

hub.

HUB BRANDED CONTENT CASE STUDY

 VisionDirect.co.uk



VISIONDIRECT.CO.UK

Campaign Overview

Hub created content for VisionDirect.co.uk designed to greater inform their customers in the key moments that matter.

Research commissioned by the company highlighted the notable insight that there were key moments when potential customers of Vision Direct were searching for practical advice around the subject of vision. Tasks such as the correct way to put in contact lenses or use eye drops, created a sense of anxiety for target consumers, especially when undertaking them for the first time. In response, Vision Direct commissioned Hub to create a series of videos that would ease anxiety for the first time users of contacts by positioning Vision Direct as a trusted advisor, in a lens-wearer's corner at each of these key moments, taking the anxiety out of the process.

The resulting series of videos were filmed in a clear instructional style to leave no ambiguity about how to complete each task. The filming style was precise and clinical, reflecting a clean style influenced by the pharmaceutical industry, giving Vision Direct a clear sense of authority in this area and positive brand association.

In the first month of hosting the video series on their YouTube channel and hosted platform, Vision Direct achieved 100,000 views and reached page 1 of YouTube for 'How to put in contact lenses'.

CPV (click per view) was extremely strong at 0.5p per view. Their CPM (cost per thousand impressions) was £1.98 against an industry average of £4.

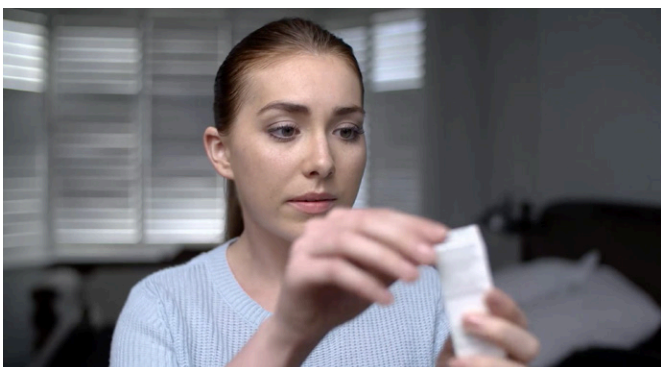
If you wish to view the 'How to put in contact lenses' video, please [click below to watch](#).



“HOW TO” VIDEOS

The ‘How To’ videos clearly and reassuringly delivered everything lens users would need to know around a variety of subjects, including ‘How to put in your contact lenses’ to ‘How to put in eye drops’, reducing the anxiety experienced in those key moments.

If you wish to view the ‘How to put in eye drops’ video, please [click below to watch](#).

