

Never let their eyes wander.

(How one marketing firm can get your patients' attention – and get you their business.)



thinking



strategic_communication

good



10



*(They have a **perfect** record in staring contests.)*



Big book?

Nope. **Just big ideas**, the kind that can get you noticed.



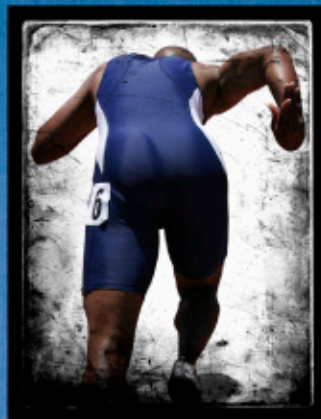
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Quick

Name a more uncertain economic time than this one. (1929 counts only if you were alive back then.)



Quicker

Paying attention to marketing is always a good investment. But these days, speed-to-patient can mean the difference between getting more business and going out of it.



Litos Strategic Communication always puts its best ideas on the table.


Regardless of the economy, the rules of engagement must remain the same.

Stay in front of your patients – and prospective patients – and you'll get their attention.

Stay in front of them with compelling marketing, messaging and offers

and you'll get their business.

This is the (short, short) story of how Litos Strategic Communication went to work for Bausch & Lomb, its custom LASIK biz dev (business development) team, and increased market share for major eye care practices -- from New York to South Carolina, from New Hampshire to Texas -- thanks to our counsel, creative and cost-effective tactics.



In initial
discussions,
Bausch &
Lomb mentioned that
the practices they were
charged with developing
"are allergic to cookie-
cutter marketing
solutions."

Good thing.

we R-2



Bausch & Lomb easily could have chosen any communications firm in America to make its case. In choosing Litos, we naturally believe the corporation exhibited a keen eye for talent, value and results.

B&L
+
LSC



BAUSCH & LOMB + LITOS STRATEGIC COMMUNICATION
A tasty relationship.



“Where... is... my... **super suit** !?”

(Line shamelessly borrowed from “The Incredibles.”)



For many LASIK patients, research revealed that the idea of looking good runs a very close second to seeing well. Here's how we targeted prospects primarily concerned with, um, both. To wit: Upon discovering the wonders of the LASIK procedure, ordinary humans are seeing (and looking) great. The following campaign – triggered by a non-sequential direct-mail series – uses a fun, faux-testimonial approach to attract attention and elicit a smile. At the same time, it conveys the notion of permission and empowerment, “above-average people wondrously empowered by the technology known as LASIK...and you can be next!”

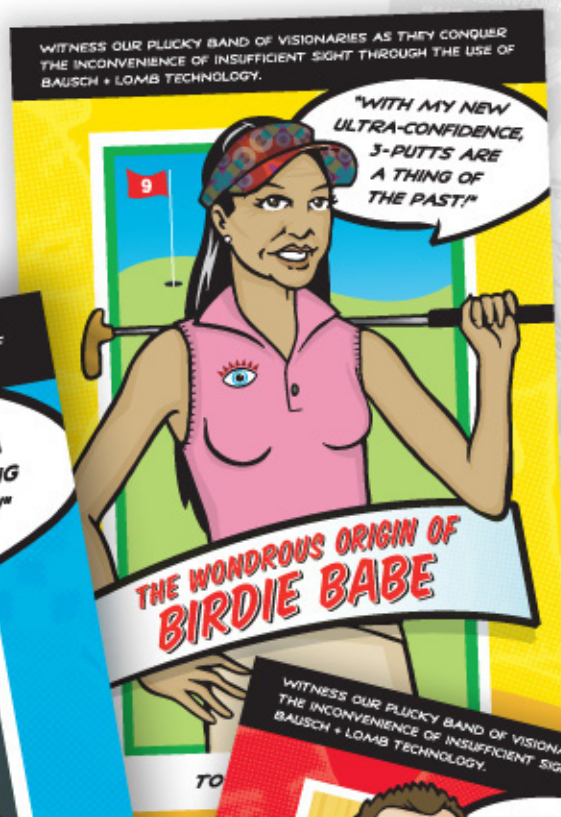


THE SUPER SEE-ERS CAMPAIGN

THE SUPER SEE-ERS: Direct Mail Postcards

Illustration always makes for stand-out direct mail. Let's put it this way: When you've got bills, circulars or "Our Heroes" to consider, who's going to get face time?







