



LOOKBOOK

contentlinq

omg

optical • marketing • group



Welcome to the OMG + Contentlinq Experience!

If you are reading this, you may be thinking it's time to elevate your optical retail experience but you're not sure where to start. Not to worry – our veteran team of retail merchandising experts is here to help.

Our design philosophy is guided by the New Rules of Optical Retailing:

- **Experience** is everything
- **Clutter is out**, clean, simple and curated is where retail thrives
- **Digital interaction is expected**
- **Signage** is an essential element for discovery
- **Storytelling leads to discovery** (and increased multi pair purchases)
- **Lighting** quality should match that of upscale merchandise quality
- **Curb appeal** is a must

While the products and services that are being offered in 2020 are nothing short of miraculous, our industry has yet to fully transition all aspects of retail into fully realized opportunities, missing the mark on a potentially significant increases in revenue.

With the Amazon experience normalized, simplicity is what customers and patients are looking for – the easier it is to identify and learn about a product, the less friction in translating a sale.

Experience is everything. Between declining vision plan reimbursements, retailers choice overload and spotty loyalty, the landscape has shifted. Providing a superior experience is the only way to create long-lasting connections, increase customer stickiness, encourage more referral business, and leverage the intrinsic value you offer as a professional in your field.

Let OMG + Contentlinq meet you where you are and thoughtfully guide you and your business through an exciting phase of leveling up – both your sales and overall experiential vibe.

Warmly,

Bill Gerber, Founder + CEO

OMG/CONTENTLINQ IS READY TO HELP TAKE YOUR PRACTICE FROM

GREAT TO EPIC!

OUR PRODUCTS & SERVICES

- OPTICAL DESIGN
- SIGNAGE PROGRAMS
- DIGITAL SIGNAGE
- WINDOW GRAPHICS
- DIGITAL CONTENT MANAGEMENT
- EYEWEAR DISPLAYS
- RETAIL CONSULTING
- CUSTOM APP DEVELOPMENT

DESIGN

Create the practice of your dreams with our optical design services. Fully customized design to reflect the independent identity of your office.

CLIENT: Pinnacle Eye Associates

LOCATION: McKinney, TX

PROJECT: Practice Design

PROJECT GOAL: Create a spa-like setting combining rich colors, patterns, textures, sleek displays, and a luxurious brand presentation. The design features a highly professional clinical space and an integrated optical/reception area. No detail has been left to chance in this award-winning practice.





CLIENT: Eye Care Associates

LOCATION: Spokane Valley, WA

PROJECT: Practice Design

PROJECT GOAL: Create a modern and engaging space through the use of cool tones, light materials, custom fixtures, fire, water, stone and furnishings. The design is family friendly with a special area for kids. The optical and reception area features a layout that maximizes patient flow.





REMODEL

The majority of patients decide if they're going to buy before they go through their eye exam. This is the reason it's critically important to have a clean, modern and well branded space.

CLIENT: Glendale Optometric Center

LOCATION: Glendale, CA

PROJECT: Practice Design

DESIGN GOAL: Create a design that pays homage to the heritage of the established practice while reflecting the modern sensibilities of the surrounding area. The design incorporates clean lines, rustic accents, excellent lighting, and digital interaction that all create a gallery-like feel.





CLIENT: Vision Source Arlington
LOCATION: Arlington, TX
PROJECT: Practice Design
DESIGN GOAL: To give this well established practice a much needed aesthetic update using modern displays, an open layout, airy color pallet, and digital interaction.



EXPAND

If you're outgrowing your practice. Let us help with the growing pains so you can focus on what you do best.

CLIENT: Iron Horse Optometric Group

LOCATION: Dublin, CA

PROJECT: Practice Design

PROJECT GOAL: After experiencing rapid growth since its inception in 2014, it became clear an expansion of this premier Vision Source practice was needed. The open, clean design aesthetic incorporates best in class lighting, flooring, fixtures, displays, branding and digital interactive powered by Contentlinq.





REFRESH

Sometimes all it takes is a few finishing touches to give your optical that second wind. Our turn-key packages can do that.

