

LASIK MD's Patient Videos Latest Element of Millennial Marketing Strategy!

Montreal, February 1st 2016 – LASIK MD, Canada's only national provider of laser vision correction, announces the release of two exciting videos as part of its millennial marketing strategy.

In addition to the brand's millennial-focused media campaigns, LASIK MD is strengthening its outreach through storytelling initiatives and user-generated content.

"Millennials are drawn to brands that convey inspiring messaging," says LASIK MD's Senior Vice-President of Marketing, Darren Yaphe. "We've focused our attention on building content that highlights both the life-changing aspects of LASIK and its affordability, qualities that speak to and have been successful at reaching our millennial patient-base."

Why Millennials Are Setting Their Sights on LASIK

In response to LASIK MD's increasingly younger clientele, the marketing team created the #lasiklife hashtag and campaign to bolster engagement and invite patients to share their unique stories of what life is like post-LASIK through various social channels.

Millennials are drawn to laser vision correction for many reasons, says Yaphe, and chief among them is the benefit the surgery has on their savings. Instead of spending the money they earn on eyeglasses and contact lenses year after year, younger patients appear to see the value in making this one-time purchase in their mid-twenties. They can also enjoy both the convenience and cost-savings that LASIK provides for years to come. "Traditionally, our marketing campaigns have highlighted both the safety and cost-effectiveness of the surgery. Our current campaign draws attention to the significant lifestyle benefits of LASIK," says Yaphe. "Once you've had laser vision correction, life becomes so much easier because you're free from the hassles of glasses and contacts, and have disposable income to spend on the things that are important to you."

Videos That Tell a Story

LASIK MD's marketing department teamed up with Toronto-based The Mark Studios to create engaging and compelling content in video format. There was a long list of former LASIK MD patients leading exciting and inspiring lives to choose from. The first set of videos features Jean-François Carrey, who, in 2006, was the youngest Canadian to climb Mount Everest and Maxence Parrot, an Olympic and X Games snowboarder who recently won gold in the big air event at the 2016 Winter X games. Unscripted and authentic, each short film captures just how

getting LASIK helped change their lives—and how freedom from glasses and contacts helps them embrace life to the fullest.

Parrot and Carrey’s videos are the first in a series of short documentary-style footage to be released that will capture the lives of former LASIK MD patients. The digital media buy is made up of banner and native ads, video ads on Facebook, Twitter and Instagram, and pre-roll ads on YouTube. Over the coming months, LASIK MD plans to unveil similar videos which will illustrate how the freedom that laser vision correction affords can lead to new adventures.

About LASIK MD

LASIK MD is Canada’s only national provider of laser vision correction, operating 30 clinics in nine Canadian provinces and one in the United States. LASIK MD provides quality medical care using state-of-the-art technology at affordable prices. A variety of procedures are offered at LASIK MD clinics, including LASIK, PresbyVision and Refractive Lens Exchange (RLE) as well as other cataract procedures through its affiliate brand, Cataract MD. Our surgeons are highly experienced in the field, having collectively performed more than 750,000 procedures. LASIK MD has been named one of Canada’s Best Managed Companies for eight consecutive years and was recently honoured with Platinum status for this award. LASIK MD takes an active role in its community with many corporate social responsibility initiatives. The company’s benevolent outreach extends internationally, too, through its involvement with Operation Eyesight.

To view the videos:

<https://youtu.be/OYVCPkxhb68>

<https://youtu.be/N7RL1Cn7xFU>

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