



# NATIONWIDE VISION

- RETAIL





Retail



Retail

# NATIONWIDE VISION

The background of the slide is a soft-focus image of an eye chart. A pair of thin-framed glasses is resting on the chart. The chart features various letters and numbers in different sizes and orientations, typical of a standard vision test chart. The overall color palette is warm, with yellow and orange tones.

- RETAIL
- LASIK



**NATIONWIDE VISION  
LASER & EYE CENTER**

**LASIK**



# NATIONWIDE VISION

The background of the slide is a soft-focus image of an eye chart. A pair of thin-framed glasses is resting on the chart. The chart features various letters and numbers in different sizes, typical of a vision testing chart. The overall color palette is warm, with yellow and orange tones.

- RETAIL
- LASIK
- MEDICAL



Medical Center



Medical Center

# DISTINCT MARKETS

- PHOENIX

- Prescott
- Flagstaff
- Casa Grande
- Bull Head City

- TUCSON

- Sierra Vista
- Nogales

- YUMA

# TARGET AUDIENCE

- **RETAIL**

§ Women 25+

- **LASIK**

§ Adults 25-49

- **MEDICAL**

§ Senior Population

§ Medicare Patient

# DEMOGRAPHICS

The background of the slide is a soft-focus image of a computer keyboard. A pair of thin-framed glasses is resting on the keys in the center of the image. The lighting is warm, creating a yellowish-orange glow over the scene.

- WOMEN
- HISPANICS
- NATIVE AMERICANS
- SENIORS
- MILITARY
- COLLEGE POPULATION
- NEW TO ARIZONA

ES CADA

**NATIONWIDE  
VISION**

56 statewide locations    1-800-EYE CARE for the location nearest you    [www.nationwidevision.com](http://www.nationwidevision.com)

As seen in: Phoenix Woman and Arizona Foothills Magazines

**NATIONWIDE  
VISION**

[www.nationwidevision.com](http://www.nationwidevision.com)

38 Valley Locations

INSTANT  
ATTITUDE!

GUESS

BY MARCIANO

As seen in: AZ Teen Magazine

# **One Size Does Not Fit All**

- **BROAD POPULATION BASES**
- **POPULATION SHIFTS**
- **MAINTAINING RELEVANCY**

# CHOICE

- OPTICAL CHOICES
- MEDIA CHOICES
  - TRADITIONAL MEDIA
  - NON-TRADITIONAL MEDIA

# **A New Generation of Hispanic Americans**

- Population is young!
- Hispanic buying power is increasing
- Unique cultural values
- Different media consumption



2 pares de  
lentes por solo  
**\$49<sup>99</sup>**

Visión Simple, Lentes y  
armazones de plástico

Examen  
de vista  
incluido

6 Pares de  
ACUVUE 2\*  
Lentes de Contacto  
Desechables

DOS CAJAS SÓLO \$11.90 CADA UNA, CON  
LENTES DE CONTACTO PAQUETE EXAMEN  
PRECIO TOTAL \$112.98

Pregunte Por  
El Surtido  
Especial Por  
Un Año

**\$11<sup>99</sup>**  
por caja

2 PARES  
Lentes Bifocales

Linea  
(FT-28)

**\$99<sup>99</sup>**

Progresivos **\$149<sup>99</sup>**

LENTES Y ARMAZONES DE PLÁSTICO  
DESPUÉS DE REEMBOLSO  
DE \$20 POR  
CORREO

Incluye  
examen  
de la  
vista

## LOS OJOS, LA PUERTA DEL ALMA

Nationwide Vision

Tus amigos de confianza

En Nationwide Vision sabemos que mucho se dice con una  
mirada. Es por eso, que el cuidado de tus ojos y los de tu  
familia es lo más importante

Déjanos ser parte de tu mundo



**NATIONWIDE  
VISION**  
LASER & EYE CENTERS

11 Locales en Tucson más Sierra Vista & Nogales

Para el más cercano 1-800-EYECARE • Aceptamos la mayoría de los seguros.

[www.nationwidevision.com](http://www.nationwidevision.com)

\*Se aplican restricciones – Elije los armazones de nuestra Colección  
Value. Cargos adicionales en graduaciones mayores de 4D sph. 0 2D  
cyl. Cargos de \$22.00 por Examen de dilatación son adicionales.  
Otras restricciones pueden aplicarse.