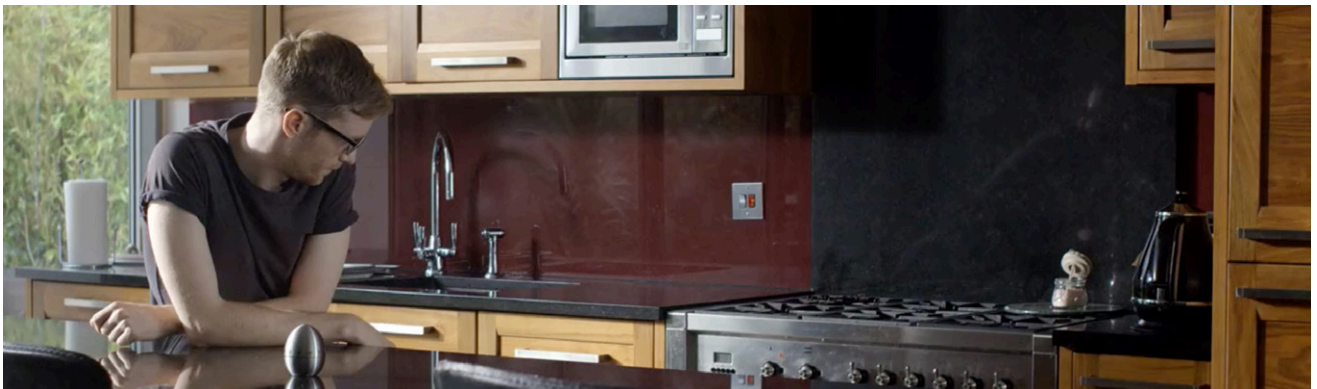


SOCIAL VIDEOS

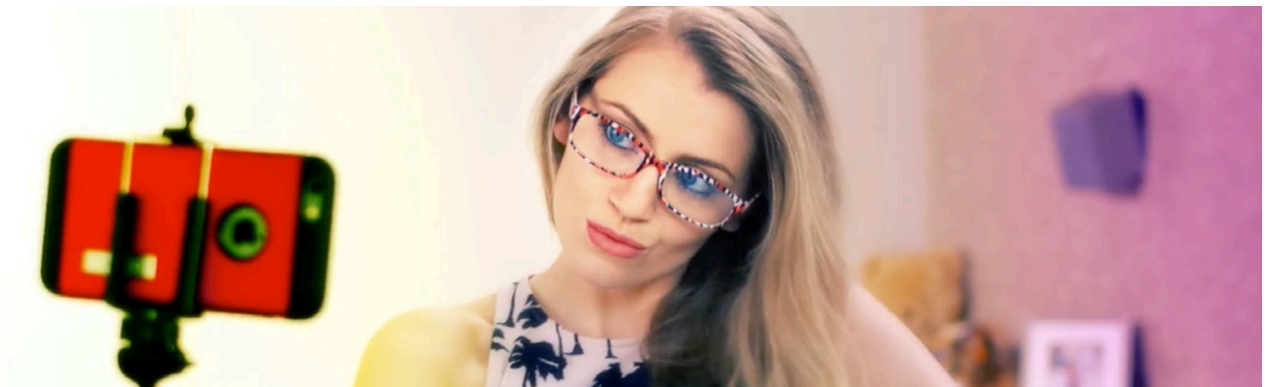
Hub changed tack for the brand with a series of 5 social video campaigns focused solely on generating brand awareness across multiple social channels.

If you wish to view the social videos, please [click images below to watch](#).

Pizza



Selfie



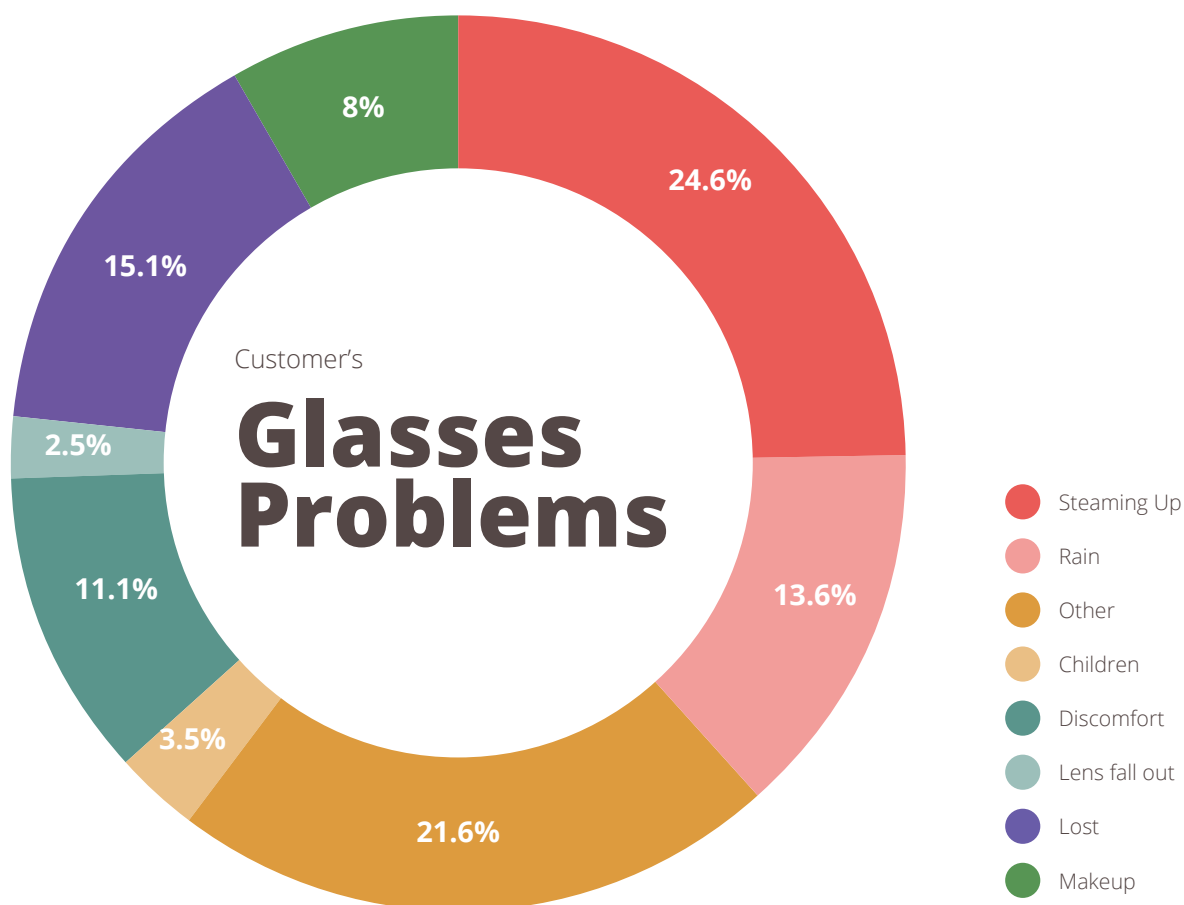
Spiderman



The content was part of a national campaign entitled #TryContacts and designed to poke fun at the awkwardness of wearing glasses and thereby the advantages of trying contact lenses.

The campaign boosted the profile of Vision Direct, gaining strong media coverage in publications such as Media Week, Campaign Live and Market Watch. It also led to some strong engagement on Twitter with celebrity followers and influencers. The social conversation led to additional content being created based on customer revelations of real problems associated with wearing glasses.

The content received a Facebook relevancy score of 8 out of 10 with CPV of 0.04 pence against an industry standard of £4.



FOR FURTHER INFORMATION

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