

La Nuit des Caducées

3^{ème} Edition

Dossier de candidature



Zorba Group

ZORBA

Essilor AVA

Octobre 2020

Contexte

Révéler le plein potentiel des yeux par l'ultra personnalisation.

Depuis toujours, les examens de la vue répondent au pas de correction standardisé et codifié par le marché de 0,25 en 0,25 dioptrie : une unité mesure acceptée de tous (professionnels comme patients) mais naturellement imprécise, donc vectrice de prescriptions erronées.

Mais qui a dicté qu'une mesure plus précise ne pouvait se faire? Leader du secteur de la correction de la vision, Essilor a développé AVA (Advanced Vision Accuracy) : une véritable expérience de diagnostic, de prescription et de manufacture de verres.

Parce que vos verres sont désormais fabriqués à la mesure parfaite de vos yeux & besoins, votre expérience de vision se veut enfin complète.

Cible et objectifs de la campagne

Cette campagne s'articule autour d'une double ambition B2B2C.

Auprès des **professionnels** de la vision - un objectif à deux niveau :

- **notoriété**, d'abord pour que chaque eye care professional réalise le gain de précision que l'expérience AVA apporte (donc le potentiel incrémental de satisfaction client et ses vertus logiques)
- **Transformation**, pour équiper le maximum de professionnels d'appareils de mesure AVA

Auprès des **patients** :

- **notoriété**, pour que chaque patient comprenne que ses yeux sont sous exploités parce que le marché l'a dicté, mais qu'il existe une alternative mis au point par Essilor, dont la personnalisation signe une expérience de vision augmentée

Cible et objectifs de la campagne

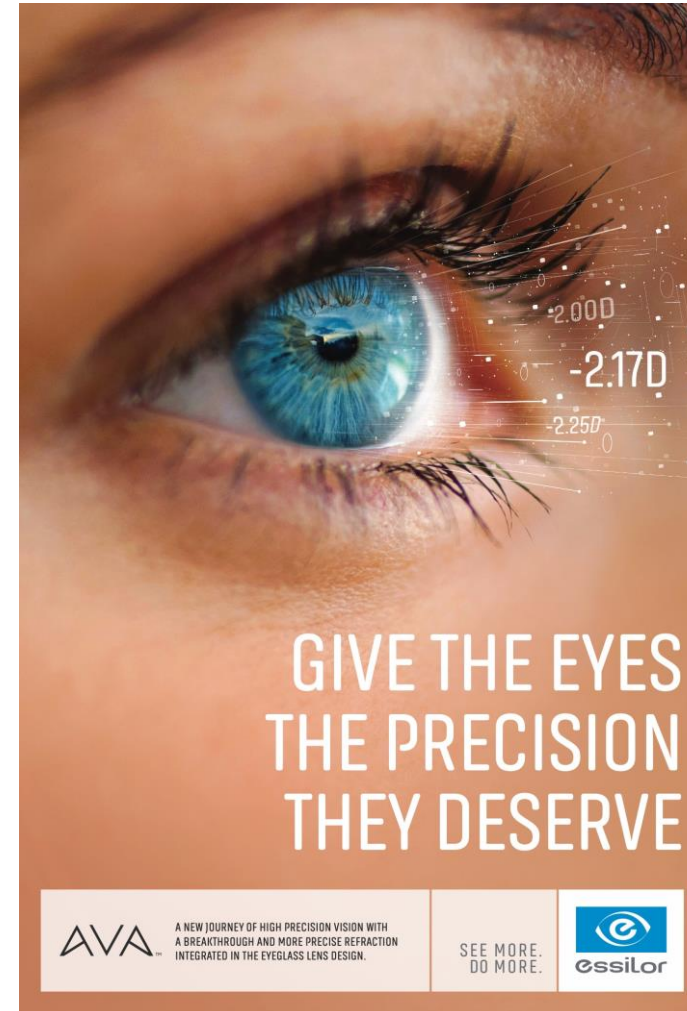
Pour y parvenir, la campagne s'est déroulée en trois temps :

- Une première étape de **branding** et de définition de territoire stratégique et créatif : quelle identité, quel message B2B2C, quel bénéfice B2B et B2C (=plateforme de marque)
- Une seconde étape de **conquête B2B**, au travers d'une campagne de marketing de masse (un **film**, une **page web**) et de précision (une **brochure** pour équiper les développeurs)
- Une troisième étape de diffusion B2C par du **point of sale**, et **du social media** (développement en cours)

Mise en oeuvre et réalisation



Le logo



Key Visual, Point of sale

Mise en oeuvre et réalisation



[*Cliquer pour visionner le film sur Vimeo*](#)

Mise en oeuvre et réalisation

#1 IN SPECTACLE LENSES WORLDWIDE

EXPERIENCE THE ULTIMATE VISION ACCURACY!

Essilor® AVA™ is a breakthrough customer journey providing an accurate vision experience, based on a new subjective refraction at 0.01D that is integrated into our premium Essilor® lens designs.

STEP 01

OFFER A MORE PRECISE EYE EXAM BASED ON A NEW SUBJECTIVE REFRACTION AT 0.01D

With Vision-AR™ 800, Essilor® reinvents subjective refraction at far thanks to two breakthrough technologies.

