



# Essilor NEXT GEN OFFER

Double Your Protection. Upgrade Your Style.

## Essilor Next GEN Offer Digital Asset User Guide:

Below is a list of assets we have developed to help you promote the Essilor Next GEN Offer within your practice only until September 30, 2020. These assets are the same assets that Essilor will be using with their paid media partners. To download the kit go to [EssilorPRO](#) or [EssilorShare.com](#).

***The Essilor Next GEN Offer Digital Toolkit is intended for use by your practice only.***

PLEASE DO NOT DISTRIBUTE, COPY, OR OTHERWISE TRANSFER THESE MATERIALS TO A THIRD PARTY. The content of these assets provided should not be altered or modified in any way (except for adding your practice information where indicated) without Essilor's prior written approval.

### Social Media Advertising:

Use these Social Media assets to advertise on platforms like Facebook and Instagram. These assets contain both carousel\* and static ads\*\* that can be used to attract new customers and retarget them after they engage with your practice.

**It is very easy to use these assets. Follow the instructions below:**

1. Download the images to your computer.
2. Upload the image to the corresponding social media platform. Image dimensions are optimized for Facebook and Instagram.
3. Write in the corresponding content. Insert your practice URL, or use a Bitly link. If this step isn't applicable for your practice, simply remove the URL placeholder before posting. Instagram does not enable clickable links in posts. The URL placeholder has been removed from copy specific to that platform. Bitly allows you to shorten, share, and manage links. Visit <https://bitly.com> to create a Bitly for your website.
4. Publish your post!



\*Carousel ads on Facebook include multiple images with copy and a call-to-action button, which can be swiped through to tell a cohesive brand story. These are effective at engaging viewers and typically feature 3 to 10 images. They appear within the user's Facebook feed.

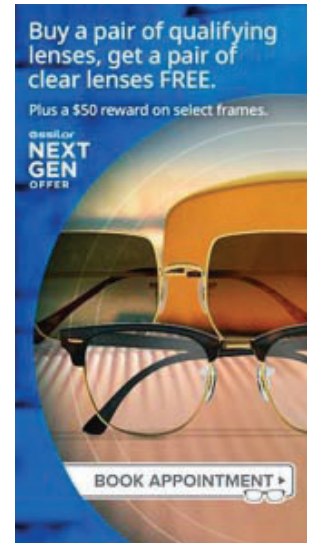
\*\*Static: Static ads on Facebook appear as a single image with copy and a call-to-action button that appear within the user's Facebook feed.



## Display Ads:

Display Ads can be used for advertising on websites your customers visit using platforms like the Google Ad Network or even on your own website. Both new customer and retargeting assets are available for DCO\*, HTML5\*\*, and Static formats, in the following pixel dimensions:

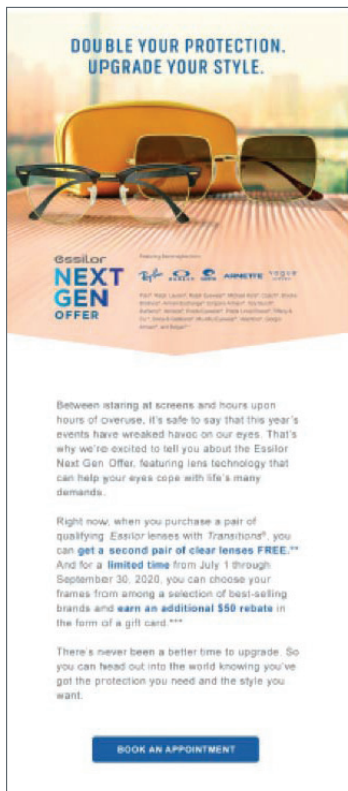
300x250	728x90	160x600
320x50	300x600	468x60



\* HTML5 banners are animated banners that show different frames of images and copy to tell a cohesive story

\*\* DCO banners are animated banners that show dynamic creative based on the audience viewing the banner. In this case, a user will see their closest EE location within the banner.

## Patient Email:



This HTML email can be proactively used to inform your patients about the Essilor Next GEN Offer. These emails can be sent in mass, just in time to provide additional visual protection for back to school, but can also be sent as a reminder to patients 1-2 days before their appointment. There are customizable fields for your logo, business name, and address. The following subject lines could be used when sending this email to your patients:

**Subject Line 1:** Buy one, get one pair of clear lenses FREE!

**Pre-header 1:** Plus, get a \$50 reward when you purchase best-selling frames.

**Subject Line 2:** Limited time offer! Save big on blue light protection lenses

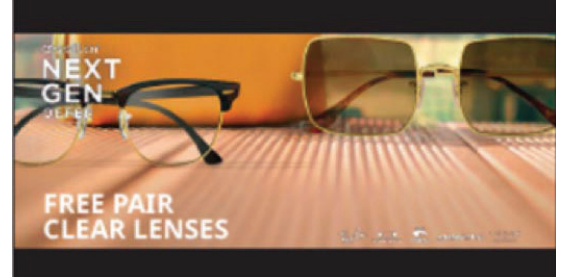
**Pre-header 2:** Buy one, get one pair of clear lenses free + \$50 reward with best-selling frames.

**Subject Line 3:** Don't miss this deal from some of your favorite brands!

**Pre-header 3:** Buy one, get one pair of clear lenses free + \$50 reward with best-selling frames

## Essilor Next GEN Offer Video Tag:

This is a 5-second video clip that can be added to the videos or other media to run on the TV in your practice's waiting room and other areas to inform your patients about the offer – or something similar. This is the same clip that Essilor will be using after their own commercials.



## Reward Request Form:

This form can be used by your patients to mail in for the \$50 reward on participating best-selling Luxottica frame brands.

A best practice is to print out some of these forms and attach it to the proof of purchase for the patient.

These forms are also available at **NextGENRebate.com** for patients to complete online or print and submit via mail

**Reward Request Form** Please fill out the following info, attach copies of your receipts, and mail the contents to: **Next GEN Rebate, P.O. Box 341806, Memphis, TN 38184**

Visit **NextGENRebate.com** to complete and submit the Reward Request Form online. Your Reward will be sent to the street address indicated below and will be in the form of a physical Essilor Next GEN Offer Visa® Prepaid Card. Allow 4-6 weeks for delivery. A valid proof of purchase must be included in order to qualify. Please contact us at (844) 539-5508 or nextgenrebate@us.luxottica.com

**PLEASE PRINT CLEARLY USING CAPITAL LETTERS IN BLUE OR BLACK INK**

ECP Name\* [ ]  
 ECP Address 1\* [ ]  
 ECP Address 2 (Apt/Suite) [ ]  
 City\* [ ]  
 State\* ZIP\* [ ]  
 ECP Phone Number [ ]  
 Purchase Date (MM/DD/YYYY) [ ]  
 Please indicate products purchased:  
**\$50 Reward:**  
 Varilux® + Crizal® Lenses + Transitions® Lenses + qualifying second pair lenses + 2 qualifying frame brands  
 Eyezen®/Essilor Single Vision + Crizal® Lenses + Transitions® Lenses + qualifying second pair lenses + 2 qualifying frame brands

\*Required  
 Please send me email communications about Essilor's products and services, including, but not limited to, special offers and product core tips.

As patients consider their changing and increasing vision needs, use the Essilor Next GEN Offer to give them the perfect combination of protection and style!

