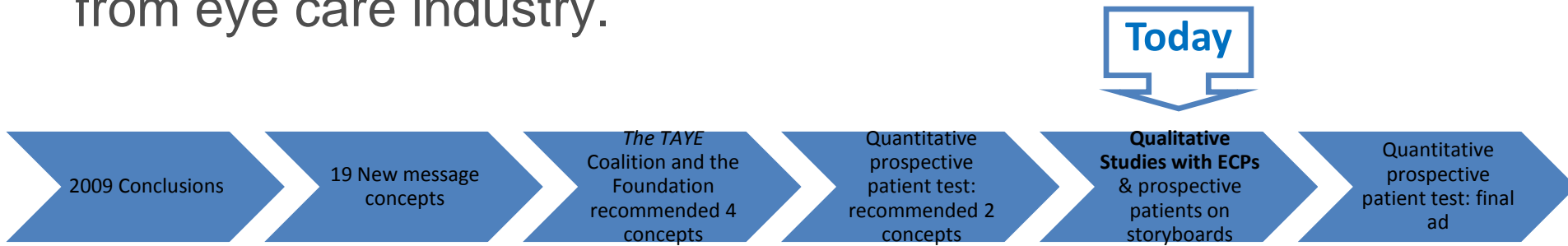




**TAYE July Summit Focus
Group Results
Presentation**

Development Plan for the New Message

- A general public driven plan with professionals' inputs from eye care industry.



- Today
 - Two focus groups were held with
 - Eye care professionals
 - Industry non-profit representatives
 - Inputs were gathered on the advertising storyboards
 - The groups were moderated by independent market research consultants

Storyboard Evaluations



Overall Health



Overall Health Likes

- Broad appeal for bringing in wider audience
- Not just about the eye glasses
- Bringing up the uniqueness of the eyes
- Linking the vision to overall health

Overall Health Dislikes

- Lacks focus on eye exam
- Lack of sense of urgency
- Concern about the rest of the medical professions' reaction
- The need for more statistics to add more credibility

Overall Health Improvements

- More diverse images – age and ethnicity
- Optimize the right list of health risks
- Soften some of the promises
- Make sure the eye exam is the main focus

Cardiovascular



Cardiovascular Likes

- The statistics that were noted
- Understood how it related to the eye (RTB)
- Came across more as a Public Service Announcement than like a Sales Campaign

Cardiovascular Dislikes

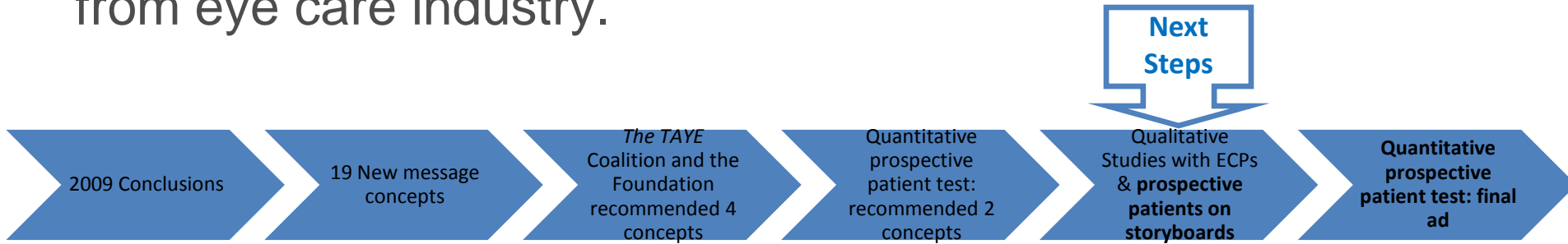
- Could be misinterpreted as the only screening tool needed
- Too scary
- Too focused on one disease
- Possible Cardiologists' reaction

Cardiovascular Improvements

- Use age appropriate imagery
- Soften some of the promises
- Show image of inside of the eye
- Focus more on the eye exam

Development Plan for the New Message

- A general public driven plan with professionals' inputs from eye care industry.



- **Next Steps**

- Make improvements to the storyboards based off of today's input
- Gathering qualitative inputs from the general public on the advertising storyboards
- Developing the ads based on the revised storyboards
- Quantitative testing on the ads among prospective patients

Thank You!