CLIENT: Gig Harbor Eyecare

LOCATION: Gig Harbor, WA

PROJECT: Practice Design

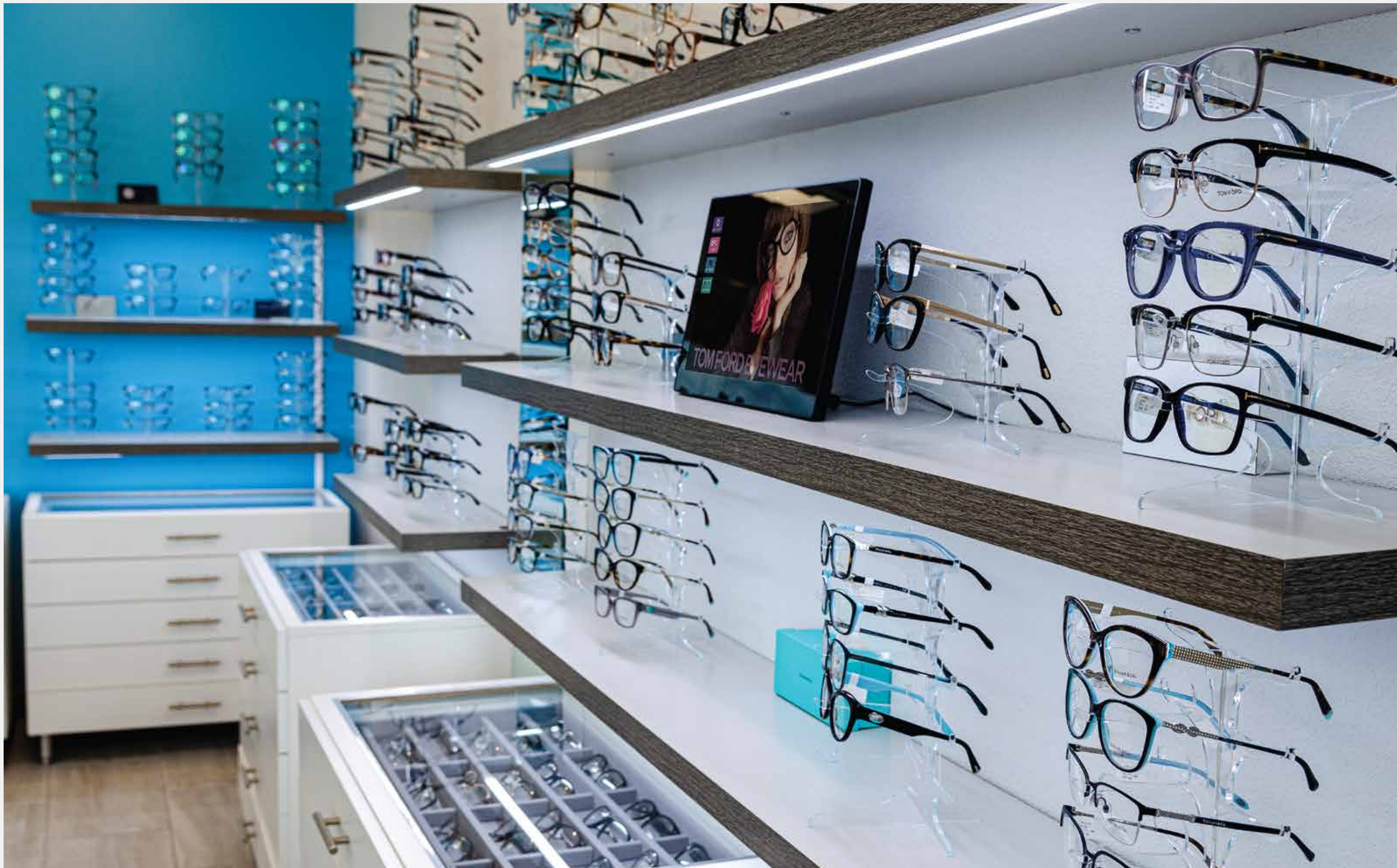
PROJECT GOAL: To complete the space design with well branded, digitally enabled Smart Display Panels™, display risers, brand identification, signage and graphics.





ABOUT THE REFRESH PROGRAM

Time to spruce up your optical. The visual merchandising experts at OMG! Optical Marketing Group and Contentlinq have come together to help you become a world class optical retailer with 5 turn-key, digitally-enabled packages designed to increase your sales, capture rate and customer satisfaction.



