Branded Eyewear...What's The Big Deal? Jackie O'Keefe, LDO

New eyewear brands are constantly being released, so big deal. This course takes a good look at the importance of branding in the optical industry, along with other venues. The "Concept To Creation" model that includes creating a brand, licensing a brand, and the rolls that the vendor, optician and the consumer play is key for successful sales. We will examine the relationship between the product and the brand itself in the eyes of the consumer/end user. Examples of "real life" ophthalmic brand positioning are given and recommendations on how you can use this positioning in your practice.

As a result of this course, the student should be able to:

- 1. Understand how licensed branding works in the optical arena.
- 2. Recognize branded product and differentiate them from others.
- 3. Identify brand positioning and how to utilize it in your dispensary or practice.
- 4. Recommend and present branded eyewear.

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