

SPECSAVERS VISION AID OVERSEAS FUNDRAISING DAY

In 2007, Specsavers stores across Scotland hosted the first ever Vision Aid Overseas fundraising day to raise money and old glasses to help those in developing countries with poor vision.

Beattie Communications developed a PR plan to create awareness and encourage support of the initiative in advance of the event with follow-up activity highlighting its success.

An exclusive interview was set up with the Daily Record featuring store director and VAO volunteer, Ken McDonald and resulting in a colourful and informative double page spread. Coverage was also generated in local and regional press the length and breadth of Scotland featuring strong photography taken during a closed photography session to accompany the announcement press release. Further releases were issued nationally, regionally and locally detailing how much was raised collectively and individually by participating stores.

The success of the campaign in Scotland and resulting PR coverage has encouraged Specsavers to adopt this as a national initiative.