



feature**link**



Case Study – Specsavers in 2017

Specsavers Campaigns in 2017

From August to December, Specsavers ran three Featurelink campaigns encouraging people to book eye tests in more than 360 local news brands. The Specsavers campaign ran in daily and weekly local news titles promoting their glare-free lenses and encouraging people to get an eye test to avoid the risk of sight loss.

The challenge

- With this campaign, Specsavers wanted to raise awareness of eye health by showing that tests were for more than your vision and helped to detect a range of health conditions.
- The campaign also sought to highlight their revolutionary product – the UltraClear SuperClean lenses with the anti-glare feature.



**T
HERE
IS MORE
TO AN EYE
TEST THAN
JUST THIS**

Eye tests check more than your vision. They can also keep your eyes healthy and detect a range of health conditions.

At least 50% of sight loss is avoidable.

Book an eye test
at [specsavers.co.uk](https://www.specsavers.co.uk)

RNIB **Specsavers**
Transforming eye health

The aim of the campaigns

- By placing ads in a relevant, contextual environment through Featurelink, Specsavers could reach their target audiences directly, promoting their eye testing service and helping to drive awareness for eye health.
- Covering a wide range of topics including eye health, home visit services, hearing care and lens advice, Featurelink enabled Specsavers to address these topics and speak to customers locally through contextual placement.
- With local newspapers being a highly trusted source for news and information, the campaigns were immediately integrated within a reliable environment for local communities. Speaking to the public through this unique platform provided the campaign with a powerful medium for its message.
- Using the Featurelink service, the campaigns ran alongside advertorial features in local print with detailed copy for people to learn about the eye health services Specsavers has to offer.



Glare-free lenses
Guilt-free price

Half-price polarising lenses

~~£60~~ £30 for a limited time only

Book an eye test at [specsavers.co.uk](https://www.specsavers.co.uk)

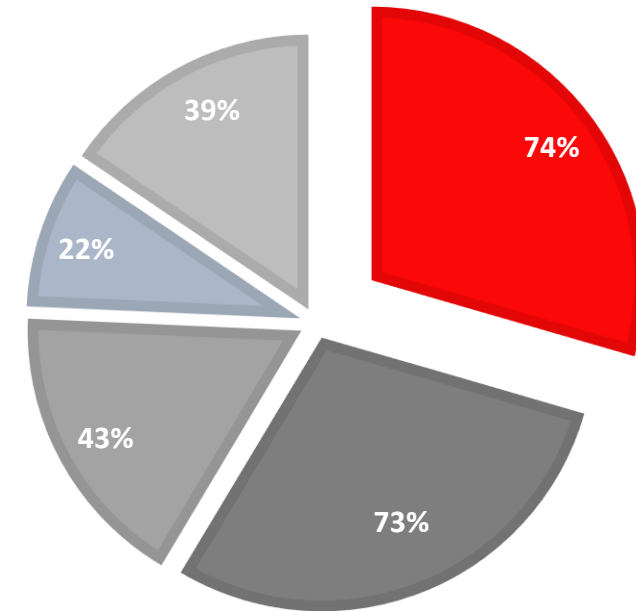
Specsavers

Measurement and Results

Through the advertorials, requests and general inquiries into eyes tests increased in the immediate aftermath of the campaigns. By providing the link in the ad, people could go directly to the source. This helped to promote the message of the campaigns directly through a trusted platform for news and information.

LOCAL PRESS IN PRINT AND DIGITAL IS THE MOST TRUSTED SOURCE FOR LOCAL NEWS AND INFORMATION.

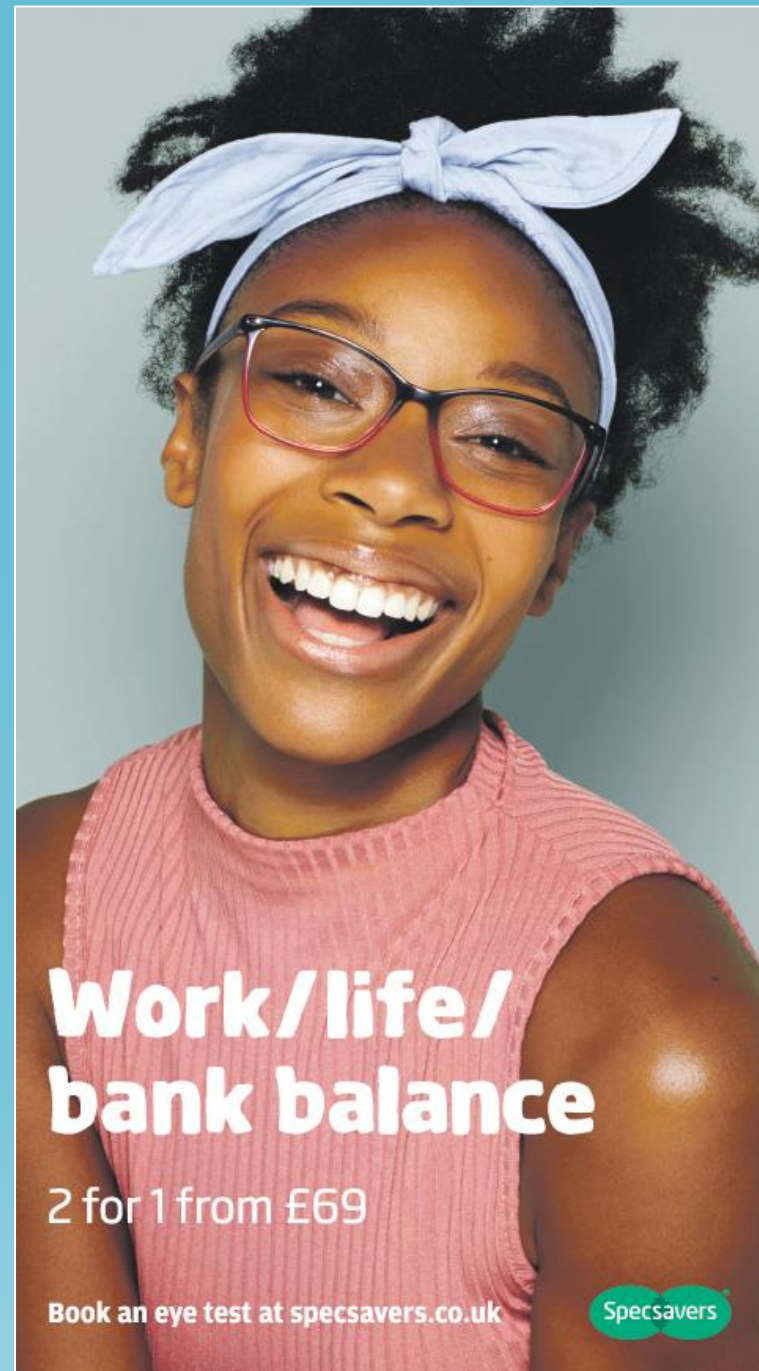
- Local press in print and digital
- Local commercial TV and Radio
- Search engines
- Social media
- Other websites



YouGov (2018)

“By placing ads in a relevant, contextual environment through Featurelink, Specsavers could reach their target audiences directly... We’ve found that the editorial pieces supported our objective to reinforce the importance of eye health to local news readers, and the adverts worked much harder by explaining the detail around eye health conditions.”


– Matt Merrett, Client Manager
for Specsavers, MGOMD



**Work/life/
bank balance**

2 for 1 from £69

Book an eye test at [specsavers.co.uk](https://www.specsavers.co.uk)





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