



AN OMNI-CHANNEL PERSPECTIVE ON LOCATION BASED DOOH

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May 10, 2018



NICE TO MEET YOU

LEADER IN VISION CORRECTION

1

LASIK MD,
40 clinics in Canada

2

6 vision brands, **over 70%**
Canadian market share

3

Vision solutions
for **adults 18-65**

4

600+ employees,
35 marketing professionals

5

Best in class lead generation
and **nurturing strategies**

6

Best in class data and
MarTech capabilities

MARKETING MODEL



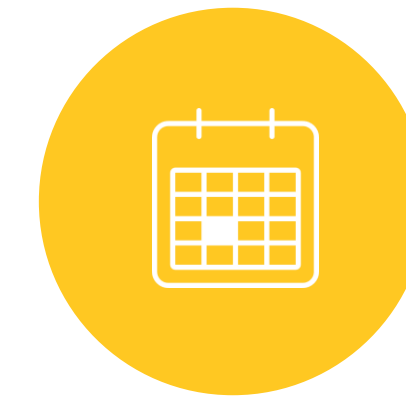
In-house media buying and content creation



Marketing automation platform with **omni-channel management**



Traditional and digital working **together**



Customer journey mapping and attribution



Proprietary CRM for patient data management



Personalized content based on segment and funnel stage



CONTEXT

OVERVIEW

1. BIG OPPORTUNITIES
2. SOME CHALLENGES
3. TIPS FOR SUCCESS
4. FUTURE OF ADVERTISING

1. OPPORTUNITIES



DOOH INVENTORY



LARGE FORMAT, HIGH IMPACT



CONTEXTUAL



TARGETED



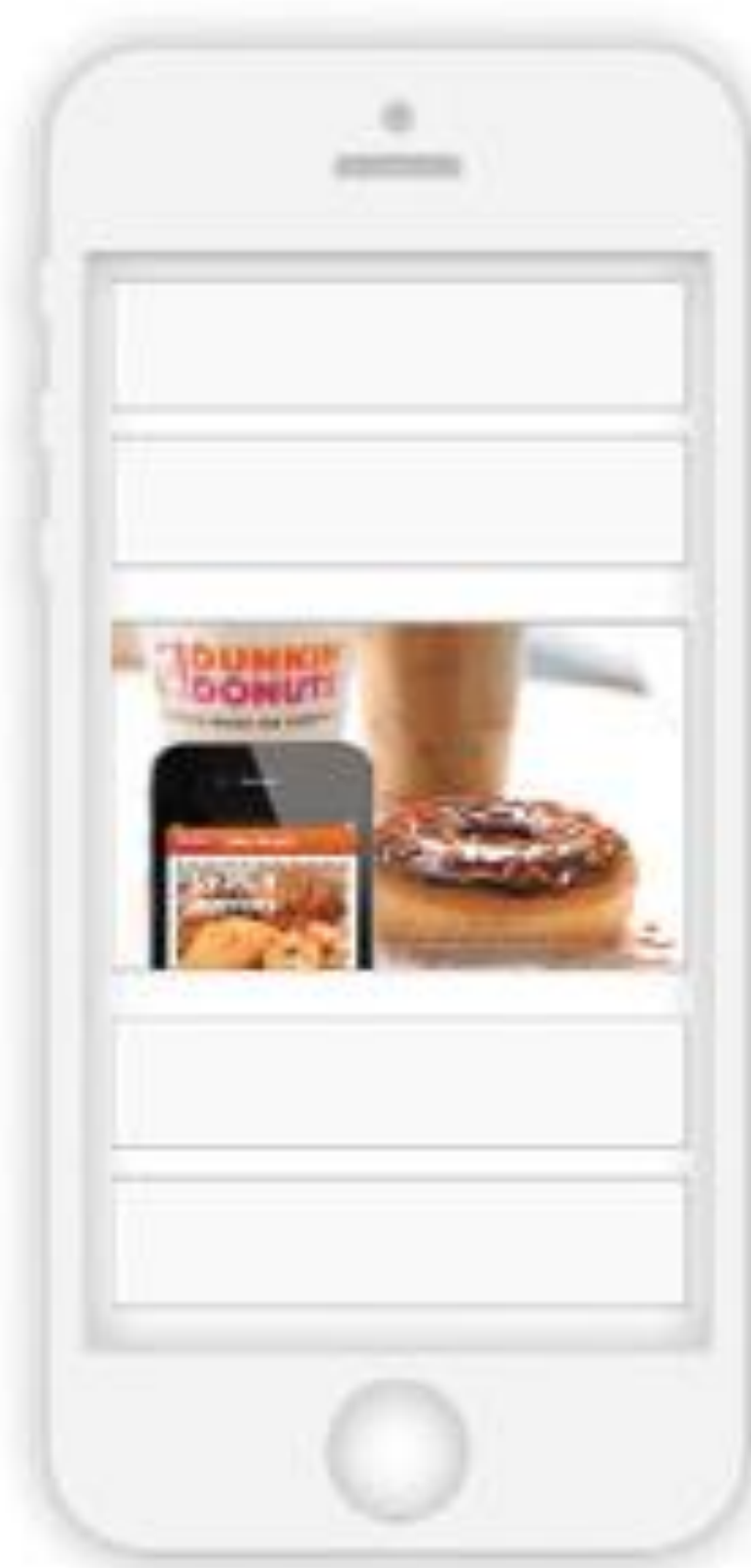
MOBILE INVENTORY



BANNERS



INTERSTITIAL

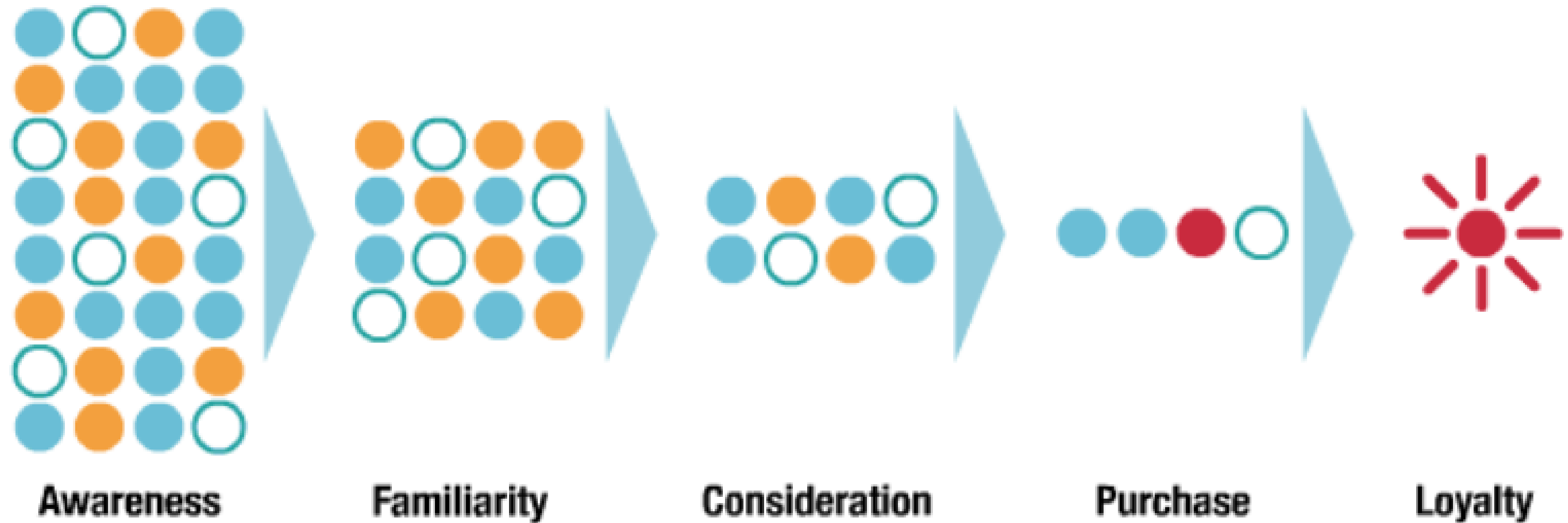


NATIVE



VIDEO

DATA AND TECHNOLOGY



A man with a beard and glasses, wearing a dark suit and a striped shirt, is sitting and using a stylus to interact with a tablet. The tablet screen shows a dashboard with a pie chart labeled 'Item 3' and a bar chart labeled 'b' with five items. The man's legs are crossed, and he is wearing brown shoes and striped socks. The background is a plain, light-colored wall.

