



VISION EASE Lens SOCIAL MEDIA ENGAGEMENT

When brands hire the Hardman Group, they hire an agency with a proven — and measureable — track record. Our current Vision Ease social media campaign showcases how we make a difference for our clients. After hiring us, Vision Ease saw increases in user engagement across all platforms:

- **1,511% FACEBOOK**
- **971% LINKEDIN**
- **464% TWITTER**

Results like this are only achieved when we know the customer and connect with them emotionally.

Social media has become an integral tool that is used for everything from launching new products to recruiting employees in active job searches. Scheduling flexibility, extreme targeting and engagement are extremely cost effective and help connect brands with their consumers.

In Spring 2016 we launched two new products at the optical industry's biggest event, Vision Expo East.

- **Clear Blue Filter Lenses by VISION EASE** – a lens that protects the eye from high energy visible light both indoors and outdoors
- **VISION EASE High Index Lenses** – a portfolio of ultra-thin lenses for consumers with complex lens prescriptions that, when fulfilled with a traditional lens, are extremely thick and heavy.

Our Audience: Optical Dispensers in multi-unit retail eyeglass stores

Creative Strategy: Demonstrate competitive product superiority, through the eyes of the customer...and reinforce the benefit to the dispenser to recommend VISION EASE branded lenses.

Through our brand exploration we have created a unique visual identity for VISION EASE, featuring clean, concise images of “real people” wearing our lenses. Our messaging, always calls out superiority of the lens and the practical application of its use. Our brand personality is “real” and “authentic”. Our brand promise: to help individuals, businesses and society to be their best.

Results

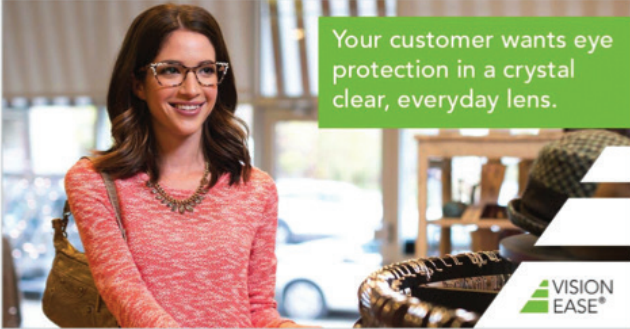
- Increased Facebook engagement (likes, comments, shares) from 661 total engagements to 7,613 in four months.
- Increased Twitter engagement (retweets, likes) from 25 total engagements to 116 in four months.
- Increased LinkedIn engagement (clicks, likes, comments, shares) from 0 total engagements to 971 in four months.

VISION EASE Clear Blue Filter Lenses Social Media Examples:

LinkedIn

VISION EASE
982 followers
1mo

Upgrade your customers to a polycarbonate lens that helps protect their eyes from the most damaging light rays with Clear Blue Filter by VISION EASE. <http://ow.ly/CcYI305DfEE>



Your customer wants eye protection in a crystal clear, everyday lens.

The Best Choice For A Clear, Everyday Lens
www2.visionease.com


6 likes

Like Comment Share

Facebook

VISION EASE ✓
May 19 · 🌐

Upgrade to a polycarbonate lens that helps protect eyes from the most damaging light rays with Clear Blue Filter by VISION EASE
<http://ow.ly/4nb1lv>



Filters over 3x more Blue Light than standard polycarbonate lenses*

*at 420nm

VISION EASE

Like Comment Share

52

1 share

Twitter

VISION EASE
@visionease

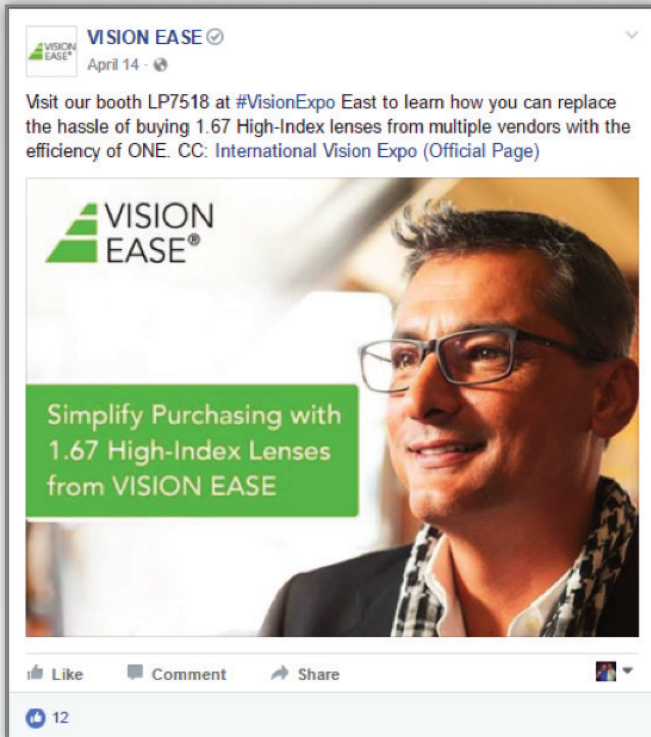
Clear Blue Filter lenses help protect the entire **#eye** from the effects of high-energy light
ow.ly/HvAT302RbVF



