



HARPER HOUSE
Your Marketing Partner

CASE STUDY

We are a Creative Marketing Agency that provides our clients the advantage of integrating multiple services under one roof to streamline the process, speed up the cycle time and increase the quality of their product.



A VISIONARY CAMPAIGN THAT'S 20/20

CHALLENGE:

Eye Care Centers of America (ECCA) is the parent company of several chains of eye care retailers, including EyeMasters, Vision Works, Hour Eyes and many more. They came to Harper House with some challenges: help us communicate our offers more effectively.

SOLUTION:

- A thorough discovery session in which we delved deeply into Eye Care Center of America's aspirations, what has worked, and what hasn't worked. We talked about market conditions, trends and obstacles they faced.

We emerged with a full understanding and went to work developing ideas. We boiled ECCA's offers down to a primary strategic offering, common across almost all markets.

- We organized this offering into a graphic element called the Strategic Offer Element, or SOE. It included the message, which is 2 pair of glasses for \$99 (or 2 pair of bi-focals for \$149), and images of real people wearing glasses. We chose to use 2 people in each SOE to help depict the fact that you can get 2 pair of glasses – one for you or a friend. We decided to use real people not professional models, so we could appeal to the consumer in a real way, as well as economically amass a big selection of ages and ethnicities. The idea was that each SOE could be tailored to fit in particular markets with images of people that most accurately reflected their demographic.

- Additional messages were organized and standardized. These messages had gained a foothold in the market and needed to be kept. They were organized into a gray footer toward the bottom of the ads. The overall idea was to transform the myriad messages into something consistent and recognizable, so that the brand identity could gradually begin to solidify.

- Photo shoots were organized, massive amounts of talent procurement and management was orchestrated with wardrobe and merchandise was cataloged and organized.

Once the shoots were completed, the images selected and color managed, the task began to standardized all the graphic elements and begin applying them to various pieces.

- Once the styles were honed down and standardized, they were collected into a style guide which we published for our own purposes, as well as distributed to the client.

RESULTS:

- **Merchandise & "Item Tracking System"** - Our internal system was the key asset to tracking such a large volume of merchandise and showing documentation on how the product was received as well as shipped. Our system was able to keep the client informed and feel confident that we had the correct product at all times.

- **Brand development** - From the first meeting with brainstorm sessions and concept development, our team of creative professionals built materials with a consistent look and feel that can be easily adaptable regardless of ad size or communication channel.

- **Photography & talent acquisition** - With our expertise in studio management, we were able to coordinate talent, manage wardrobe as well as styling for numerous "real people" within an accelerated schedule.