

VM CLEAN-UP EXERCISE

We are working on some great VM activities in the coming months. The activities will be rolled out across 3 stages with Phase 1 taking place May 2025.

PHASE 1

Wall Clean-up
Feature Product Set
Product Zoning

PHASE 2

Product Journey Flow
Hero Brands Prioritization
Standards & Guidelines
Additional Communication
VM Ambassadors

PHASE 3

Sign Holders / Marketing
Window Graphics
Continued Evolution

May

Q3

2026

STEP 1: WALL CLEAN-UP

- Remove extraneous wall props/figurines
- Ensure shelves are dusted and clean
- Ensure feature eyewear is clean, smudges removed,
- Current marketing set:
 - Feature promotion
 - Evergreen promos

1

2

3

4

**CLUTTER FREE
SHELVES**

Remove wall props

SHELVES DUSTED

LENSES CLEANED

MARKETING SET

STEP 1: CURRENT MARKETING – CAMPAIGN

CAMPAIGN

Sun On Everyone Promo
3.31-5.31



Memorial Day Promo
5.19-5.26 – **ARRIVING SOON**



Canada Promo (Canada)
5.19-5.26 – **ARRIVING SOON**



- Window
- In-wall

- Window (1)
- In-Clinic (3)
 - In-Wall (1)
 - Waiting Room (1)
 - Exam Lane (1)

- Window (1)
- In-Clinic (3)
 - In-Wall (1)
 - Waiting Room (1)
 - Exam Lane (1)

PLACEMENT GUIDANCE Campaign & Evergreen Signage

Window:

Place the poster at eye level approx. 2 feet in from the end of a prominent window.

In Clinic:

In-Wall:

Place on bottom of shelf either centered if not blocking eyewear or to the left or right of a respective wall or cabinet.

Waiting Room:

Place on waiting room or entry table if applicable.

Exam Lane:

Place on counter within exam lane.

STEP 1: CURRENT MARKETING – EVERGREEN

EVERGREEN

Designer Sale Ongoing – CURRENT

**50% OFF
DESIGNER
FRAMES*** **OR** **\$25 OFF
BONUS WITH
INSURANCE**



*Eligible on frames with a grey price tag.
Valid prescription and complete pair (frame and lenses) purchase required. Valid on multiple pairs.
Cannot be combined with other offers or previous purchases. No cash value. Void where prohibited.

In-wall

*Please discard upon
receipt of the new sign*

Designer Sale Ongoing – **ARRIVING SOON**

DESIGNER SALE
50% OFF
DESIGNER FRAMES*
OR
\$25 OFF
BONUS WITH INSURANCE

*Eligible on frames with a grey price tag.
Valid prescription and complete pair (frame and lenses) purchase required. Void on multiple pairs.
Cannot be combined with other offers or previous purchases. No cash value. Void where prohibited.

In-wall (2)
 In-wall (1)
 Extra (1)

GVP Ongoing – **ARRIVING SOON**

OPTICAL & SUNGLASS PACKAGES
Starting at
\$99
\$99 Single-Vision and
\$199 Progressive Packages Available.

Some restrictions and exclusions may apply. See site team member for details.

In-wall (2)
 In-wall (1)
 Extra (1)

Copay & Deductibles Ongoing

**ALL COPAYS
AND
DEDUCTIBLES
ARE DUE AT
TIME OF
SERVICE.**

THANK YOU

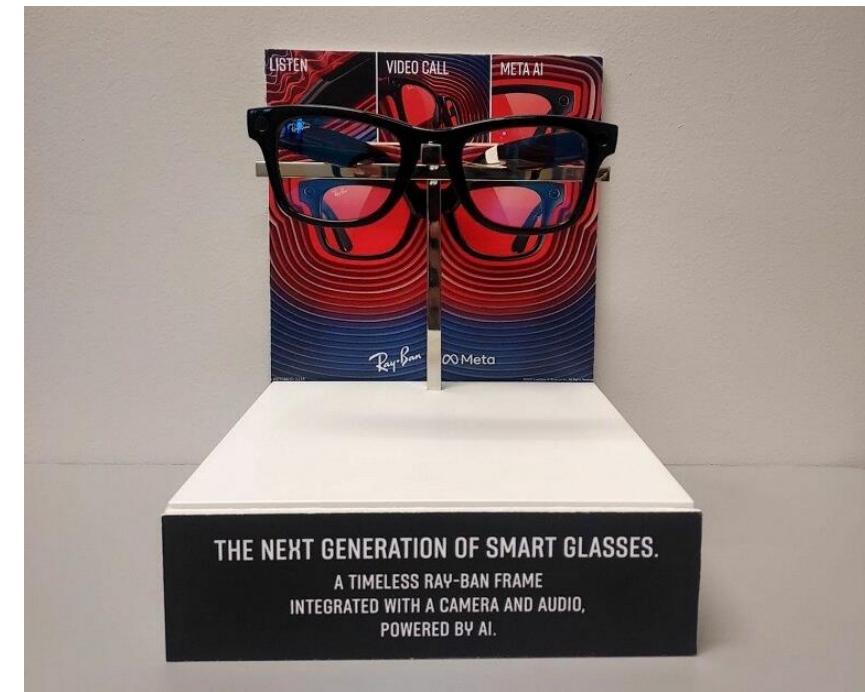
Desk
 Check-In (1)
 Check-Out (1)

STEP 2: FEATURE PRODUCT DISPLAYED

- Feature Product Displays:
 - Nuance Audio (104 Sites)
 - Ray-Ban Meta (6 Sites)



NUANCE AUDIO



RAY-BAN META

STEP 2: FEATURE PRODUCT - NUANCE AUDIO

Feature Product Displays:

Nuance Audio (104 sites)

Placement in Clinic:

- Place within optical department
- Do not place on front desk or in waiting room

VM Guidelines:

- Display only 3 frames on the mat (one per section)
- Frames should be placed on the mats full opened (not with temples crossed)
- Tags on dummy products should be removed
- Only product brochure to be displayed in brochure holder
- Demo Suitcase should not be visible or on floor (until further notice)
- Marketing Signs:
 - White background sign placed adjacent to the mat presentation
 - Black background sign to be placed in primary exam lane
- Remove any clinic made signs, literature, and décor from the area
- Window cling (optional):
 - If leveraged, cling should be placed on front window corner; if not used, please store in safe area
 - Window clings should only be used in the window
- Product Disclaimer should be kept near/under the VM Mat for easy access should a patient request

Demo Guidelines:

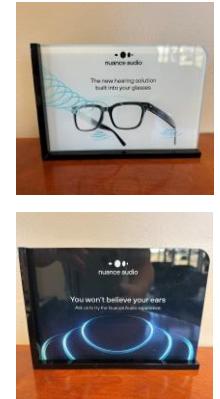
- Keep plugged in / charged
- Do not keep demo with VM display
- Bring demo out when engaging with patients

VM Mat with Dummy Units

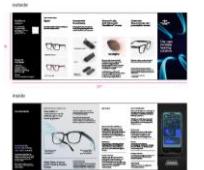


Product Disclaimer

Marketing Signs



Product Brochure



STEP 3: PRODUCT ZONING

WALL OR SHELVES



CHECK LIST:

- Best sellers at eye level
- New Products
- Lens Technologies

DRAWERS



CHECK LIST:

- Low performing or less frequently purchased products
- Duplicate Products
- Additional colors or sizes

VISUAL EXAMPLES – WALL



BEFORE



AFTER

VISUAL EXAMPLES – WALL



BEFORE



AFTER