

# LIFE AFTER LOCK DOWN

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# CAMPAIGN GUIDE

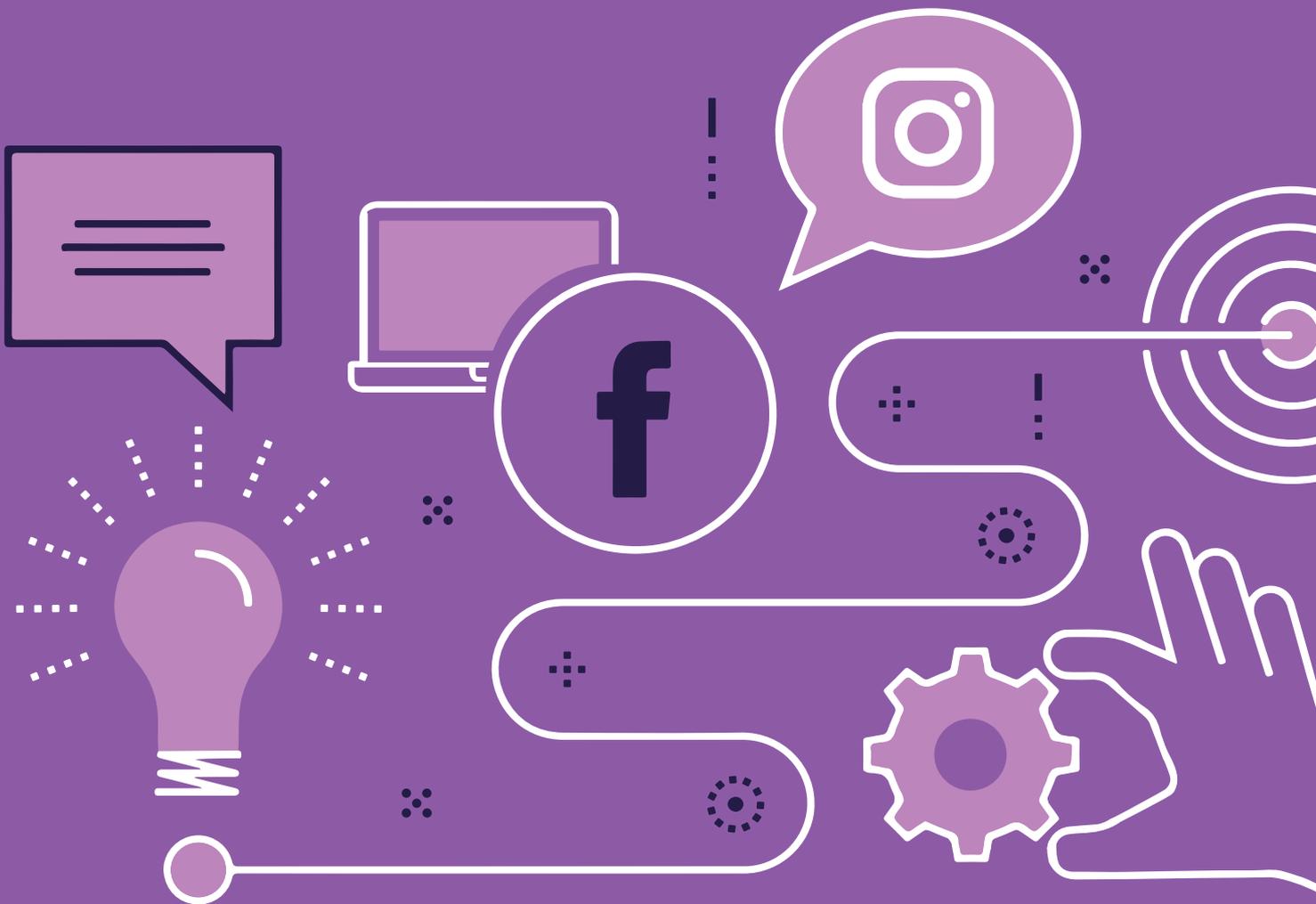


HAKIM  
GROUP



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# LIFE AFTER LOCKDOWN CAMPAIGN GUIDE