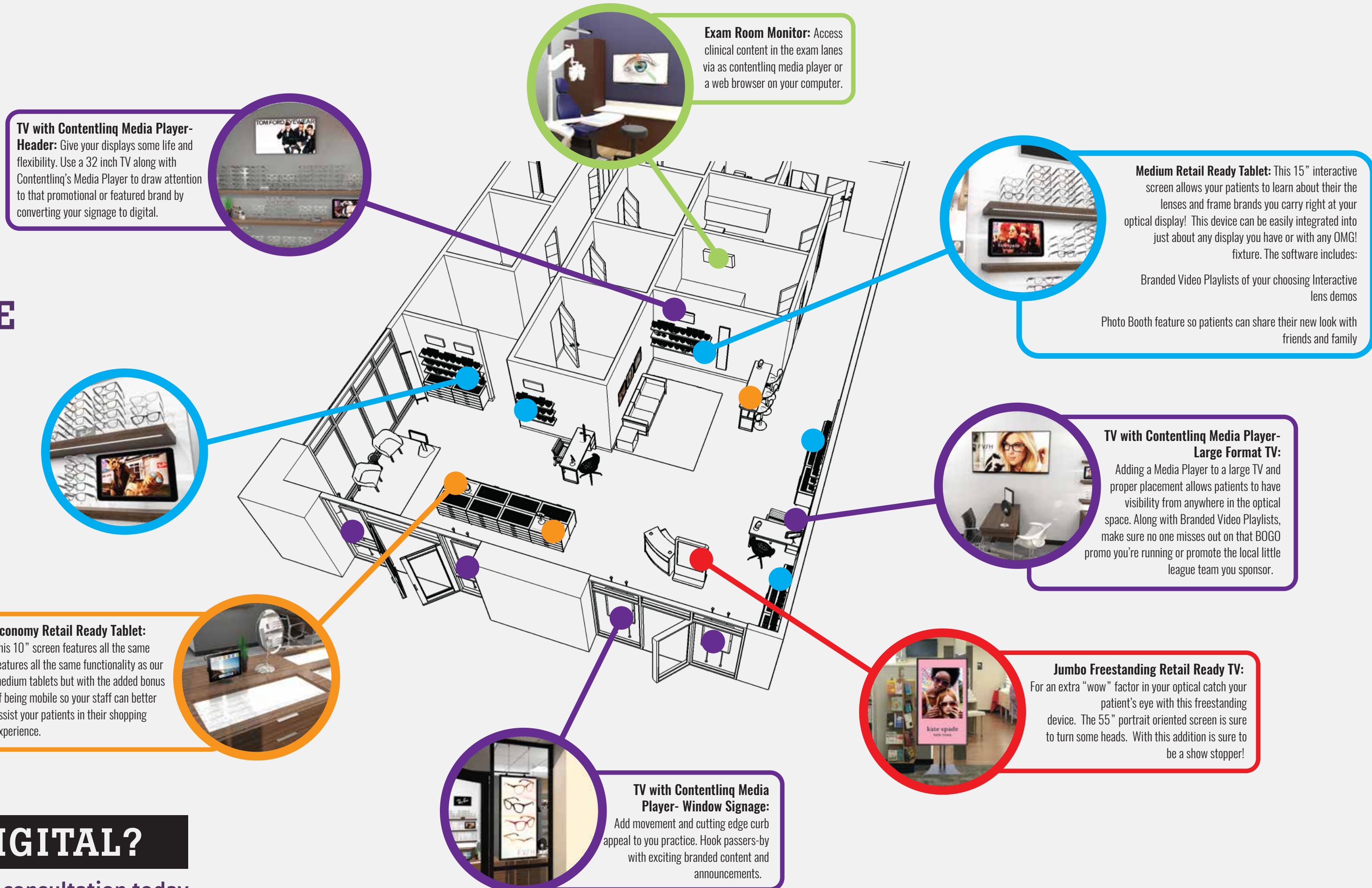
contentlinq INTERACTIVE DIGITAL SIGNAGE

No more useless POP or static props – engage your patients with technology they're already familiar with. Take your retail to the next level with digital!

- Digital signage that gives you the power to change your messaging at will
- Beautiful, engaging product videos
- Integrated Lens Demo, Face Shape Guide and Photobooth features that help increase sales and patient interest
- Turn your existing TV into a personalized, digital messaging tool
- Upload your own content to Tell Your Story
- Proven to dramatically increase capture rate

contentlinq DIGITAL PLACEMENT GUIDE

- Medium Retail Ready Tablet
- Exam Room Monitor
- Economy Retail Ready Tablet
- Jumbo Freestanding Retail Ready Tablet
- TV with Contentlinq Media Player / Smart TV Adapter



TV with Contentlinq Media Player-Header: Give your displays some life and flexibility. Use a 32 inch TV along with Contentlinq's Media Player to draw attention to that promotional or featured brand by converting your signage to digital.



Exam Room Monitor: Access clinical content in the exam lanes via as contentlinq media player or a web browser on your computer.