VISION EASE

VISION EASE 1.67 High Index Lenses Social Media Examples:

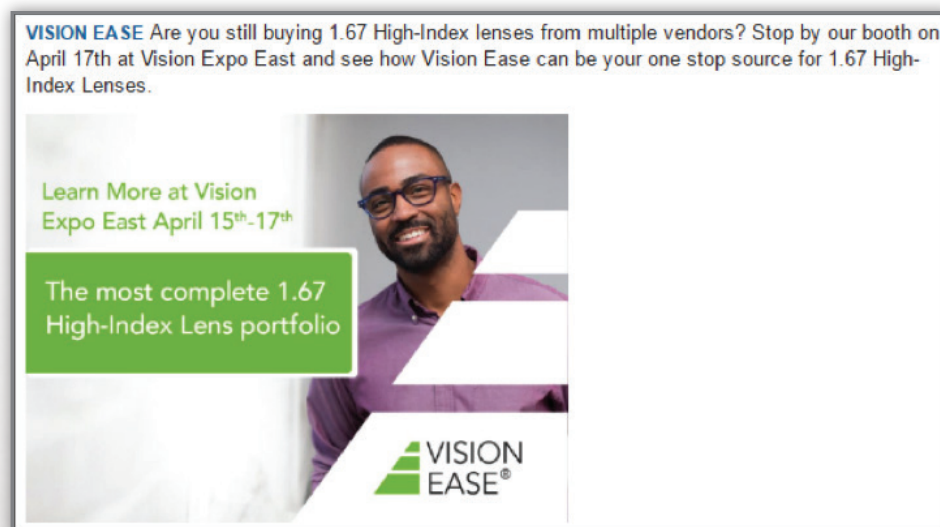
Facebook



Twitter



LinkedIn



Comparative Results:

Previous 4 Month's Before Hardman Involvement		4 Months After Hardmans Involvement		
Facebook Fans		Facebook Fans		
November 1 - 30	1382	March 1st-31st	1428	
December 1 - 31	1392	April 1st - 30th	1466	
January 1 - 31	1403	May 1st - 31st	1518	
February 1 - 28	1408	June 1st - 30th	1540	
Total Likes Gained = 43		Total Likes Gained = 132		300% Increase After Four Months
Average per month over 4 months = 10.75		Average per month over 4 months = 33		
Facebook Engagement (Likes, Comments, Shares)		Facebook Engagement (Likes, Comments, Shares)		
November 1 - 30	193	March 1st-31st	642	
December 1 - 31	196	April 1st - 30th	2453	
January 1 - 31	117	May 1st - 31st	2625	
February 1 - 28	155	June 1st - 30th	2071	
Total Engagements = 661		Total Engagements = 7,613		1,151% Increase After Four Months
Engagements Agerage = 165.25		Engagements Average = 1,903.25		
Twitter Fans		Twitter Fans		
November 1 - 30	574	March 1st-31st	575	
December 1 - 31	573	April 1st - 30th	583	
January 1 - 31	577	May 1st - 31st	592	
February 1 - 28	574	June 1st - 30th	602	
Total Followers Gained = 0		Total Followers Gained = 28		28% Increase After Four Months
Average per month over 4 months = 0		Average per month over 4 months = 7		
Twitter Engagements (Retweets, Likes)		Twitter Engagements (Retweets, Likes)		
November 1 - 30	8	March 1st-31st	6	
December 1 - 31	5	April 1st - 30th	50	
January 1 - 31	8	May 1st - 31st	30	
February 1 - 28	4	June 1st - 30th	30	
Total Engagements = 25		Total Engagements = 116		464% Increase After Four Months
Average per month over 4 months = 6.25		Average per month over 4 months = 29		
LinkedIn Fans		LinkedIn Fans		
November 1 - 30	740	March 1st-31st	766	
December 1 - 31	740	April 1st - 30th	813	
January 1 - 31	740	May 1st - 31st	857	
February 1 - 28	740	June 1st - 30th	881	
Total Followers Gained = 0		Total Followers Gained = 141		141% Increase After Four Months
Average per month over 4 months = 0		Average per month over 4 months = 35.25		
LI Engagement (Clicks, Likes, Comments, Shares)		LI Engagement (Clicks, Likes, Comments, Shares)		
November 1 - 30	0	March 1st-31st	76	
December 1 - 31	0	April 1st - 30th	246	
January 1 - 31	0	May 1st - 31st	359	
February 1 - 28	0	June 1st - 30th	290	
Total Engagements = 0		Total Engagements = 971		971% Increase After Four Months
Average per month over 4 months = 0		Average per month over 4 months = 242.75		