



# SUCCESS STORY



## JACKSONVILLE EYE CENTER

### SIX MONTH GOAL REACHED IN FOUR WEEKS!

**Problem:** Overcoming the challenges, holds back success...

Jacksonville Eye Center's key marketing challenge was to overcome the price objection and effectively communicate that Jacksonville Eye Center is the only location with a particular cutting edge technology. By differentiating themselves as the one provider in this region to house such equipment and by overcoming the common misperception that all eye correction surgery is the same through an effective marketing campaign, we felt sure this challenge could be overcome.

**Plan:** WJGL researched the concerns and characteristics commonly found in those who have considered or undergone corrective eye surgery. WJGL put a strategic schedule together by taking into consideration when people most are likely to consider corrective eye surgery and what they look for in a provider. WJGL also used a message that differentiated our client from their competitors by addressing the potential patient's needs and concerns.

**Process:** Jacksonville Eye Center met with WJGL to thoroughly discuss their business concerns. Research was collected from the American Academy of Ophthalmology 2004, Gallup Poll 2003, The Eye Surgery Education Council 2003, Market Scope 2002, Business Week 2002, The Radio Advertising Bureau & MaximiSer Reports 2005. A solution was proposed. Contributing people were Tim Manners (Jacksonville Eye Center), Cynthia Maycott (WJGL Account Manager), Mary Kay Mehaffey (WJGL General Sales Manager), and Scott Thomas (WJGL Production Manager).

**Performance:** After only 4 weeks of advertising on 96-9 The Eagle, the Jacksonville Eye Center had surpassed the goal they were expecting to reach after 6 months of the strategic advertising campaign. New goals and plans were constructed for an even larger success rate going forward!