




See the Possibilities



As part of the refresh of the Canadian Ophthalmological Society's existing public platform, 'See the Possibilities,' CPC redesigned the overall branding with a new, more evocative look and feel that provided a superior user experience. Educational content was added, along with interactive quizzes and informational videos.

Coinciding with the website was the relaunch of the 'See the Possibilities' social channels and promotion – which helps to keep eye health top-of-mind for Canadians. Since launch the site has hosted about 20,000 new users and more than 48,000 page views. Ongoing website updates and social media posts through the year help keep the content fresh and Canadians engaged – with 85,000 social ad impressions tracked in April 2021 alone.

-  www.seethepossibilities.ca
-  [seethepossibilitiesca](https://www.facebook.com/seethepossibilitiesca)
-  [seethepossibilitiesca](https://www.instagram.com/seethepossibilitiesca)