- 01 An embedded optical module to target powers continuously & incrementally with resolution of 0.01D**
 - Latest motorized deformable lens technologies, including:
 - Fluidics that give access to 1000000 different powers (up to 20D and cylinder up to 4D)
 - Motorized lens drive technology, "the top driver", power the whole lens to adjust to each patient's refraction.
- 02 A Smart Refraction Program to exploit the optical module continuity and precision**
 - The patient and their family, plus refraction personnel provided by practitioners and doctors have a continuous view of the lens and cylinder in 0.01D steps.
 - Inspired by pioneering opto-psychological methods, it takes into account all present concerns (including light comfort) to adjust to each patient's sensitivity.
 - The program also enables precise measurement and assessment of pupil dilation of the eye, to ensure coherence with lens dispensing.

PUNCTUATED WITH A NEW REFRACTION COMPARISON

By the end of refraction, patients will see what they could experience through this new 0.01D prescription thanks to a real-life scene simulation.

After having experienced the Essilor® AVA™ subjective refraction,

74% of patients declare they would seek out a practice with this technology!

A unique subjective refraction!

- Very accurate and more precise than a traditional one.
- Providing an excellent level of visual acuity.
- Ensuring a very good accommodation control.

A superior eye exam experience, preferred by patients for its:

- Business
- Efficiency
- Value-added
- Comfort

STEP 02

PROVIDE THE MOST ACCURATE ESSLOR® PREMIUM LENSES EVER

With the AVA™ option, lens calculation system now targets 0.01D prescription in each lens optimization point.

AVA™ option has been developed to prescribe large range of Essilor® premium lenses in 0.01D steps:

- All digital Essilor® lens designs
- All materials
- In Clear, Sun and Transition® ranges

Essilor® AVA™ delivers the best of: **Eyezen® VariLux®**

Essilor® AVA™ step toward precision is even bigger when combined with HD Optique optics and precise Edging/Mounting.

FOR A VERY HIGH LEVEL OF VISION QUALITY!

A study where Essilor® AVA™ lenses have been tested by wearers in replacement to their personal current lenses revealed that:

- 91%** are satisfied by their overall vision!
- 87%** experience a comfortable vision!
- 93%** are satisfied by vision sharpness!
- 98%** want to keep wearing their Essilor® AVA™ lenses!

Comfort

Sharpness

Easiness and quickness of adaptation

Vision fluidity

B2B Brochure

HUMAN EYES HAVE MUCH MORE POTENTIAL THAN WE THINK

With the best correction, they can for instance identify 200 shades of blue.

Essilor's latest research shows that 95% of people have more sensitive vision than the current correction steps of 0.25 diopter, strongly engaged in providing the best vision solutions we devised, as pioneers, to bring vision correction standards to the next level.

After 5 years of scientific research & more than 100,000 vision parameters analyzed, we developed a breakthrough pathway of high precision vision: Essilor® AVA™.

Essilor® AVA™ is based on 2 technological pillars:

- A new philosophy that includes a revolutionary optical module and a smart refraction program that target subjective refraction values delivered at 0.01D.
- Essilor® AVA™ integrates this precise prescription to calculate and manufacture premium lenses.

Position your practice at the leading edge of technology to differentiate your business.

Experience the ultimate vision accuracy!

ESSILOR® AVA™, A BREAKTHROUGH JOURNEY OF HIGH PRECISION

Based on two technological pillars...

...Tangible for your customers

81% of patients experience a high level of precision during both the Essilor® AVA™ eye exam and wearing their Essilor® AVA™ lenses.

- STEP 01** A MORE PRECISE EYE EXAM BASED ON A NEW SUBJECTIVE REFRACTION AT 0.01D
- STEP 02** A MORE PRECISE PRESCRIPTION INTEGRATED IN ESSLOR® PREMIUM LENSES

A unique concept that kindles wearers' enthusiasm

After concept exposure,

- 78%** feel that Essilor® AVA™ would provide them with better eye care.
- 96%** would recommend Essilor® AVA™ lenses to their friends or family.

Differentiate your practice, show your expertise and boost your sales

- 1/ Offer a remarkable experience
- 2/ Win the loyalty of your customers (word of mouth)
- 3/ Boost your positioning in your eye sector.
- 4/ Generate more traffic in your practice.

ENSURE YOUR PATIENTS' HIGHEST SATISFACTION

Through a full dispensing protocol from online activation to lens delivery

Attract more patients in-store

Win customers' loyalty from a more precise eye exam

Convert more patients from the eye exam to lens dispensing

Capture more value from lens sales, limit the risk of human errors and of lens returns

Supported by an impactful speech all along your patient's journey

- 1 Introduce your patient to the Essilor® AVA™ journey**
- 2 Explain the procedure of the subjective refraction**
- 3 Make the connection during the lens consultation**

*Pour plus d'informations, n'hésitez pas
à nous suivre sur nos réseaux sociaux*



www.lescaducees.fr



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AMT | ANDREW MAC THOMAS
executive search & assessment



PRESCRIPTION SANTÉ QUOTIDIEN

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