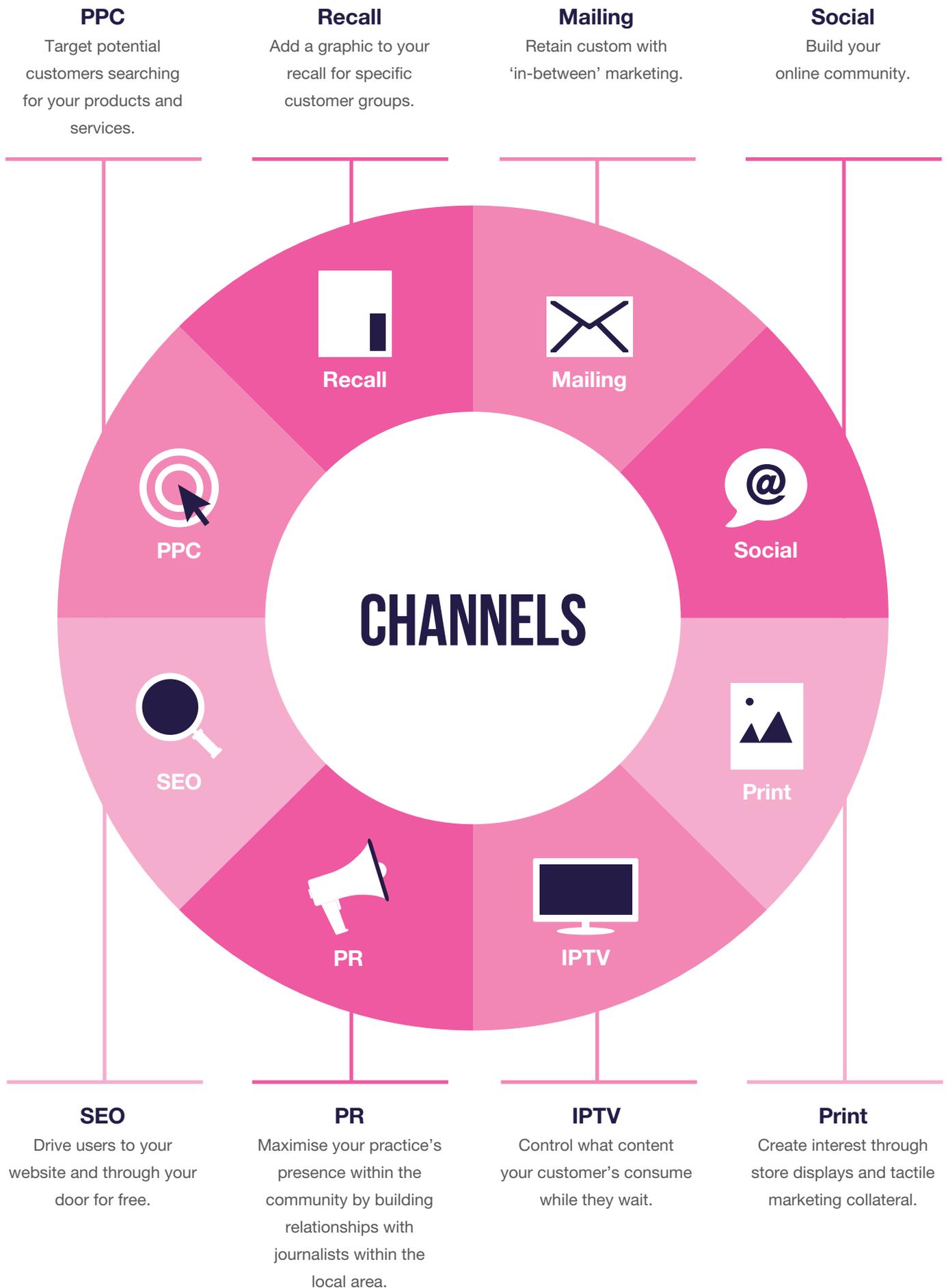




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# INTRODUCTION

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As we head out of lockdown we have to adopt new ways of working to ensure our teams and our patients safety. As well as adapting our customer journey and operational processes, our communication to patients must be clear and concise.

The HGHQ team have created a series of assets to support your efforts in practice that will work across all touchpoint's, both online and locally.

There is no 'one size fits all' which is why we have collated an extensive range of messages to suit every practices needs. Furthermore if you would like to adapt any artwork with your own message you can do that too.