As seen in: La Estrella Magazine

# Baby Boomers

- 60% OF THE WEALTH
- REDEFINING WHAT AGE LOOKS LIKE
- MEDICAL NEEDS

**VISIT ANY OF OUR  
MEDICAL OPTOMETRISTS**

**1370 N. Silverbell**  
(Speedway & Silverbell)  
**882-7700**  
*Lisa Ahuactzin O.D.*

**1685 W. Valencia**  
(Valencia & Midvale)  
**807-5721**  
*Veronica Ralick O.D.*

**7860 N. Oracle Rd.**  
(Escondido Plaza)  
**797-2700**  
*Arbi Melikian O.D.*

**7046 E. Golf Links**  
(In the Fry's Shopping Center)  
**790-0080**  
*Ronald Kuhns O.D.*

**3880 W. Ina**  
(In Office Depot Center)  
**579-9641**  
*Kurt Lowman O.D.*

**4386 N. Oracle #100**  
(In the Circuit City/Lowes Shopping Center)  
**887-4434**  
*Melissa Muller O.D.*

**8812 E. Broadway**  
(Broadway E. Plaza)  
**296-8200**  
*Warren Chue O.D.*

**3788 S. 16th Ave.**  
(Santa Cruz Plaza)  
**388-9741**  
*Emilio Martinez O.D.*

**4663 E. Speedway**  
(NW Corner of Speedway/Swan)  
**322-0872**  
*Chris Began O.D.*

**Tanque Verde**  
**7245 E. Tanque Verde Rd.**  
**721-4751**  
*Zuraida Zainatabidin O.D.*

**Casa Grande**  
**1275 E. Florence**  
**520-426-1600**  
*Karen Grandi O.D.*

**Sierra Vista**  
**2270 E. Fry Blvd**  
(In the Safeway Shopping Center)  
**520-459-7466**

**Nogales**  
**204 Mariposa Rd. #24**  
**520-287-3233**  
*Thomas Bottoms O.D.*

**Marana**  
**5960 W. Arizona Pavilions Dr.**  
**682-1318**  
*John Archibald O.D.*



# Spring into Style.

**2 PAIR OF EYEGLASSES**  
Starting At **\$49.99** Eye Exam Included

**2 PAIR OF EYEGLASSES W/ METAL FRAMES** STARTING AT **\$99.99\***

**NATIONWIDE VISION**  
LASER & MEDICAL EYE CENTERS

**@operVision**  
Encore Premium  
**One Month Disposable Contacts**  
**\$149\*\***  
1 Year Supply After \$20 Mail-In Rebate

**6 Pair of ACUVUE 2 Disposable Contacts**  
THAT BUILT ONLY \$11.99 EACH, WITH CONTACT LENS CLEAN TOTAL PACKAGE PRICE \$719.98  
**\$11.99\*** Per Box  
Ask About Our One Year Supply Special

**@operVision**  
Vertex Sphere  
**Two Week Disposable Contacts**  
**\$119\*\***  
6 Month Supply After \$10 Mail-In Rebate

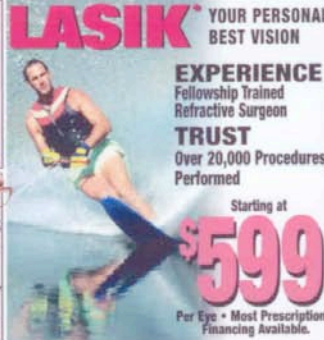
**2 PAIR Bifocal Eyeglasses**  
Lined **\$75.38** **\$99.99\***  
Progressive **\$149.99\***  
PLASTIC LENSES AND FRAMES AFTER \$20 MAIL-IN REBATE

**LASIK\*** YOUR PERSONAL BEST VISION

**EXPERIENCE**  
Fellowship Trained Refractive Surgeon

**TRUST**  
Over 20,000 Procedures Performed

Starting at **\$599**  
Per Eye • Most Prescriptions. Financing Available.



**Management & Treatment of Ocular Disease**

- Cataracts
- Glaucoma
- Pink Eye (Conjunctivitis)
- Dry Eyes
- Scratchy/Itchy Eyes (Allergies)
- Blurred Vision

Call Any Nationwide Vision Location to Schedule Your Medical Office Visit Today

**1800-EYE-CARE**

NWV040807TUC



**VSP® OUT OF NETWORK BENEFITS AND MOST INSURANCE PLANS ACCEPTED. WE HONOR ALL OPTICAL SAVINGS PROGRAMS**

\*Restrictions: Choose from select frames in our Value Collection. Additional charge for high powered prescriptions of 4 D. sph. or 2D. cyl. and over, Dilated/visual field exam \$22 additional. Other restrictions may apply. Eyeglass exam without two pair purchase \$39. Contact lens package price includes \$79 to \$99 contact lens exam. Prices subject to change without notice. These offers cannot be combined with any other coupons, special offers, or insurance plans.  
\*VSP is a registered trademark of Vision Service Plan and is not affiliated with Nationwide Vision Laser & Eye Centers.

# Broad Diversity- Arizona's Cultural Mosaic

- Women
- Hispanic
- Native American
- Baby boomers
- Military community

