

# THE VISUAL MERCHANDISING GUIDE FOR OPTICAL

*MASTER THE ART OF RETAILING THROUGH SMART STORE DESIGN*

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**OMG IS READY TO  
HELP TAKE YOUR  
PRACTICE FROM  
GREAT TO EPIC!**

## **Our Products & Services:**

- Optical Design
- Eyewear Displays
- Signage Programs
- Retail Consulting
- Window Graphics
- Digital Displays
- Digital Media Management



## This OMG! Optical Design Features:

LED Smart Panel System | Window Displays | Personalized Brand ID / Brand Story Signage  
3 Frame / 5 Frame Tree Stands | Digital Interactive Screens Powered by Contentliq  
Dispensing Tables | Dispensing Bar | Freestanding Grid Display

**YOUR RETAIL  
SPACE IS FULL  
OF UNTAPPED  
OPPORTUNITY...**

**Effective Retail Design**

FLOORPLAN :: LIGHTING :: FIXTURES :: FURNITURE :: COLORS

**Excellent Merchandising**

+ FRAME DISPLAYS :: STORYTELLING :: SIGNAGE :: GRAPHICS :: DIGITAL

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**INCREASED SALES**

**52% OF PATIENTS WHO RECEIVE AN  
EYE EXAM FROM AN INDEPENDENT OD  
IN THE US PURCHASE ELSEWHERE DUE TO  
INEFFECTIVE MERCHANDISING.**

The average capture rate for patients who receive an eye exam by their ECP is only 64%.\*

\*VisionWatch 2019

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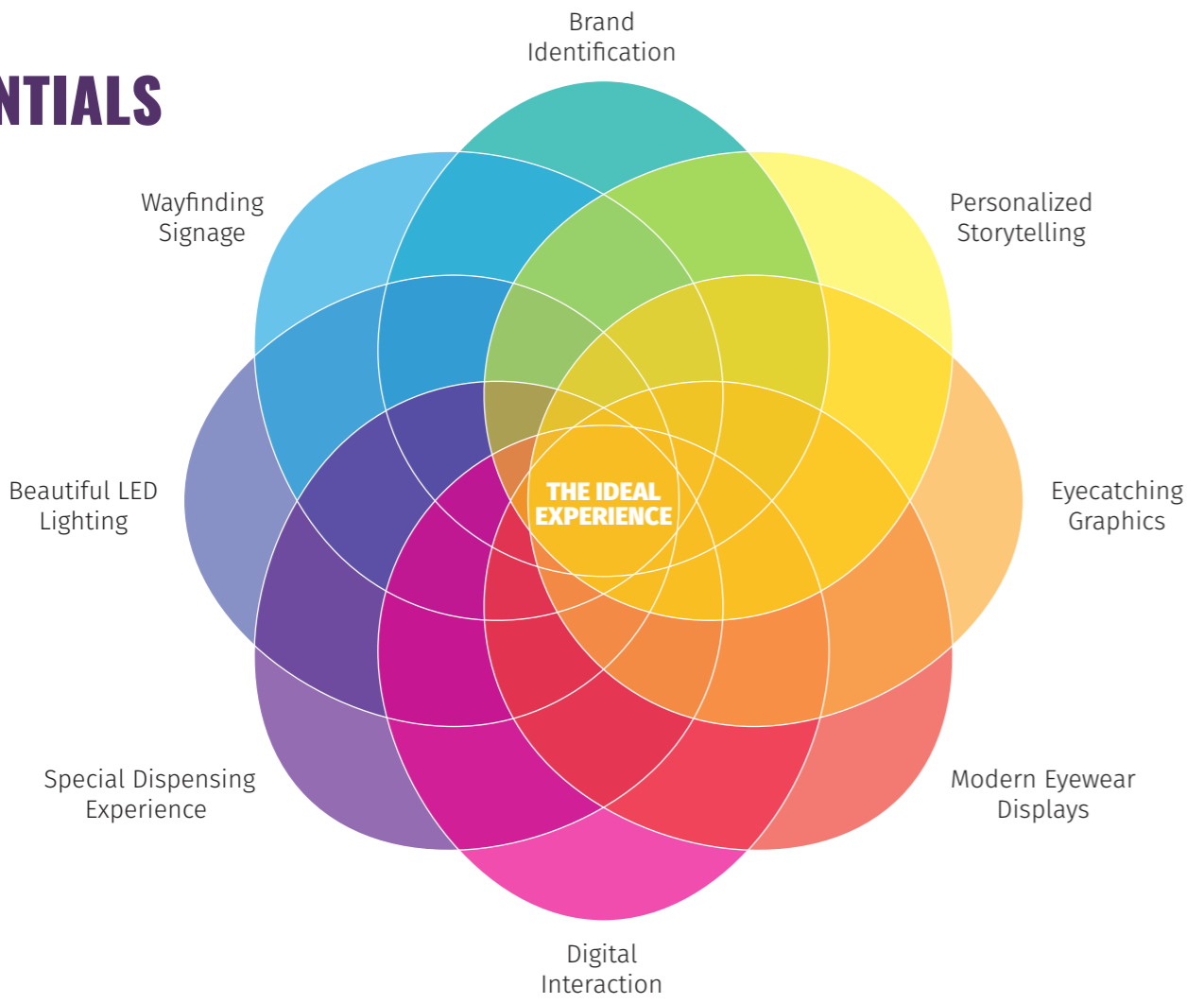
**CLIENT:** Gig Harbor Eyecare