## Creative Ideas

There is no one 'thing' that will transform your business in the current situation, it's a combination of multiple actions happening at the right time and to the right audience. Here's a recap of some of the initiatives in place:

**Phone lists** - One of the strongest tools and forms of communication during this period of uncertainty will be telephone conversations. You can request a list using this link - <https://www.hghelphub.co.uk/en/article/px-list-request-form>

**Recall** - The operations have already started recall to stay in the hearts and minds of patients and remind them that we are still here to support them where possible.

**Email & SMS marketing** - There are a bank of templates to use at your disposal. Visit - <https://www.hghelphub.co.uk/en/article/growth-toolkit> to view the templates and start building your direct marketing campaigns.

**Online sales** - Patients can now browse your Project 100 and sunnies collection and arrange an online consultation.

**Video Consultations** - For patients that are unable to come into practice you can still take care of them from the comfort of their own home.

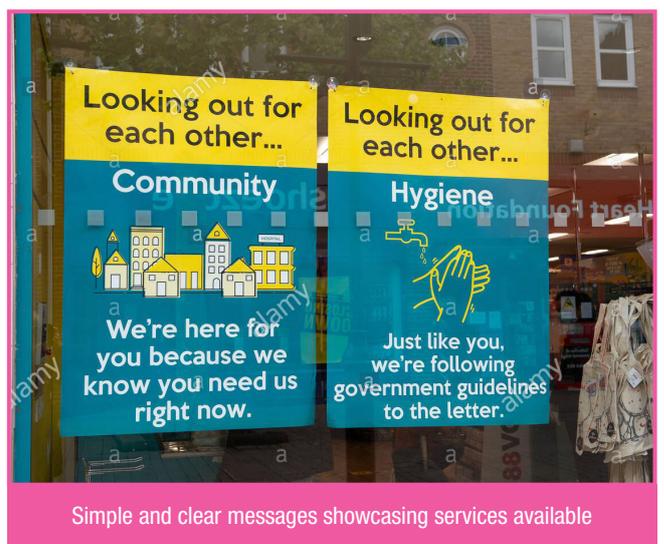
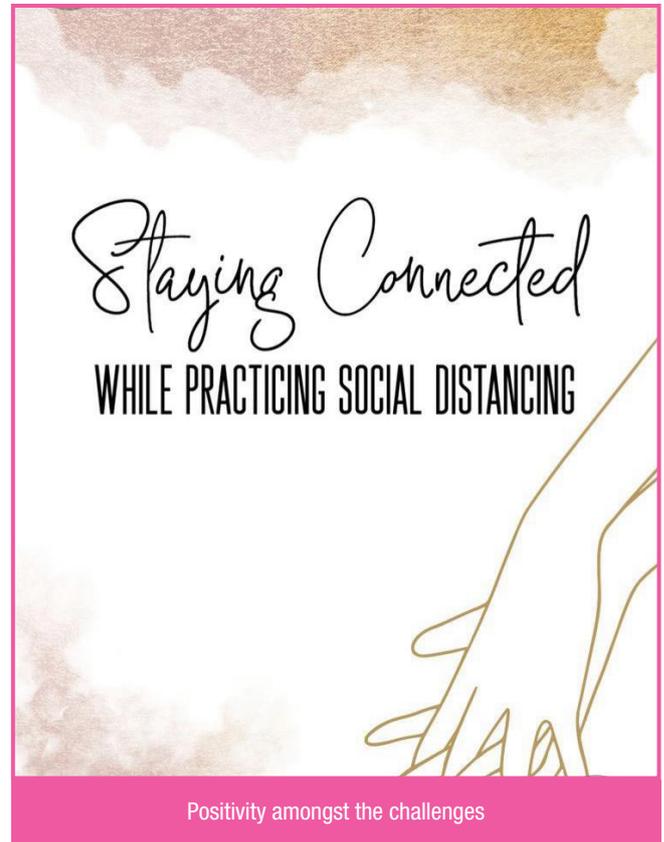
**Marketing messages** - Use the marketing messages within this pack to bolster your efforts.

**PR stories** - Let the community know how you are supporting them during these difficult times, you may even acquire some new patients.

Onwards and Upwards.

