 month pretest period. Non-Campaign cities moved similarly with the seasonal downward decline in Q2 for exams: The Campaign markets trended less negatively. Vision Watch reported -8% in national Eye Exams for Qtr 2 vs. Qtr 1 2010.

Growth vs. Base Period		Tracking Pd. 1 (5/3-5/30)	Pd. 2 (5/31-6/27)	Pd. 3 (6/28-7/25)	Pd. 4 (7/26-8/22)
Ad Messages		Eye Disease		Kids Vision	
Total Eye Exams	Campaign	-9%	-7%	-28%	0%
	Non-campaign	-6%	-11%	-32%	-5%
Growth Difference		-3%pt.	+4%pt.	+4%pt.	+5%pt.

- High-performing Metrics:**

The Campaign Cities showed a stronger growth rate than the Non-campaign Cities from the beginning on *Total Eye Exams for Kids* and *New Patients (First-Ever Exams)*.

Growth vs. Base Period		Tracking Pd. 1 (5/3-5/30)	Pd. 2 (5/31-6/27)	Pd. 3 (6/28-7/25)	Pd. 4 (7/26-8/22)
Total Eye Exams < 18 yrs	Campaign	-20%	-21%	-31%	+2%
	Non-campaign	-24%	-29%	-40%	-16%
Growth Difference		+4%pt.	+8%pt.	+9%pt.	+14%pt.
New Patients (First-Ever Exams)	Campaign	-15%	-17%	-42%	+7%
	Non-campaign	-19%	-32%	-59%	-25%
Growth Difference		+4%pt.	+15%pt.	+17%pt.	+18%pt.