

MiSight® 1 day* Back-to-School Direct-to-Consumer Campaign



Kids' futures change all the time. Today they may want to be a gamer... tomorrow a professional basketball player... it can change every day. But what shouldn't change is their vision. When a parent chooses MiSight® today, they're helping to protect their child's blurry vision from getting worse, allowing for a clearer, brighter future.*†‡1,2 **MiSight® Today. Anything Tomorrow.**

For the fourth consecutive year, CooperVision is running a direct-to-consumer campaign to increase awareness and engagement among parents with myopic children.

WHO IS THE CAMPAIGN TARGETING:

Parents of children ages 8-12 years old.

CAMPAIGN PURPOSE:

- Educate parents of nearsighted children that there is a treatment option to correct and help protect their child's vision as they grow.*†‡1,2 MiSight® 1 day is the first and only FDA-approved* soft contact lens to slow the progression of myopia in children aged 8-12 at the initiation of treatment.§1
- Drive new prospective patients and parents into practices to schedule back-to-school eye exams and ask for MiSight® by name.

HOW:

National Campaign Tactics:

- Social media: Meta, YouTube, Pinterest
- Online video & display ads
- Google search and online display
- MiSight.com as a parent resource
- FAQs, Find an ECP locator & rebates

Target Market Tactics:

Dallas/Ft. Worth, Boston, Denver, San Francisco, St. Louis, Houston, Seattle/Tacoma

- Connected TV Advertising
- Audio & Radio Streaming

CAMPAIGN BENEFITS TO THE EYE CARE PRACTITIONER:

- **Builds Awareness and Urgency to Act:** Educates parents about the benefits of MiSight® for their age-appropriate myopic children, so they are more likely to research online, find a MiSight® ECP and say yes to treatment.
- **Supports customers' path to purchase** by connecting the dots from digital campaign efforts to the practice, with in-office posters, brochures, educational materials and more.
- Make it easier for new wearers to say "Yes!" with the **\$300 annual supply New Wearer Rebate** through September 30th.

Ask your CooperVision Representative about the campaign assets available to help amplify your practice.



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MISIGHT.COM
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*Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.

†ActivControl® technology in MiSight® 1 day contact lenses slows axial length elongation and corrects refractive error for age-appropriate children.

‡MiSight® 1 day shows sustained slowing of eye growth over time on average. While eyes are still growing; children fit ages 8-12 and followed for 6-years. n=40.

§Compared to a single vision 1 day lens over a 3 year period.

1. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci.* 2019; 96(8):556-567. 2. Chamberlain P et al. Long-Term Effect of Dual-Focus Contact Lenses on Myopia Progression in Children: A 6-year Multicenter Clinical Trial. *Optom Vis Sci* 2022 In Press.