THE SUPER SEE-ERS: RADIO

Translating direct-mail components to radio (and TV) is one of those challenges we live for and – what's the word? – nailed. To hear the spots in their entirety, visit LitosSC.com.



THE SUPER SEE-ERS: TELEVISION

Suddenly Hot Guy & Non-Squinty Girl made their leap to TV for a suddenly thriving practice.



To see our heroes in action for Charleston Cornea, visit:
LitosSC.com

Must-See TV



At Litos,

*we're fond of comparing
our mellifluous marketing
campaigns to symphonies
of commerce, and our single
well-rehearsed marketing
tactics to virtuoso solo
performances.*



At times when a fully integrated communications campaign is neither required nor desired, Litos specializes in the creation and launch of singular marketing campaigns fully capable of effective and friendly persuasion.

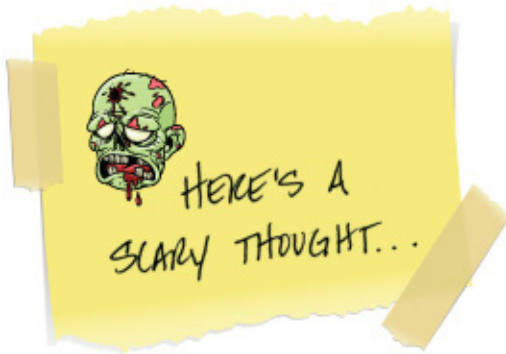
On the following pages, we'll walk you through some of our project-based work that's been responsible for changing minds and building business...





Radio.

There are times when a multimedia campaign is simply not in the budget, when radio is all you have. At Litos, we turn “all you have” into “more than you dreamed possible.”



Station-produced radio spots for eye care practices.

Why So Scary? Simple. Because they're written by people doing exactly what you tell them to do, and probably voiced by the same person who may not be very good at it, but thinks he or she sounds fabulous while singing in the shower.

Memorability quotient? Negligible.





Here's a sound alternative.

*For a practice in western New
York, we developed two market-
driven concepts based on
competitive intelligence.*

Guess which one they used?



GEM NO 1 : "Eye-D"

This concept gets the listener's attention immediately by elevating him/her to the status of very important person. It humorously introduces the concept of technology (i.e., retinal scanning) in a non-threatening manner while reinforcing their uniqueness - and the uniqueness of the procedure that Fichte-Endl will recommend.

SFX: (music open) Focused on you...

Announcer: Let's say you're...a rock star! (Hey, you can whistle, cantcha?) Problem is, some rock-star wannabe is running all over L.A. or South Beach or...Buffalo pretending he's you. Are you angry? Uh, yeah! You immediately buy a portable retinal-scanning ID system. Why? Because your eyes are like nobody else's...which, by the way, is exactly the way we feel about them at Fichte-Endl Eye Associates. At Fichte-Endl, we make sure that our technology - including Bausch & Lomb technology - fits you perfectly. Our knowledgeable doctors take the time to customize your experience...and ensure your success. If you're considering LASIK or another laser eye procedure, open your eyes to our possibilities. Talk to the doctors at Fichte-Endl. Join us for our next open house...y'know, unless you're trashing a hotel room or something...



GEM NO 2 : "One Size Fits All?"

This concept contrasts to the approach of a primary competitor who tends to lead prospects to a single technology, whether or not that technology is appropriate for them. While never "calling out" the competition, Fichte-Endl seizes upon the difference to offer a better way to clearer vision.

SFX: Up and establish department store ambience, MUZAK

Clerk: Sir, those Bermuda shorts look great on you!

