

# Pandemic Advertisement

## Survey Results

Alberta College and Association of Opticians

### SUMMARY

The Alberta College and Association of Opticians (ACAO) as a result of our response to the COVID-19 Pandemic, launched a Google campaign in an effort to focus opticians and the importance of their work provided to health care and essential service providers. The ads were customized according to Google's SEO and related marketing recommendations and for multiple placements and audiences.

Another component of the campaign was urgent care services that were being provided by opticians. During the pandemic, members were given the opportunity to inform the ACAO of their optical dispensary statuses including those dispensaries that were temporarily closed or open for emergent/critical services. This information was made available to the public on the [Find an Optician](#) page of the ACAO website to help patients find the care they needed. The campaign was re-launched with a focus on return to work announcements by the Government of Alberta.



**Your Vision, Our Focus**

Licensed opticians can fix or replace damaged eyeglasses and safety eyewear



**Urgent Care for Albertans**

Licensed opticians are helping Alberta's essential workers stay focused



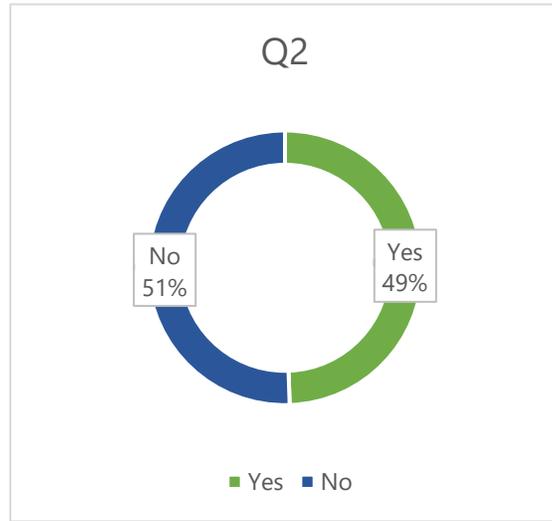
### RESPONDENT CHARACTERISTICS

A total of 294 opticians completed this survey. Question one is not included in this report because it asked for member licenses numbers so we can issue them credits.

Q2 Did you encounter any of the ACAO “urgent care” or “return to work” advertisements between March and June 2020?

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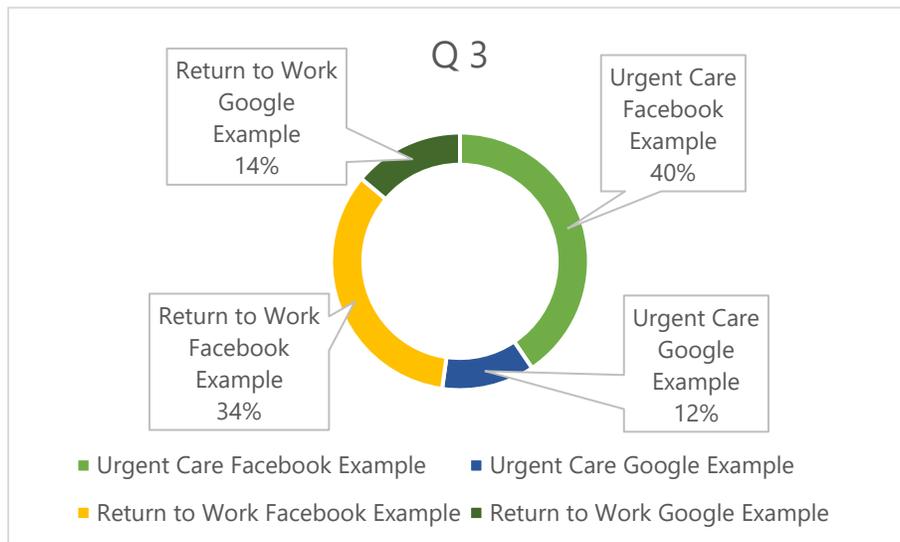
277 Answered / 2 Skipped



Q3 If yes, please select the type of advertisement you encountered.

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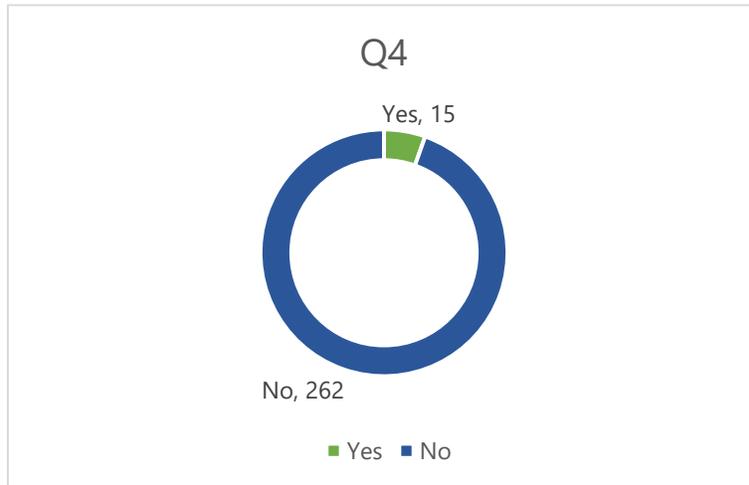
Answered 138 / Skipped 141



Q4 Did anyone you know (family members, patients, employees or public) reference our advertisements to you?

