

STAAR Surgical Launches Second Phase of Visian ICL Direct-to-Consumer Advertising Campaign

Bio-Medicine.Org

MONROVIA, Calif., March 17, 2011 /PRNewswire/ -- STAAR Surgical Company (Nasdaq: [STAA](#) [1]), a leading developer, manufacturer and marketer of minimally invasive ophthalmic products, today announced the launch of phase two of its direct-to-consumer advertising campaign. Phase two has three planned components with the use of five new commercials focused on the benefits of the Visian ICL over contact lenses and glasses. The three media forums in which these new commercials will be aired include movie theaters, cable television and network television.

Beginning Friday, March 18, 2011 the new Visian ICL commercials will be shown in movie theaters in three major markets - Century City, CA; Phoenix, AZ and Houston, TX. One of the five new commercials will be shown before the movie starts in these multiscreen theaters. There will also be in-lobby promotions highlighting the characters in the commercials along with consumer brochures highlighting how to get additional information on the Visian ICL. STAAR will be partnering with key Visian ICL surgeons in each market who will be offering a \$1,000 discount on Visian ICL procedures booked through this process.

In the Santa Barbara area Dr. Paul Dougherty will be airing the Visian ICL commercials on cable television. Dr. Dougherty is a leading refractive surgeon in the Los Angeles area and one of the leading ICL surgeons in the U.S. He has made the Visian ICL a very important component of his refractive offerings and will offer the technology to all clinically eligible patients. The campaign on cable television will start in April and run for four months.

"We are excited about the launch of the second phase of our direct-to-consumer ad campaign and believe it will generate increased awareness and interest in the Visian ICL," said Barry G. Caldwell, President and CEO of STAAR Surgical
'/>"/>

[SOURCE](#) [2]

Source URL (retrieved on 01/26/2015 - 11:08pm):

<http://www.mdtmag.com/news/2011/03/staar-surgical-launches-second-phase-visian-icl-direct-consumer-advertising-campaign>

Links:

[1] <http://studio-5.financialcontent.com/prnews?Page=Quote&Ticker=STAA>

[2] <http://www.bio-medicine.org/medicine-technology-1/STAAR-Surgical-Launches->

STAAR Surgical Launches Second Phase of Visian ICL Direct-to-Consumer A

Published on Medical Design Technology (<http://www.mdtmag.com>)

Second-Phase-of-Visian-ICL-Direct-to-Consumer-Advertising-Campaign-15582-1/