*the marketing team*

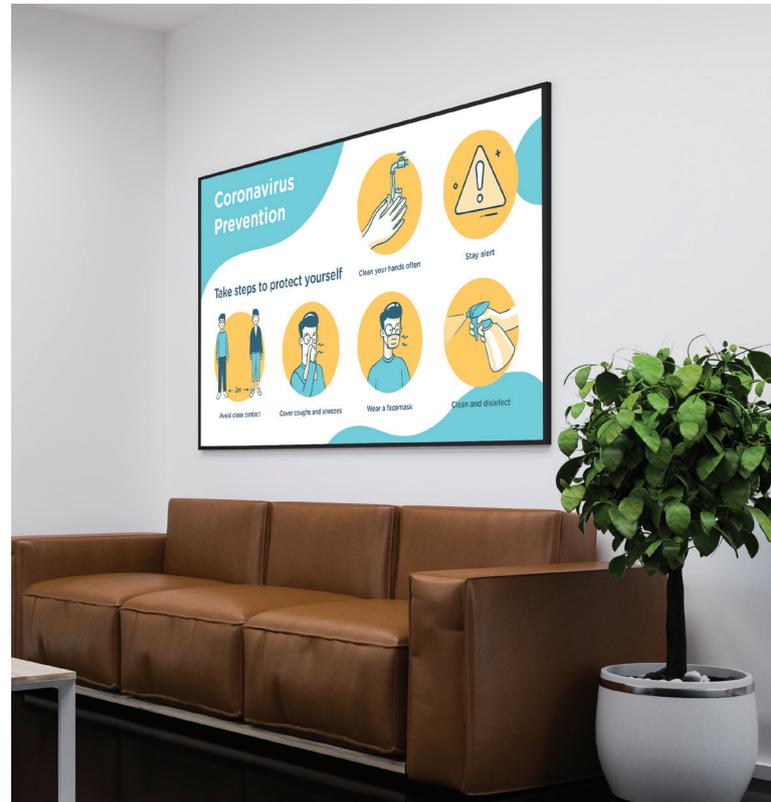
# EXAMPLES AS WE HEAD OUT OF LOCKDOWN



# COVID-19 PREVENTION

CVP20-01

This prevention message highlights the steps we should be taking to be socially responsible both as businesses and individuals.



IPTV

CVP20-01



## Suggested Channels

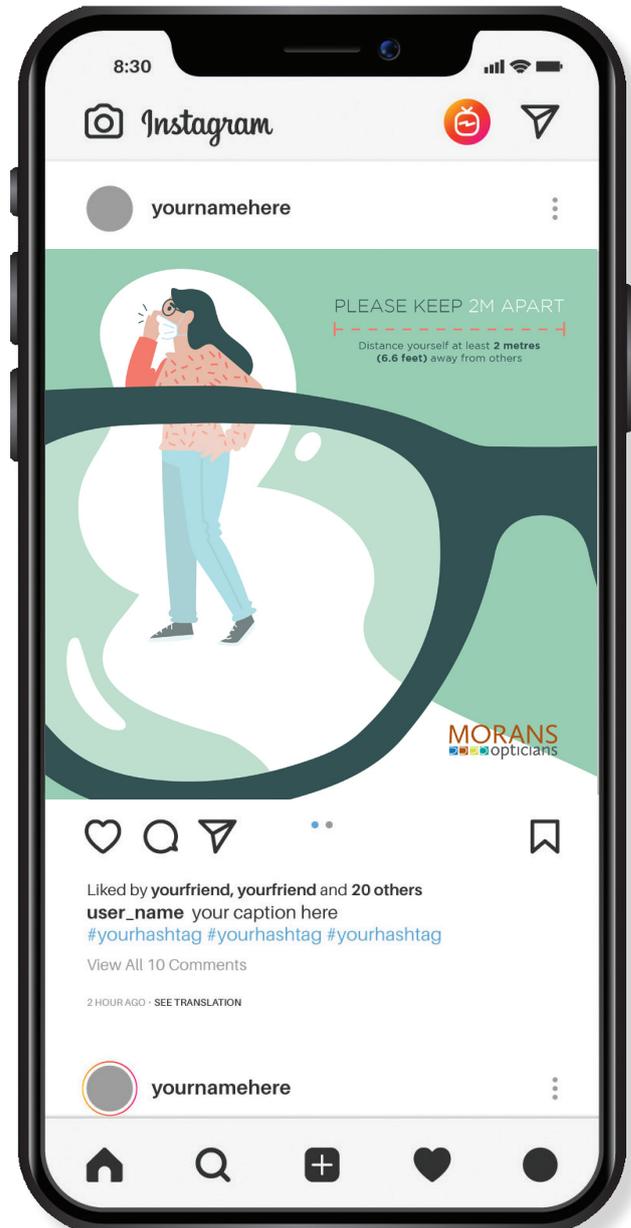
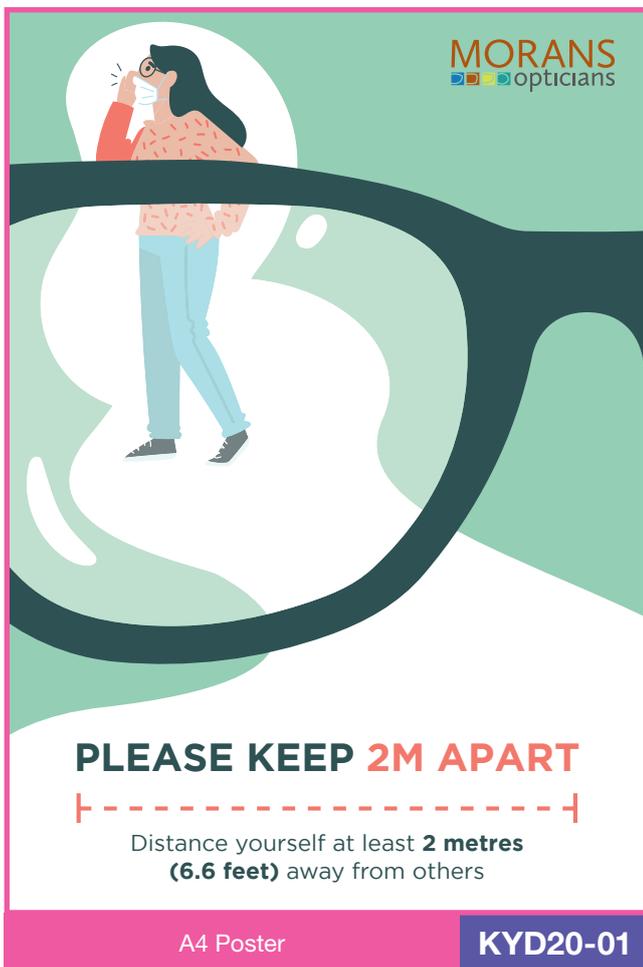
 IPTV  Posters