Customer: Are you delirious, Woman? They're down around my ankles!

Clerk: (brightly) Impossible, Sir! They're one-size-fits-all!

Customer: "All" what? All sumo wrestlers...cabin cruisers...small planets!!!? I'm outta here!

SFX: (shuffling noises)

Announcer: One size fits all? Usually a bad idea, and worse still if you're considering a corrective eye procedure. At Fichte-Endl Eye Associates, we make sure that our technology - including Bausch & Lomb technology - fits you perfectly. Our knowledgeable doctors take the time to customize your experience...and ensure success. If you're considering LASIK or another laser eye procedure, open your eyes to our possibilities. Talk to the doctors at Fichte-Endl. Join us for our next open house.



HEAR HERE

To hear the spot chosen by Fichte-Endl in Sensurround®
(provided you have Sensurround®), drop by LitosSC.com

0004377929 NOV 10 2006
MAILED FROM ZIP CODE 93104



DIRECT MAIL



U.S. POSTAGE

Benjamin Franklin



Benjamin Franklin, in addition to contributing heavily to a little thing called the United States Constitution, invented bifocals, the modern postal system and, um, probably not the beauty parlor.

Yessir, it was quite a week.

Yet it is the postal system for which we most celebrate Franklin, for without it, there would be no direct mail.

Which would mean zero opportunity for us to combine show-stopping creative with irresistible offer on behalf of enterprising eyecare practices as you'll see in the next few pages.

And that would have been a shame.

Thanks, Mr. Franklin. Not for nothing did they put you on the C-note.





Done well, direct mail is such an eye-opener that other leading practices wanted to directly participate as well.

Whether we're setting up a "dodgy" first date (above) or suggesting that children "look better" when you can actually see them (right), our creative product immediately conveys a practice's value to a prospective patient.



Life's more fun when you can actually make out which one's yours.

It's not magic. It's LASIK.

Life's more fun when you can actually see your career path.

It's not magic. It's LASIK.

Life's more fun when you can see who you are guarding.

It's not magic. It's LASIK.

Life's more fun when you can truly appreciate what you are wearing.

It's not magic. It's LASIK.



**How we build strong
brands to influence
people.**

(While putting charity to work.)



You're looking at the turnkey programs we named, branded and rolled out for cause-related marketing campaigns that enabled charitably minded practices to give back in a big, big way.

Each practice donated LASIK procedures to people within their communities that others had nominated as most deserving. For each of these programs, Litos developed and included a marketing guide written specifically for the practice manager, so that even in practices with little marketing know-how, success was assured.



THE ELEMENTS OF ATTRACTION

Other components included a program announcement, press release, radio script and a testimonial. To view the complete case study (you guessed it) visit LitosSC.com.



Through the charitable application of LASIK technology, participating practices dramatically changed the lives of people less fortunate yet truly deserving. *We were just happy to be part of it.*



Office Help.

Litos does more than merely direct prospective patients to a practice. We've also created in-practice posters and a consumer guidebook as decision-support materials for those considering the procedure.



On the wall: Posters reinforced the benefits of LASIK.



At the counter: Our guidebook plainly explained the LASIK procedure.



**Because this is no time to turn
eye care into eye - **DON'T** - care.**

When no one else is advertising or otherwise communicating, you have the microphone. Translation: Now is the time to press your marketing advantage. Litos Strategic Communication can do for you and your practice what we've done for Bausch & Lomb and practices specializing in LASIK procedures and other laser surgeries.

Call us on it. *Then let's get together. Because nothing conveys our passion for breakthrough communication and commitment to your success better than meeting – eye to eye.*

Litos Strategic Communication. At your services.

Frankly, as a fully integrated marketing communications firm, there's not much in the way of marketing and messaging that we don't offer. Still, we understand that you may be caught short for a feature or two when our name comes up in cocktail conversation.

*So here's your **cheat sheet**. Please remember to keep it handy.*





strategic_communication

CALL US @ 401-435-8900
OR VISIT LITSSC.COM



Put it to work for you.

good thinking