Medium Retail Ready Tablet: This 15" interactive screen allows your patients to learn about their the lenses and frame brands you carry right at your optical display! This device can be easily integrated into just about any display you have or with any OMG! fixture. The software includes:
Branded Video Playlists of your choosing
Interactive lens demos
Photo Booth feature so patients can share their new look with friends and family



TV with Contentlinq Media Player-Large Format TV: Adding a Media Player to a large TV and proper placement allows patients to have visibility from anywhere in the optical space. Along with Branded Video Playlists, make sure no one misses out on that BOGO promo you're running or promote the local little league team you sponsor.



Economy Retail Ready Tablet: This 10" screen features all the same features all the same functionality as our medium tablets but with the added bonus of being mobile so your staff can better assist your patients in their shopping experience.



Jumbo Freestanding Retail Ready TV: For an extra "wow" factor in your optical catch your patient's eye with this freestanding device. The 55" portrait oriented screen is sure to turn some heads. With this addition is sure to be a show stopper!



TV with Contentlinq Media Player- Window Signage: Add movement and cutting edge curb appeal to you practice. Hook passers-by with exciting branded content and announcements.



CURIOUS ABOUT GOING DIGITAL?

Visit contentlinq.com to learn more and schedule a consultation today



25" GLASS TOP DOOR CABINET
25"W x 29"H x 18"D



25" GLASS TOP DRAWER CABINET
25"W x 29"H x 18"D



36" GLASS TOP DOOR CABINET
36"W x 29"H x 18"D



WATERFALL DISPLAY
42.75"W x 46.5"H x 17.75"D



36" GLASS TOP DRAWER CABINET
36"W x 29"H x 18"D



WATERFALL DRAWER DISPLAY
42.75"W x 46.5"H x 17.75"D

FIXTURES



LOGAN LIT SHELVES
24"-96"W x 1.5"H x 10"D



SOLANA BAR
72"W x 43.5 x 20"D



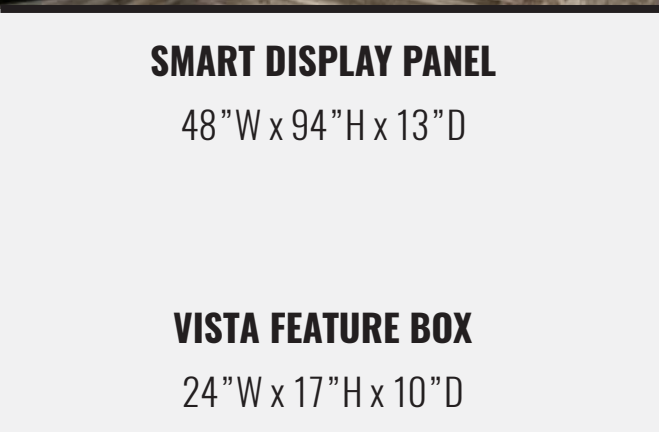
SMART DISPLAY PANEL
48"W x 94"H x 13"D



KENSINGTON STYLING TABLE
42"W x 31"H x 20"D



CARDIFF SALES DESK
54"W x 31"H x 20"D



VISTA FEATURE BOX
24"W x 17"H x 10"D



PARK MIRROR
12"W x 72"H x 1.5"D



CARDIFF DOUBLE SALES DESK
93"W x 31"H x 20"D



OMG! OPTICAL MARKETING GROUP CONTENTLINQ

312 S Cedros Ave #200
Solana Beach, CA 92075

CONNECT WITH US



info@omghome.net
success@contentlinq.com



@omg_opticalmarketinggroup



978.712.0664



Omg! TV - Optical Marketing Group
Contentlinq



@opticalmarketing
@contentlinq

TESTIMONIALS

"Sara & I have been working with Bill Gerber @ OMG since we started buying their frame trees after we saw them at one of the Exchanges a few years back. Then at last year's Exchange, Bill and his team completely won us over after we had already been talking to EyeDesigns & RetailOne (2 other VS vendors) about our planned expansion. Cost was not the only factor. Their follow-through and prompt replies through the design proposal process were far superior. But I think the biggest thing was our perception of their excitement to get to design something special for us. Armando, OMG's designer, is incredible, and the energy he brought to the project helped Sara & I feel confident about what we were doing. Rebeccah, who has been managing our project has stayed meticulously on top of every detail. And Bill, the CEO, himself reaches out personally whenever we have big decisions to make. The end result is a space that delights our patients and has helped fuel our growth."

- Christopher Gee, O.D. **Iron Horse Optometric Group**

"Service, competency and willingness to go beyond the call to help my practice grow. People just feel very comfortable when they walk in. They are drawn to the optical because of the sleek design and Contentlinq's digital signage. You guys have a great reputation."

- Issac Schunk, O.D. **Vision Source Arlington**