



## A Mindset-Based Strategy Designed to Inspire

*A Focus on Values and a New Storytelling Video are a Part of LASIK MD's Latest Campaign and Bigger-Picture Thinking.*

Montreal, QC (June 27, 2016) —2016 has proven to be remarkable so far for LASIK MD, Canada's leading provider of vision correction, with a promise of bigger things to come, such as new marketing initiatives and a [video](#) filled with beckoning beaches and bold moves.

While past strategies relied more intently on targeting specific demographics and the affordability of the LASIK procedure, last year's *Life Begins with LASIK* campaign marked a departure from previous efforts by focusing instead on campaigns rooted in inspirational messaging. The goal—to reach millennials—was a success. This year, the marketing team sought to widen its scope after realizing that the values that resonate most with patients aren't just a millennial thing.

"Values have no age limits," says LASIK MD's Senior Vice-President of Marketing, Darren Yaphe. "LASIK MD's procedures mean freedom, and that goes hand in hand with a particular way of thinking that isn't limited to a specific demographic. Patients looking to get rid of their glasses and contacts want to be the best version of themselves. They are adventurous, open to new experiences, and they want to live their lives to the fullest."

This mentality has paved the way for LASIK MD's latest campaign, *Enjoy the View*. Launched on May 16, 2016, it is an extension of the messaging evoked by the *Life Begins with LASIK* concept. Instead of concentrating exclusively on millennials, the new approach will allow for more age groups to embrace the improved lifestyle change that comes with laser vision correction. While millennials still make up a generous percentage of LASIK MD's core patient-base, the decision to move away from a demographic-based strategy to a mindset-based one allows for increased potential where future marketing campaigns are concerned. Instead of focusing just on how LASIK can be life-changing for millennial patients, the brand can now showcase how laser vision correction is appealing to all candidates aged 18 to 80.

"What we've realized is that our values are universal, and are not bound by age, gender or nationality," says Yaphe. "For us, this opens the doors to new opportunities, especially when coming up with ideas for future campaigns."

One key facet of the *Life Begins with LASIK* campaign was developing new and exciting ways to share the benefits of laser vision correction with future patients. By creating the #lasiklife hashtag, patients were encouraged to tell others about all of the benefits of living their post-LASIK life through social media. Another way to illustrate the positive aspects of living one's #lasiklife was by developing storytelling videos—who better to share how life truly does begin with LASIK than people who have undergone the procedure and have been doing amazing things since? Part testimonial and part lifestyle change, last year's storytelling videos featured two LASIK MD patients; [J.F. Carrey](#), the youngest Canadian to ever climb Mt. Everest and Olympic snowboarder and X-Games medalist, [Maxence Parrot](#). Their respective videos captured Carrey and Parrot doing the things they loved all while embracing their #lasiklife.

The storytelling videos saw the brand take an exciting and inspiring step—so much so that for this year's *Enjoy the View* campaign, the marketing team wanted to do it again. The latest instalment features the incredible story of Catherine Marquis, who recently moved from Montreal, Quebec, to Tamarind, Costa Rica, to pursue her dreams of opening her very own surf and wellness camp. Catherine is, without question, the total embodiment of the



#lasiklife mentality. Her choice to make a change and embark on a new adventure encapsulates the kind of attitude that LASIK MD patients—of different ages—share in common.

Visually compelling and exhilarating, the video conveys a strong message about taking charge of one's life and living in the now. The decision to get LASIK is an important one and the results can truly be rewarding, as Catherine Marquis discovered. Because one thing's for sure: With LASIK, the possibilities are endless.

See how Catherine is living her #lasiklife [here](#).

#### **About LASIK MD**

LASIK MD is Canada's only national provider of laser vision correction, operating 31 clinics in Canada and one in the United States. LASIK MD provides quality medical care using state-of-the-art technology at an affordable price. Our surgeons are highly experienced in the field, having collectively performed more than 1 million procedures in Canada since its inception. 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. In 2008, founders Dr. Mark Cohen and Dr. Avi Wallerstein were named Ernst & Young's Entrepreneurs of the Year in the Professional Services category. LASIK MD takes an active role in its community with many corporate social responsibility initiatives, including a voluntary per-payroll donation program for Operation Eyesight. The company also recently donated a laser to the Toronto Hospital for Sick Children.

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