

# ULTRALASE

LASER EYE SPECIALISTS

## Product:

Ultralase performs corrective laser eye treatment for short-sight, long-sight and astigmatism in order to reduce or eliminate the need for glasses and contact lenses.

## Mission:

To bring information concerning Ultralase laser eye treatment to an audience that may not otherwise be reached via other marketing activities.

## Execution:

To provide on-the-spot advice and the opportunity for interested people to request further information and to book free assessment appointments.



## Results:

Over **5,000 new enquirers**, many of whom will go on to have laser eye treatment in the short, medium and long term (the buying cycle for treatment may be more than a year).

## Venues to Date:

Bluewater	O2 Centre
Broad Street Mall	Ridings Shopping
Brunswick Shopping	Pavilion Central
Churchill Square	Queensgate
Culver Square	The Arndale, Luton
Cwmbran Shopping	The Galleries
DLR / Canary Wharf	The Old Market
East Midlands Airport	The Shires
Grafton Centre	Whiteleys
Kingfisher Centre	White Rose
Lower Precinct	Windsor Royal
One Stop	

*“We have found that the promotions we have booked with SpaceandPeople have provided a productive, cost effective source of enquiries”* **Richard Brook, Ultralase**