SMARTER MARKETERS: CASE STUDY

Case Study: BRITISH AIRWAYS

<https://youtu.be/tkaA3FY-qR8>



Case Study: NUTELLA



<https://youtu.be/HjROofTL8oE>



INTRODUCING
NUTELLA
MORNING MOODS
EXCITE CAMPAIGN

2. CHALLENGES



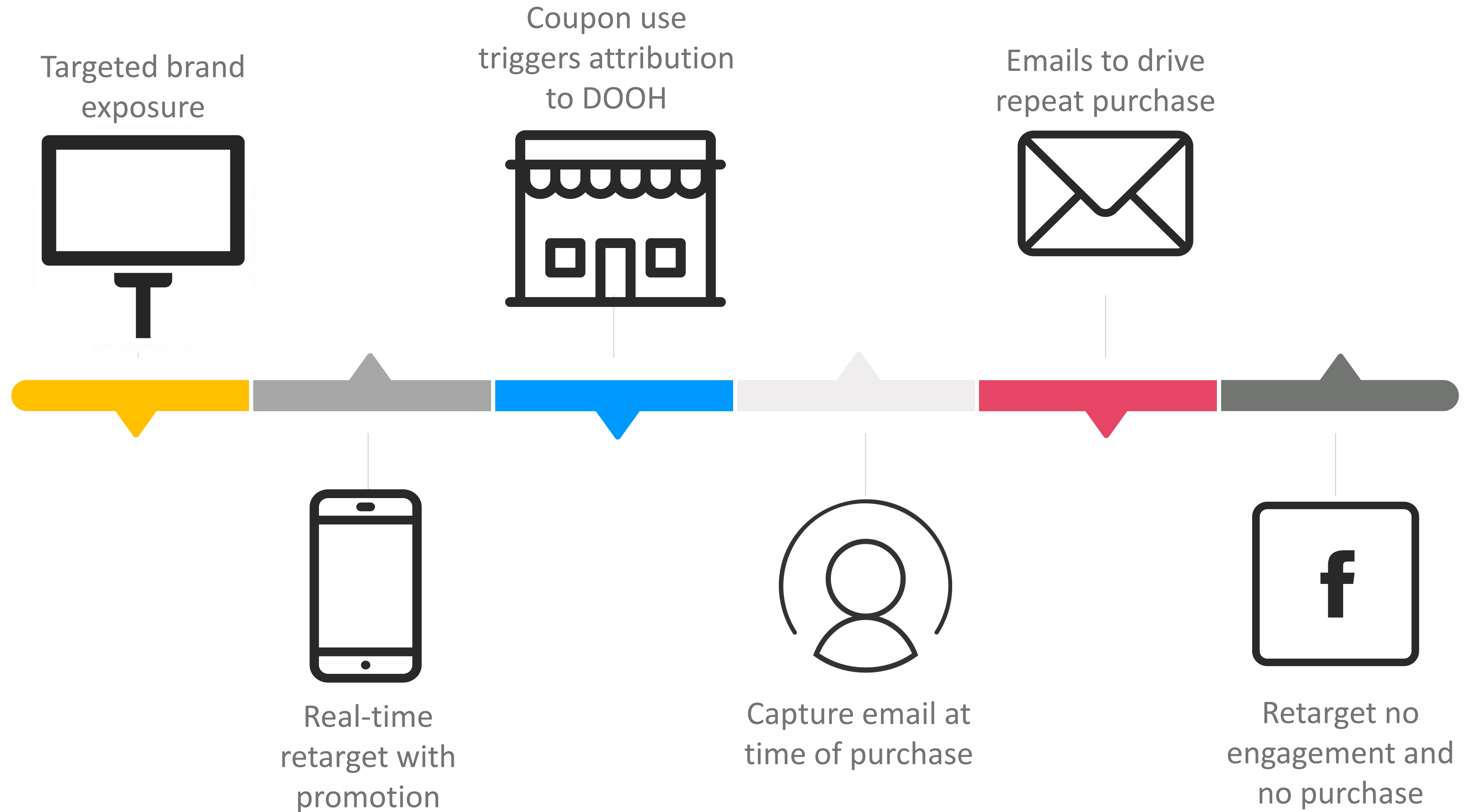


3. SUCCESS

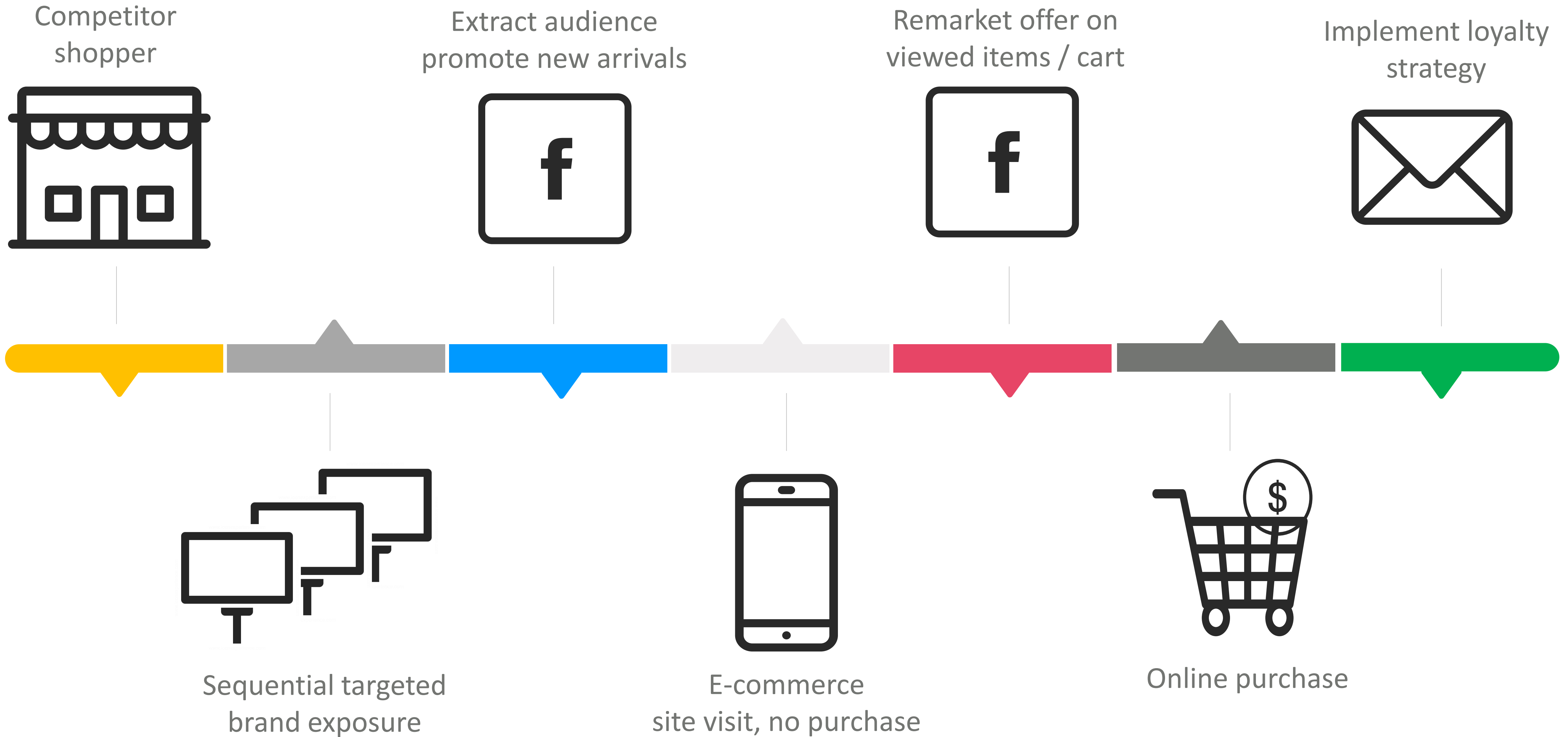


EASY USE CASES

DRIVE TO STORE STRATEGY



COMPETITIVE STRATEGY



TIPS FOR OMNI-CHANNEL SUCCESS

1

PLANNING AND GOAL
SETTING

2

PARTNER SELECTION, DOOH
AND MOBILE

3

DATA AUTONOMY OR
TRANSPARENCY

4

MARKETING AUTOMATION
STRATEGY

5

TEAM STRUCTURE

6

PERFORMANCE AND
INSIGHTS

A blurred city street scene with a yellow overlay. The text "4. FUTURE OF ADVERTISING" is centered in white. The background shows a perspective view of a city street with tall buildings and a blue sky. The image has a motion blur effect, suggesting a fast-moving train or car. The yellow overlay is a semi-transparent band across the middle of the image.

4. FUTURE OF ADVERTISING

FACIAL RECOGNITION TECHNOLOGY



WINDOWLESS JET

<https://youtu.be/60TlqoMzPj4>





WRAP IT UP

A top-down view of a wooden desk. In the upper left, a green succulent in a blue pot sits on the desk. In the lower center, a white coffee cup with a blue rim and handle sits on a blue saucer, topped with a dusting of brown powder. To the right, an open calendar shows the month of August with dates from Monday 14 to Sunday 20. A black pen lies diagonally across the calendar pages. A semi-transparent yellow banner is overlaid across the middle of the image.

THANK YOU!

Questions?