

CASE STUDY: COHEN'S FASHION OPTICAL

COMPANY BACKGROUND

In business for over 80 years, Cohen's Fashion Optical is one of the leading optical stores operating over 100 stores in 6 states on the East Coast and Puerto Rico. Cohen's Fashion Optical specializes in providing customers with high quality, top of the line products and services. The retail stores offer their customers up to the minute trends in eyeglass wear, onsite optometrists to perform complete eye exams, and contact lens prescriptions.

OBJECTIVES

The Cohen's Fashion Optical Interactive Media campaign was an action oriented campaign designed to cost-effectively utilize the Internet to generate eye exam appointments online, drive In-store sales, encourage people to enter their email addresses, urge people to print the coupons to be redeemed in-store, and to phone the physical retail store for an appointment.

CHALLENGE

As a moderately sized retail company, Cohen's Fashion Optical faced many challenges with a much smaller budget to compete against larger competitors who were reaching the same target audience. In addition, the other larger retailers were national chains as opposed to Cohen's regional campaign which faced much higher advertising prices. Cohen's had to be smart in its strategy in order to outsmart the competitor as it could not outspend them. The larger companies had bigger budgets to invest in their brands in order to support their direct response advertising. Cohen's needed every dollar spent to produce a justifiable result. It was critical that Cohen's present itself in such a way that it could compete with these brands while spending far less money.



SAMPLE CREATIVE – DISPLAY AD

STRATEGY

With the launch of the new Cohen's Fashion Optical site, Flying Point Media utilized our knowledge and expertise in media buying to craft a media plan to include both search engine marketing and highly targeted display advertising. We utilized both demographic and geographic targeting to serve ads in specific regions to drive consumers to schedule eye exams online and redeem coupon offers directly in the retail stores.

Our approach focused on simultaneously driving in-store sales and collecting data on new and current customers. We transplanted the success Cohen's had with traditional media into the online space with the proper media mix between Print and Internet advertising. Creating a media plan, that included both search engine and display advertising, and a landing page with multiple functionalities, we were able to offer Cohen's customers online all of the opportunities they would find in a store.

SAMPLE CREATIVE – COHEN'S WEBSITE

En Español

COHEN'S
Fashion Optical

ONE HOUR SERVICE • VISION PLANS ACCEPTED • LOWEST PRICES

Schedule Your Eye Exam Today!
Choose your date, time and location.
Receive confirmation instantly.

SCHEDULE NOW

Exclusive Money-Saving Offers

AAA & AARP MEMBERS
30% OFF
EYEGLASSES & RX SUNGLASSES
COHEN'S
Fashion Optical

Discount of regular price. Make an exam and lenses. Contact designers excluded.
Requires a valid membership card. See rules on details. All in person purchases.
OFFER EXPIRES: 1/31/09

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Click for more eyewear & contact lens offers

Welcome To Cohen's Fashion Optical
A New York retail landmark for over 80 years, we specialize in designer Eyeglasses, Sunglasses and Contacts. Cohen's features a large selection of designer eyewear including: Prada, Calvin Klein, Gucci, Ralph Lauren, Dior and Ray-Ban.
Need Help? Call 1-888-777-5273

Watch Cohen's TV ad.
See the latest frame styles.

Special Offers
For exclusive offers and savings from Cohen's Fashion Optical, simply provide us with your email below

Enter Email **SUBMIT**

Find The Location Nearest You
Enter your zip to find the most convenient Cohen's Fashion Optical store in your area.

SUBMIT

Or Call: **1.800.EYES.440**

Consumers utilize search as an online yellow pages to find local and regional retailers; often these consumers are at the end of the purchase cycle with the intent completing a purchase. We created

an extensive campaign composed of over 40,000 keywords, optimized on a daily basis, for product-related and service-related search listings on the local and regional level. We made sure that whenever someone was looking for any service or product related to eyewear, Cohen's Fashion Optical was at the top of the search results. We decisively chose to exclude products and purchasing capabilities online to leave our consumers with a single track process of scheduling an appointment and printing out coupons to be redeemed in-store.

To reach the impulse buyer, we utilized rich media display ads running on demographically and geographically targeted websites such as Yahoo!, AOL, NY1.com and dozens of other sites. By using rich media creative we were able to insert coupons and special offers directly into the ads themselves. We also inserted print functionality so the consumer could print coupons directly from the ads. By developing interactive creative, incorporating these functions directly into the ads, we engage the consumer by allowing them to interact with the brand. Rich media ads generate a higher click-thru rate and drive down the Cost-per-acquisition when the customer does not have to leave the page.

SAMPLE CREATIVE – DISPLAY AD WITH COUPON ROLL-OVER

ROLL OVER FOR COUPON

COHEN'S Fashion Optical **LEARN MORE**

MUST PRESENT COUPON AT TIME OF PURCHASE OR SERVICE

\$20 EYE EXAM

PRINT EXPIRATION DATE: XX/XX/XX

Contact lens exam and fitting additional. Must present prior to purchase. Exam by Independent Doctor of Optometry in NJ, CT, MA, NH and FL. For NJ only: regular cost is \$60. Not valid with any other exam offers, insurance plans or third party offers.

COHEN'S Fashion Optical **LEARN MORE**

RESULTS

Due in part to our work, Cohen's remains one of the leading eye care consultants and retailers. We cost-effectively utilized the Internet to motivate the consumer to schedule appointments online, to print out coupons to be redeemed in-store, to drive In-store sales, or enter their email addresses and to phone the physical retail store for an appointment. The success of this campaign exceeded the expectations of all parties involved. Cohen's continues to receive over 3,000 appointments per month. Sales at the store level increased 14% along the East Coast where we supported it with online advertising.

SAMPLE CREATIVE – APPOINTMENT SCHEDULER

En Español

COHEN'S
Fashion Optical

ONE HOUR SERVICE • VISION PLANS ACCEPTED • LOWEST PRICES

Schedule Your Eye Exam Today!
Choose your date, time and location.
Receive confirmation instantly.

SCHEDULE NOW

STORE LOCATIONS

Choose the Location Nearest You To Continue

- 841 Broadway (b/t 13th & 14th Sts.)
New York, NY 10003
- 5 Greenwich Ave. (near 6th Ave.)
New York, NY 10014
- 1450 Broadway (b/t 40th & 41st St.)
New York, NY 10018**
- 2 West 14th St. (at 5th Avenue)
New York, NY 10011
- 275 7th Ave
NEW YORK, NY 10001

\$20 Eye Exam in NY ONLY. \$29 in NJ, CT, MA, FL & PR ONLY
Choose your date, time and location. Receive confirmation instantly.

SCHEDULE NOW

Exclusive Money-Saving Offers

\$14.99 DISPOSABLE CONTACTS
1 BOX OF CLEAR COMFORT (6 LENSES)
COHEN'S
Fashion Optical
Professional fees additional. Purchase 1 year's supply. *After manufacturer's rebate. Not valid with any other offers, sales, vision plans or packages. MUST PRESENT PRIOR TO PURCHASE.
OFFER EXPIRES: 1/31/08

◀ 1 2 3 4 ▶

Click for more eyewear & contact lens offers

Find The Location Nearest You
Enter your zip to find the most convenient Cohen's Fashion Optical store in your area.

10001 **SUBMIT**

Or Call: 1.800.EYES.440