

STRONG AND INTENSE MEDIA FOCUS ACROSS DIGITAL CHANNELS

THE LENS THAT FEELS LIKE NOTHING IS **COMING TO SCREENS** NEAR YOU

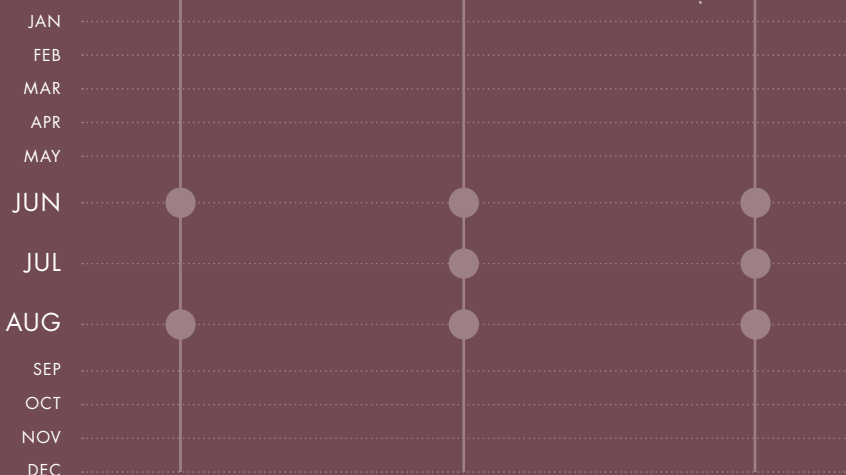


2019 DAILIES TOTAL1® MEDIA PLAN

TELEVISION

DIGITAL CHANNELS

IN-STORE ACTIVATION



On TV and online, customers will be hearing about the lens that feels like nothing.^{1,2}
TV in Norway & Denmark.

Make your business the destination for DAILIES TOTAL1® contact lenses with point-of-sale materials.

Month after month, our new media plan will capture wider interest in DAILIES TOTAL1® contact lenses.

**KEEP THE POWER OF
OUR MEDIA INVESTMENT
GOING STRONG.**

**ORDER YOUR POINT-OF-SALE
AND DIGITAL SOME CONTENT
TODAY.**

* Percentage of wearers agreeing with the statement "With these lenses, I sometimes forget I have them on."

References: **1.** Based on critical coefficient of friction measured by inclined plate method; significance demonstrated at the 0.05 level; Alcon data on file, 2011, 2013. **2.** Evaluation of the lubricity of DAILIES TOTAL1® contact lenses after wear; Alcon data on file, 2014. **3.** Thekveli S, Qui Y, Kapoor Y, et al. Structure-property relationship of delefilcon A lenses. Cont Lens Anterior Eye. 2012;35(Suppl):e14. **4.** Angelini TE, Nixon RM, Dunn AC, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. Invest Ophthalmol Vis Sci. 2013;54:E-abstract 500. **5.** Perez-Gomez I, Giles T. European survey of contact lens wearers and eye care professionals on satisfaction with a new water gradient disposable contact lens. Clin Optim. 2014;6:17-23.

Alcon A Novartis Division

ALCON DAILIES TOTAL1® SUMMER CAMPAIGN 2019

Instore Activation Tools

POSTER

50x70 cm

- ☐ DK: 10000080
☐ FI: 10000083
☐ NO: 10000081
☐ SE: 10000082

AMOUNT: _____



POSTER

70x100 cm

- ☐ DK: 10000076
☐ FI: 10000079
☐ NO: 10000077
☐ SE: 10000078

AMOUNT: _____



CONSUMER LEAFLET

M65

- ☐ DK: 10000084
☐ FI: 10000087
☐ NO: 10000085
☐ SE: 10000086

AMOUNT: _____

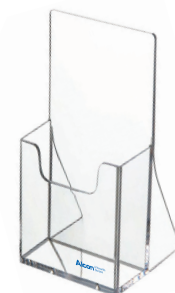


LEAFLET HOLDER

For the consumer leaflet

- ☐ GENERIC: 10000124

AMOUNT: _____



TEXTILE BANNER

40x140 cm

- ☐ DK: 10000108
☐ FI: 10000111
☐ NO: 10000109
☐ SE: 10000110

AMOUNT: _____



INSTORE VIDEO / MUTE 40 SEC

1920x1080 px

- ☐ DK
☐ FI
☐ NO
☐ SE



TVC / 30 SEC

1920x1080

- ☐ DK
☐ FI
☐ NO
☐ SE



SOCIAL MEDIA

Facebook & Instagram

- ☐ DK
☐ FI
☐ NO
☐ SE



YOUTUBE / 15 SEC

1920x1080 px

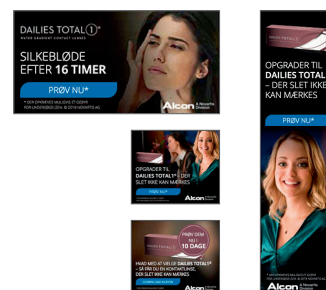
- ☐ DK
☐ FI
☐ NO
☐ SE



DIGITAL BANNERS

Most common formats for Facebook, Instagram and websites

- ☐ DK
☐ FI
☐ NO
☐ SE



Sales Meeting