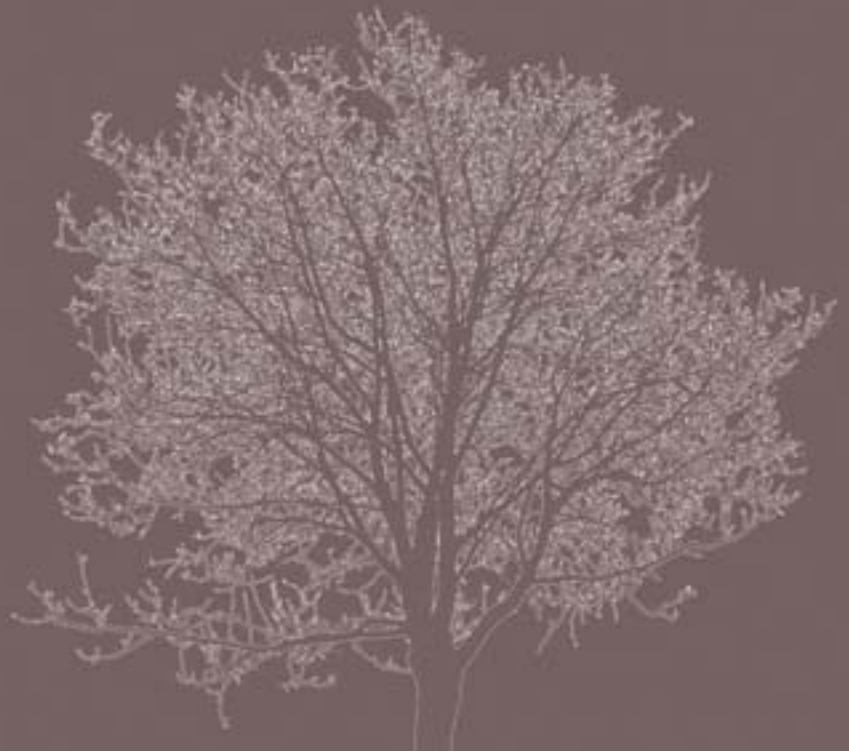


from start-up to established
practice

advertising and marketing solutions:
an information pack for opticians



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Graphic design: the art of communication

When communicating with your existing or potential patients, it is vital that you give the right impression.

As graphic designers we ensure that your visual communication, from simple reminder cards to full blown advertising campaigns, reflects the high standards of eye care and eyewear that, as an independent optician, you offer to your patients.

There are two golden rules to producing marketing materials:

Consistency of approach is everything.

All printed material produced for the practice must be of the same quality in design and production as the quality of the service and products that it offers. Anything less lets the practice down and will give the wrong impression.

Who we are: a unique combination of creative design with a wealth of experience...

A P Design was founded in 2000 by merging two well established design practices. Our strengths lie in offering a unique combination of creative design with a wealth of experience in many business sectors.

We have been working alongside Myers La Roche with independent opticians all over the UK and Ireland for over 25 years.

With a customer focussed approach, we aim to establish lasting relationships with our clients. We invest time and effort to understand our client's business, including their patients and their needs, to see how best we can support our clients. We believe that in this way we produce design that works!





section one

Getting noticed

Corporate Identity

reflects the ethos and standards of your practice...

Successful marketing starts with a strong corporate identity so that your practice is remembered, recognised, and easy to find.

Good corporate identity design reflects the ethos and standards of your practice visually by the use of colours, typography and imagery. The chosen design can then inform your choice of practice fittings and colours, complementing or reflecting the colours and style of the corporate identity.

Consistent use of your corporate identity helps to make your advertising memorable, so that when someone is thinking about visiting an optician, they are much more likely to choose you rather than a competitor.

Our design fees include: **Corporate Identity**

Design of new corporate identity including logo, use of colours and typefaces, for use in printed materials, signage, stationery and advertising etc

If your requirements differ, please call and we would be happy to discuss it with you and provide you with a firm quotation.

We like to start at the beginning by looking at how your practice is presented to the general public. New practices must start here but more established practices will benefit from reviewing their Corporate identities. Branding is not a static device, but an ongoing evolution.

Logos and colours should be refreshed and updated from time to time to ensure that your practice keeps pace with current trends and technologies, in much the same way that you will ensure that your patients benefit from the latest equipment.

We then move on to look at opportunities to present your practice in the best possible way, both to the general public as well as your existing patients, through the use of pavement boards, posters and practice brochures.