**LOCATION:** Gig Harbor, WA

**PROJECT:** Practice Design

**PROJECT GOAL:** To complete the space design with well branded, digitally enabled Smart Display Panels™, display risers, brand identification, signage and graphics.

retail  
**ESSENTIALS**



the customer journey

Customers often stroll around in search of inspiration. As you walk through your optical, look at the space through your customers' eyes to determine if it meets the following goals:

**ATTRACT** | LEVERAGE THE POWER OF YOUR STOREFRONT, WINDOWS & DISPLAYS BY USING BEAUTIFUL GRAPHICS, FIRST-CLASS LIGHTING & DIGITAL IMAGERY

**DISCOVER** | INCREASE DISCOVERY WITH CREATIVE STYLE CENTERS, FREQUENTLY UPDATED GRAPHICS & PERSONALIZED BRAND STORYTELLING

**DECIDE** | CREATE CLEARLY DEFINED SECTIONS ALONG THE PERIMETER WALLS WITH SIGNAGE THAT HELPS CUSTOMERS EASILY FIND AND SELECT THE STYLES THEY CRAVE

**CELEBRATE** | MAKE THE DISPENSING EXPERIENCE MEMORABLE SO THAT YOUR CUSTOMERS FEEL EXCITED AND APPRECIATED



## This OMG! Optical Design Features:

LED Lit Floating Shelves | Personalized Brand ID / Brand Story Signage | Framed Fabric Graphics  
3 Frame / 5 Frame Tree Stands | Digital Interactive Screens Powered by Contentlinq

## WE DON'T JUST MAKE YOU LOOK GOOD.

At OMG, each design is created with the intention of increasing engagement, discovery and sales for your business.