 Social Media

# PLEASE KEEP YOUR DISTANCE

KYD20-01

Informative POS is essential in practice. This message uses a softer design to ask patients to comply with social distancing measures.



Social Media

KYD20-01

## Suggested Channels

@ Social Media

Poster IPTV

# NHS SUPPORT DECALS

NHS20

As we head out of lockdown passing footfall will increase and so now is the time to start creating visually strong window displays that create unity and interest within the community.

## Suggested Channels

 Window Vinyl



# PROUD TO BE PART OF THE NHS

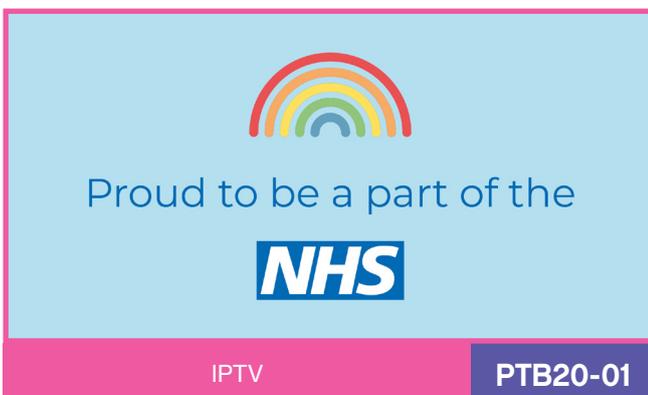
PTB20-01



The NHS are heroes and for good reason, make sure you let your patients know you are a part of the NHS and supporting the community.

## Suggested Channels

🖼️ Posters 📺 IPTV



# GOT YOUR EYES COVERED

GEC20

This message and visual helps explain how patients should visit us under the current government guidance.

