

All eyes on JuleYE



Kirk Pengilly and daughter April are encouraging all Australians to have their eyes checked regularly by an eye health professional

The RANZCO Eye Foundation's national community awareness campaign, JuleYE, took on a slightly new-look this year with refreshed creative and celebrities getting behind the campaign, helping to spread the word about the importance of eye health.

This is the fifth year we have run the campaign and each year we reach more and more Australians with our important message, said Jacinta Spurrett, CEO RANZCO Eye Foundation. This year the campaign proved to be our most successful to date, with our campaign reach estimated to be in excess of 29 million and over \$600,000 worth of advertising donated.

This year, with the help of Tourism Australia and creative agencies thinkbone and the Design Burrow, the Foundation refreshed its 'Black Spot campaign', which was first developed by Ogilvy & Mather Sydney in 2010.

"This year we were extremely fortunate to have the support of Tourism Australia, who donated the use of some iconic images such as Sydney Harbour, the Great Barrier Reef and the Twelve Apostles, allowing us to localise the campaign in major cities across the country."

With the support of many high calibre media partners, the campaign ran across a range of media including, Fairfax, APN, ARN, ACP, Sky News, The Nine Network, The Seven Network and Prime 7.

Supporting the Black Spot campaign, the Foundation ran a national PR campaign that focused on a different theme each week. Week 1 encouraged people to get their eyes checked; week 2 focused on diabetes and its effect on eyes; week 3 looked at eye safety in the home and the final week of the campaign encouraged parents to have their children's eyes checked regularly.

To provide renewed focus and to compliment the campaign, the Foundation conducted an online survey that revealed Australians are still taking their eye health for granted.

The survey revealed two out of five Australians are not getting their eyes checked regularly and 42% of Australians never wear eye safety goggles while mowing the lawn.



The Black Spot campaign ran across a range of media throughout JuleYE, including buses in Sydney and Melbourne.

Getting behind the campaign this year was RANZCO Eye Foundation Ambassador Kirk Pengilly and his daughter April, helping to spread the word about the importance of having your eyes checked regularly, particularly when you have an eye condition in the family. Scott Cam, Keith the Foreman and some of the cast from Channel Nine's hit reality TV show 'The Block' also helped with the important message, imploring all Australians to wear eye protection when doing potentially dangerous work around the home.



We would like to thank our partners, spokespeople and ophthalmologists who supported the 2012 campaign and we very much look forward to making the campaign even bigger and better next year.

Team JuleYE

This year teams from ophthalmology practices across Australia and Eye Foundations partners and supporters, donned the new JuleYE shirts in support of eye health awareness.



The 2012 JuleYE campaign was supported by:

Novartis Australia, Allergan, Device Technologies, Fairfax, APN, ARN, ACP, Sky News, The Nine Network, The Seven Network and Prime 7.