Stationery artwork pack

Create layout and artwork for letterhead, compliment slips, appointment/business cards, Specs are ready card

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.





Getting noticed

section one

Pavement Boards

Catch your patient's eye with a pavement board.

One of our recommended forms of getting you noticed

A-Boards are a useful element in the marketing mix. Your corporate identity can be included in the 'arch' of the Aboard or within the poster inserted into the grip frame. We can suggest a number of standard messages to welcome people to your practice if special promotion or campaign posters are not being used.

We do recommend that you approach your local authority town centre manager or planning department to ensure that your pavement board is welcome and sited in the appropriate place. In some locations Aboard are not suitable so please do check.



A Frame: Weight 10kg. A1 size posters. Available in black, red and silver



Arched Aboard: Weight 18.5kg. A1 size posters. Available in black, red and silver.



Pavement Board: Weight 20kg. A1 size posters. Wheeled water filled base



section one

Getting noticed

Lifestyle Posters

a vehicle for conveying messages that are likely to prompt your patients to ask questions

Lifestyle posters are designed to attract the attention of your patients by using images of activities that they will associate with, or aspire to doing.

Having caught their attention, the posters can then act as a vehicle for conveying messages that are likely to prompt your patient to ask questions about products or services you offer. It is far easier to sell your products and services if the patient initiates the dialogue.

Your lifestyle posters are individually designed to reflect your corporate identity and style, using imagery tailored to attract the type of patients you have. We work with you to choose a number of captions to help promote your products and services.

Our design fees include: **Lifestyle posters (set of four)**

Use of poster designs and photography, using your corporate identity, colours and messages agreed with you

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.

We can also supply grip frames and cabling systems





section one Getting noticed

Practice Brochures

An essential element of marketing your practice

Communicating the services and products you offer, as well as the quality of eye care you provide to your patients, is an essential element of marketing your practice.

A P Design works with you and Myers La Roche to identify your strengths to produce a well designed brochure incorporating your specialist services and range of eyewear. This all helps to reinforce the reasons why your patients have chosen your practice and ensure you keep them as patients for years to come.

Our design fees include: **Practice Brochure**

To design practice brochure using your text, incorporating your corporate identity and style, including one full set of client corrections.

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.



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section two

Promoting the practice

Advertising Campaigns achieve the best impact on your target market

We take the work out of marketing your practice by providing a full campaign service. This includes organising the advertising schedule; researching local media, and concentrating on the most appropriate publications in order to achieve the best impact on your target market, negotiating the best rates possible for a series of press or magazine advertising and/or leaflet distribution. We ensure all artwork is sent to meet media deadlines.

Our starting point is to agree the campaign details and budget and, other than approving the final artwork, there is nothing more you need to do as our specialist marketing and design team will ensure you get the best design and media coverage for your money.

Please remember, you should always measure the success of any campaign. Myers La Roche can help you to do this through their Optic 2000 scheme. Please ask us or Myers La Roche for details.

Advertising space:

The cost of advertising space varies so much across the UK depending on the type of publication, its circulation and its competition. Please call and we will be happy to discuss your specific requirements.

Promoting your practice means advertising in all its shapes and forms. Working alongside Myers La Roche, we know that every independent optician has very different marketing requirements, yet effective and appropriate advertising is a common denominator.

Advertising works, but only when it is repeated and repeated and repeated. There are various ways of achieving that repeat and we use our experience and expert to make your budget go further.

Having agreed your campaign objectives, target market and the results you hope to achieve with Myers La Roche, we develop a campaign that best suits your specific requirements.

We offer a full design service tailored to your requirements and budget, however large or small. Newspaper or magazine advertising may not be the most appropriate way to promote your practice. We will discuss with you the most appropriate type of advertising available to you locally which will suit your objectives.



Our design fees include: **Advertising campaign**

One off advertisement design with one practice poster
(photography not included)

Full campaign design service researching local papers and magazines etc, including recall flyers and window posters





section two

Promoting the practice

Targeted Newsletters

gives greater potential for a higher response rate and allows you to evaluate the success of the campaign.

Targeted newsletters help you to attract new patients by specifically pin-pointing the geographical areas you want to reach. This type of accurate targeting can help to increase response rates.

Amalgamating eye-catching design with practical information means that newsletters received by your prospective patients will be memorable. All the more so, as they will be delivered through the letterboxes of your chosen postcode sectors on a repeat basis. For example 4 deliveries over a 13 week period, via Royal Mail will ensure your target audience is fully aware of your practice. Incorporating a money-off or special promotion voucher, together with a location map gives greater potential for a higher response rate and allows you to evaluate the success of the campaign.