**WE'VE GOT YOUR EYES COVERED**

**PLEASE WEAR A FACE MASK**  
TO KEEP YOUR NOSE & MOUTH SAFELY COVERED TOO!

Poster **GEC20-01**

**WE VE GOT YOUR EYES COVERED**

**PLEASE WEAR A FACE MASK**  
TO KEEP YOUR NOSE & MOUTH SAFELY COVERED TOO!

Social Media **GEC20-01**

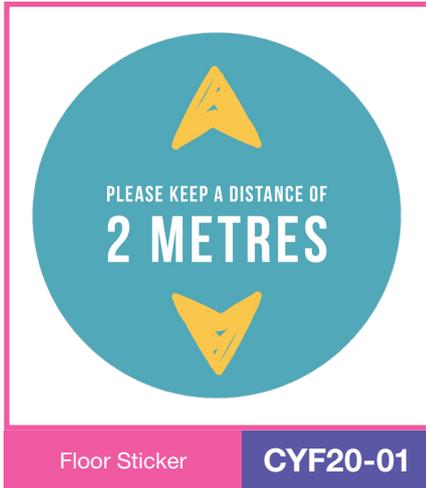
**THANK YOU FOR SOCIAL DISTANCING**

Floor Sticker **GEC20-02**

## Suggested Channels

- 📄 Posters @ Social Media
- 📺 Floor Sticker 📺 IPTV

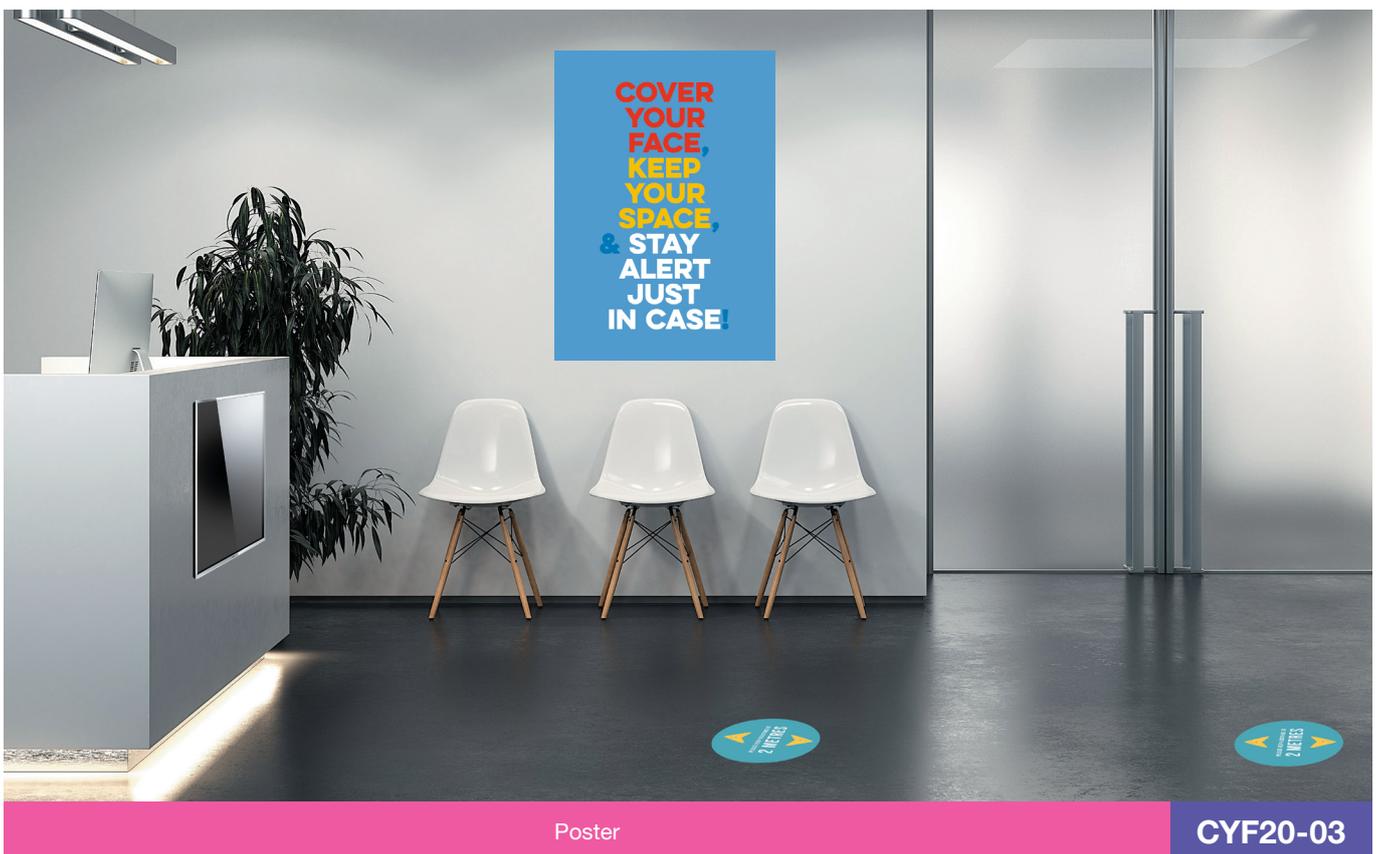
# COVER YOUR FACE CYF20



These messages are a lot softer and more playful in their approach whilst still highlighting important messages.

