

# Stop gambling with your vision

As To further elevate the profile and importance of ophthalmology in Canada, the Canadian Ophthalmological Society needed to evolve their existing public platform, 'See the Possibilities.' CPC redesigned the overall branding of [www.SeeThePossibilities.ca](http://www.SeeThePossibilities.ca) with a new, more evocative look and feel, that provided a superior user experience. Further enhancements included new disease education information, interactive content and videos. The site re-launch was accompanied by Public Relations initiatives, a social media campaign and a compelling contest that effectively engaged the public, thereby supporting the objective of increased eye assessments and heightened awareness of eye health. The contest started with a key insight – we gamble with our vision when we don't know the risks about serious eye disease. We overlaid common ideas of gambling or taking risks over the eyes of the images to draw the viewer and then paid it off with shocking facts about vision loss. The print ads then lent themselves to cool digital executions that enabled us to bring the gambling icons to life.

The coordinated effort between PR, Social and the 'Know the Risks' contest resulted in overwhelming success. The PR campaign resulted in more than 14 million impressions and 100% positive coverage. Social activation in October, surrounding World Sight Day, garnered more than a million page impression and 29K page content click. The 'Know the Risks' contest had 2965 entries from across the country.

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