Targeted newsletters offer a flexible marketing alternative that may be just what you need to reach the potential patients you really want.

Our design fees include: **Targeted newsletters**

Design newsletter using your text and incorporating your logo, style and any agreed promotion

Print and Distribution costs:

The cost of print and distribution varies considerably across the UK depending upon the type of distribution and the organisation chosen. Please call and we would be happy to discuss it with you and provide you with a firm quotation.



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section two

Promoting the practice



Flyers

strengthen your practice profile and inform the public...of where you are

Distributed to individual homes and businesses surrounding your practice, or for a short print run to your existing patients, leaflets and flyers serve to strengthen your practice profile and inform your patients and the general public of what you do and where you are.

Combine a promotional offer on one side with important details of services you offer to your patients on the other, can help to fill appointment book gaps and boost your dispensing sales.

We can help you to choose an appropriate method of distribution to suit your budget and target audience.

Our design fees include: **Flyers**

Design flyer incorporating your corporate identity, style and agreed promotion

Creating artwork for practice location map if required

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.



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section two Promoting the practice

Visionplan

encourage your patients to subscribe to a plan

Subscription plans engender greater practice loyalty with your patients and provide a valuable monthly cash flow source.

Our Visionplan encourages your patients to subscribe to a plan which gives benefits that far outweigh the small monthly charge.

A P Design has developed a simple monthly payment plan based on a direct debit facility which your practice should have in place. Appropriate marketing materials have been well designed waiting to be tailored to your specific requirements.

We will be happy to discuss the plan in more detail with you.

Our design fees include: **Visionplan**

Agree specific details of the plan and incorporate into marketing materials. Providing artwork for membership card, explanatory leaflet, membership form and terms and conditions and subscription price list and benefits.

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.





section three

Keeping your patients

Practice Newsletters

informative,
relevant and timely

Practice newsletters have the benefit of encouraging loyalty and a better response rate than recall letters alone and can have the added benefit of updating your database.

These newsletters should focus the content on informing your patient of the latest advances in eyecare and eyewear that would benefit them. Featuring new technology, specific services you offer and details of the current promotion, together with a who's who in the practice will ensure that your newsletter is informative, relevant and timely.

There are a variety of ways of distributing your newsletter, depending on your budget and we would be happy to discuss the options available to you.

Our design fees include: Practice newsletters

To design practice newsletter using your text and incorporating your logo, promotional offer agreed, etc

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.

Providing high standards of eyecare is what independent opticians do best, but this is not quite enough to keep your patients in the face of competition from multiples, the internet and other independents. Keeping your existing patients is about communication on a regular basis to ensure your patients stay loyal to you.

At A P Design we believe conventional communication still has many benefits but we haven't ignored more up-to-date ways of communicating in this internet age. We can show you ways to keep your patient database current and how to communicate with them for very little extra cost.





section three

Keeping your patients

e-Newsletters a convenient and cost effective way of communication

Most patients will have their own email addresses and as a forward-thinking practice you will be collecting this information along with their mobile phone numbers. Just as texting a patient to remind them of their appointment with you for that day is a very convenient and cost effective way of communication, so too is sending an informative e-Newsletter and has similar benefits for your practice.

eNewsletters are embedded within the body of the email (there is no attached file) and can be controlled and distributed very simply using your own computer system without the need to send your database to third parties.

Successful newsletters are all about the content and we have the knowledge and experience to provide your practice with an easy-to-use service.

Our design fees include: **e-newsletters**

Design practice newsletter template and producing one e-newsletter using your text and applying your corporate identity and style





section three

Keeping your patients

Recommend a Friend

introduce more patients... by rewarding your existing patients

The recommend a friend scheme is designed to introduce more patients to your practice by rewarding your existing patients through a simple and effective incentive.

We tailor our leaflet to your own corporate identity and style with a design unique to your practice. If you are interested in finding out more about this scheme, please give us a call. We will be happy to provide you with information on this worthwhile incentive scheme.

Our design fees include: **Recommend a friend**

Use of leaflet design and imagery, incorporating your corporate identity and specific practice details

Our print prices are very competitive:

We use a range of high quality print suppliers producing short or long print runs with specialist finishes if required, on digital and traditional presses to suit every type of project and budget.