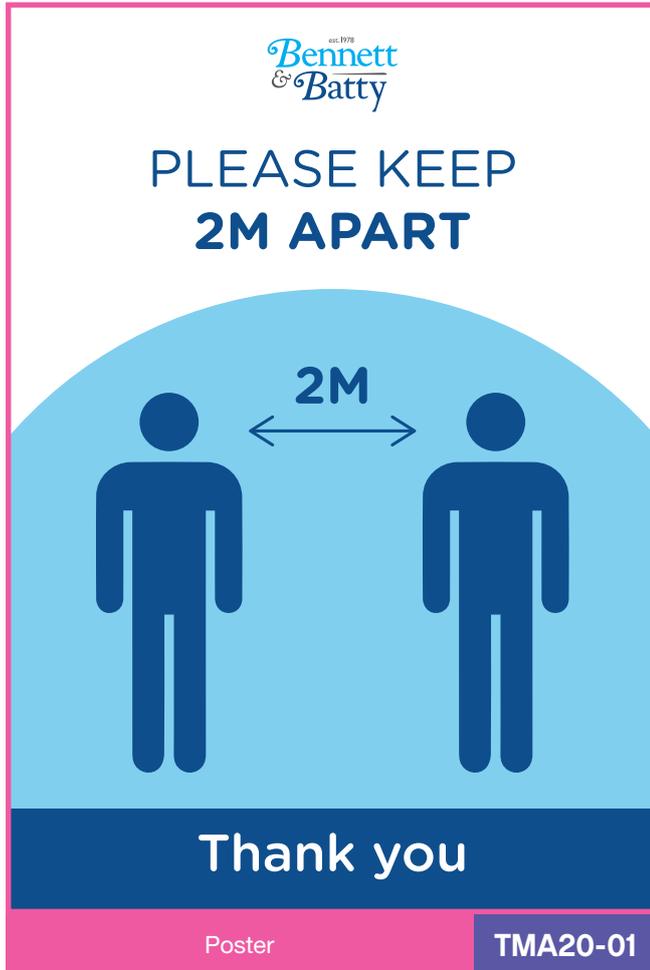
### Suggested Channels

- 🖨️ Posters
- 📱 Social Media
- 🖨️ Floor Sticker
- 📺 IPTV



# 2 METRES APART

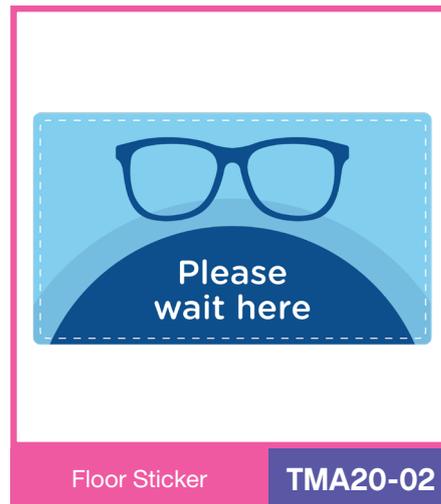
TMA20



As primary health care professionals patients will rely on us to have the appropriate steps in place as we move out of lockdown. Floor stickers and informative POS will help support our efforts.

### Suggested Channels

- 🖼️ Posters
- 🖼️ Floor Stickers
- 📱 Social Media
- 📺 IPTV



# COMING TOGETHER BY STAYING APART

TSA20

An uplifting message to say thank you could be key to keeping spirits high through the practice for both patients and staff.