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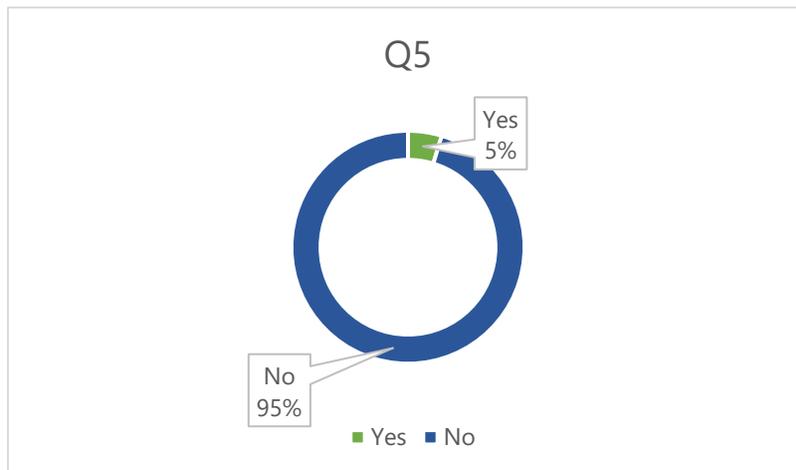
Answered 278 / Skipped 1



Q5 Did any of your patients mention finding your business through the ACAO find an optician website?

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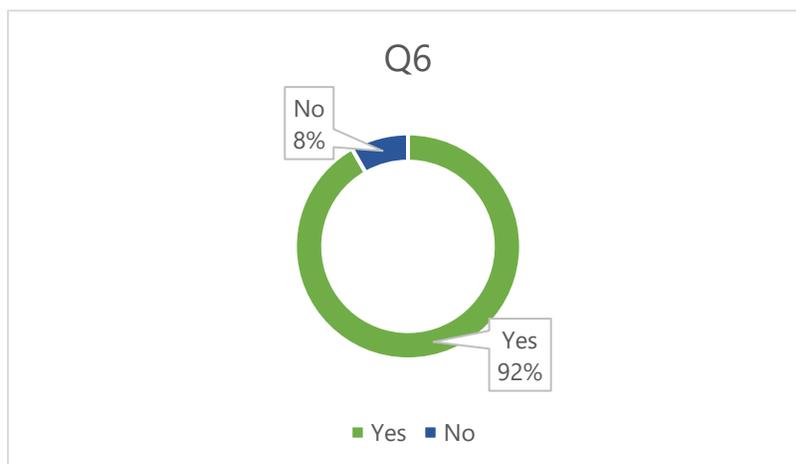
Answered 278 / Skipped 1



## Q6 Do you support the ACAO in creating advertisements in the future to increase public awareness of the profession?

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Answered 278 / Skipped 1



### Comments

Overall 86 members left comments, most of which were positive and appreciative of the ACAO's work in advertising the profession.

#### Suggestions:

- The majority of eyeglass wearing public is over 50. This group tends to be less active on social media, myself included. Television ads and billboard ads and partnering with senior's advocacy groups would be more effective for this demographic.
- I live and work in a smaller town. Is it possible these ads were targeted to larger cities and markets?
- The ads that you provided as examples are awesome. I am shocked I didn't see any on google or Facebook. I know they "target" the ads to what people are searching so is there any way of making the ads non target and for everyone?
- Please have more placement for foreign or other minorities. I work mainly in an Asian market, which would explain why I didn't get anything. But me and my managers are all multilingual.

#### Negative Feedback:

- I personally would not support the ACAO in using Facebook for advertisements until policy changes are made regarding the active spread of misinformation (anti-vax, climate change, etc) as well as addressing the proliferation of hate speech that the site allows.
- I felt as though there was and continues to be a lack of communication from the College during these extreme times.

- My vision of what opticianry is...is fading away. There are so few independent optician left. I feel that advertising for the awareness of opticians is in essence free advertising for the corporate entities that hire opticians. Online seems to be continually gaining ground and all the online buying public want is for a bricks and mortar optician to adjust/repair their online purchase or provide their P.D. to them. How do you propose for an optician to pay rent and wages for his/her business on say a yearly \$50 per client pd/adjustment fee for online service?
- Kind of off topic, but please make it mandatory to wear masks in all offices. We all deal with high-risk customers and patients and we need to be pro-active and take a strong stand to protect all of us. Advertise that it is mandatory. We are doing our best to protect everyone and deserve the full backing of our association. Thank you.
- I still hear of many people who were not aware that services we're still being provided at my clinic through the shutdown.