Interactive Digital Media Powered by ContentIQ



Complete Practice Design & Signage Packages

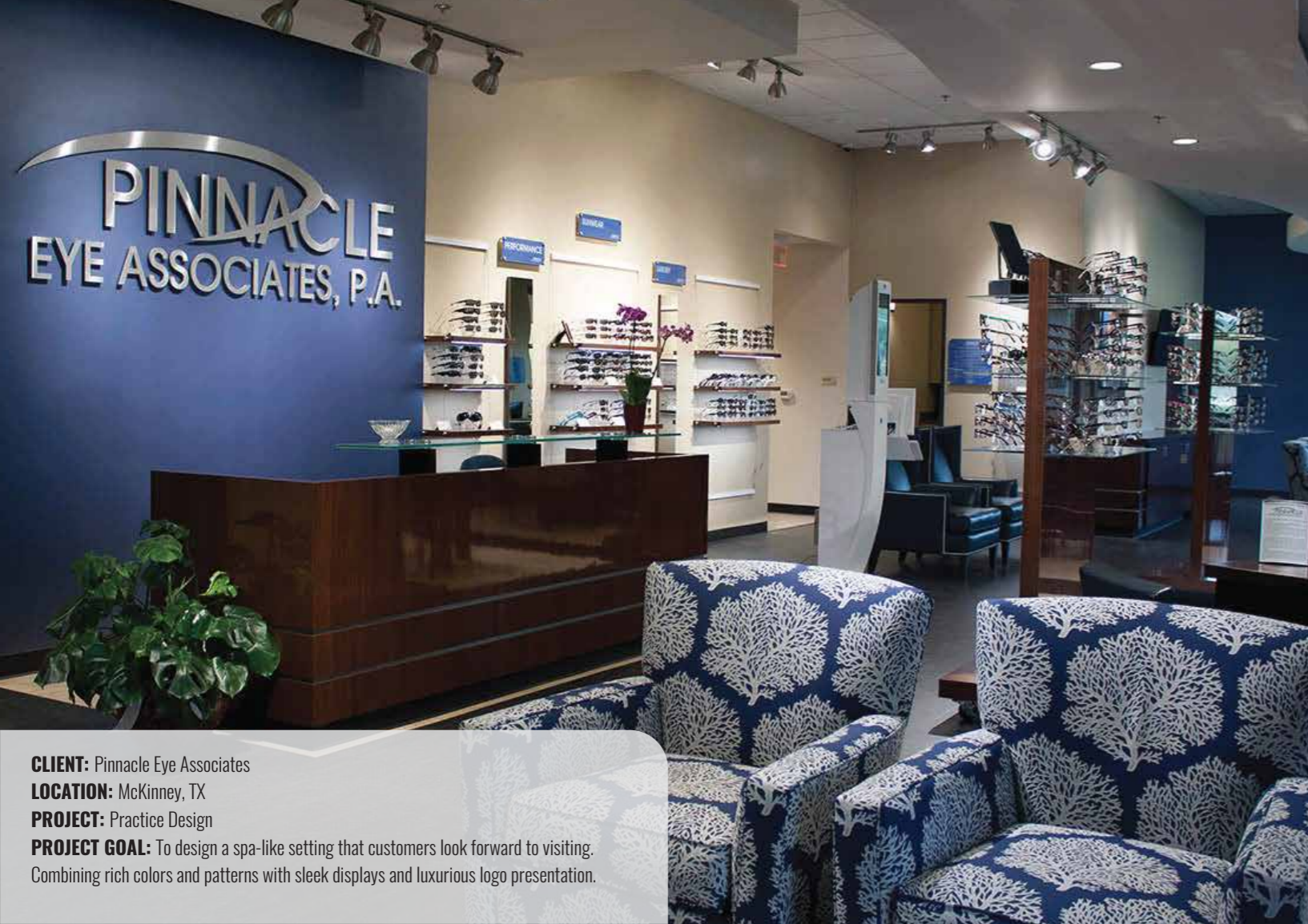


Sourcing, Printing & Installation of Custom Window & Wall Graphics



Jumbo 3 Frame / 5 Frame Tree Stand & Personalized Brand ID / Brand Story Signage by OMG!





**CLIENT:** Pinnacle Eye Associates  
**LOCATION:** McKinney, TX  
**PROJECT:** Practice Design  
**PROJECT GOAL:** To design a spa-like setting that customers look forward to visiting. Combining rich colors and patterns with sleek displays and luxurious logo presentation.



**CLIENT:** Glendale Optometric  
**LOCATION:** Glendale, CA  
**PROJECT:** Practice Design, Logo Design, Digital Content  
**DESIGN GOAL:** To create a space that feels modern yet accessible while highlighting brands and their stories and providing opportunities for digital interactive engagement.



BEFORE



BEFORE

**CLIENT:** Vision Source Arlington

**LOCATION:** Arlington, TX

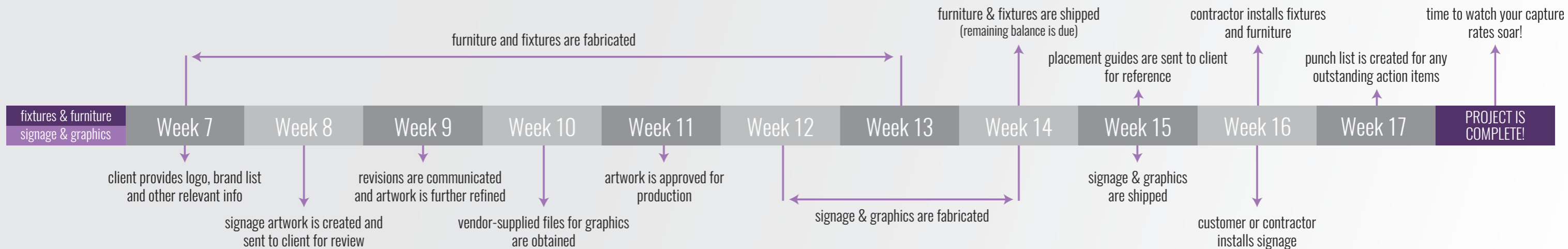
**PROJECT:** Practice Design

**PROJECT GOAL:** To give this well established practice a much needed aesthetic update using modern displays, an open layout, airy color pallet, and digital interaction.

## DESIGN TRACK



## PRODUCTION TRACK



# Optical Design Timeline

Our OMG design team is here to create the practice of your dreams. Whether you would like to be involved in the process a little or a lot, our goal is to ensure your project runs smoothly, efficiently and on-time. Many people are overwhelmed by the thought of designing their practice, but we are here to help every step of the way and will take care of the heavy lifting so that you can focus on your thriving business!

**WHETHER YOU'RE IN  
NEED OF A MAJOR  
RE-DESIGN OR A  
MINOR UPDATE...**



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**WE CAN HELP YOU MAKE YOUR OPTICAL  
MORE EFFECTIVE AND PROFITABLE!**

**LEARN MORE TODAY!**

Practice Design, Signage & Graphics, Retail Consulting, Point of Purchase Design:

**[WWW.OMGHOME.NET](http://WWW.OMGHOME.NET)**

Digital Media Management & Distribution:

**[WWW.CONTENTLINQ.COM](http://WWW.CONTENTLINQ.COM)**



# MORE WAYS TO CONNECT

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