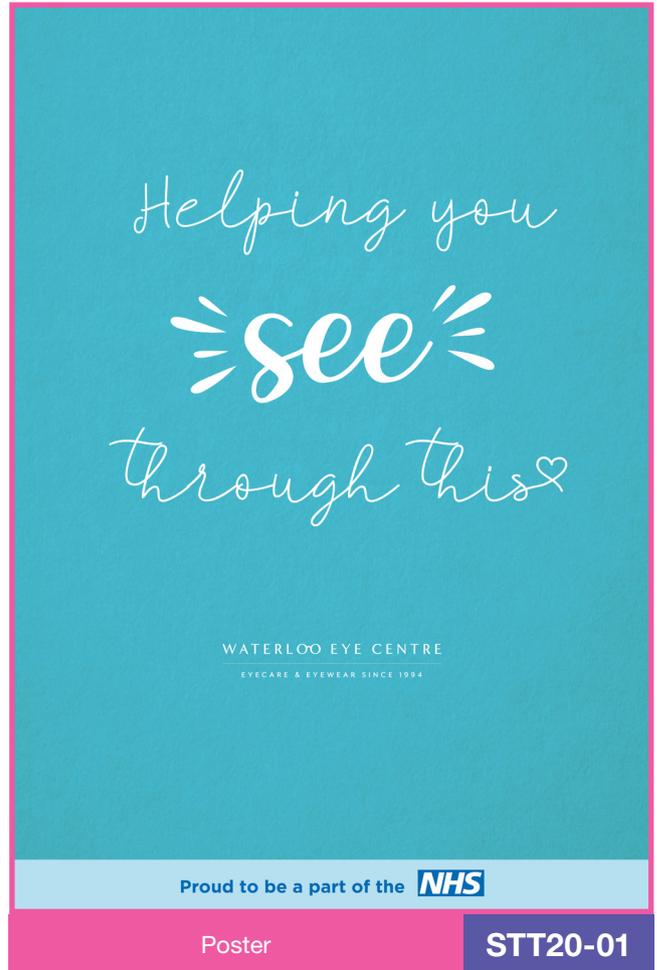
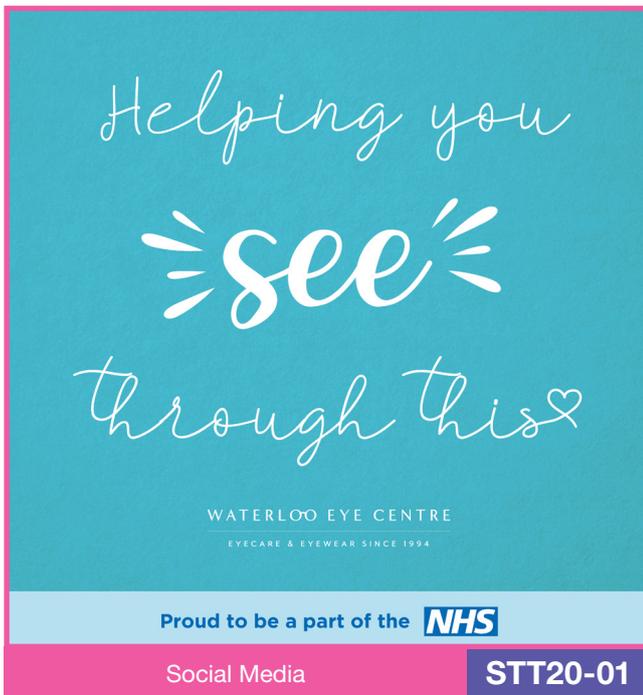
## Suggested Channels

-  Posters
-  Social Media
-  Floor Sticker
-  IPTV

# SEE THROUGH THIS

STT20

Supporting your community during the COVID-19 pandemic will improve your reputation and give you a hidden benefit of existing and potentially new patients considering you later on when making a purchasing decision.



## Suggested Channels

-  Posters
-  Window Vinyl
-  Social Media
-  IPTV

# OFFICIAL EMERGENCY EYECARE

OEE20-01

The poster features a teal background. At the top left is the 'heath OPTOMETRIC' logo. The main text reads: 'We are now an official designated **Emergency Eyecare Treatment Centre** during the COVID-19 pandemic'. Below this is a large white cross graphic composed of various eyeglass frames. At the bottom, it says 'Contact us on 01461 206868 should you need an urgent eye appointment'. A light blue bar at the bottom contains the text 'Proud to be a part of the **NHS**'. A pink bar at the very bottom contains the word 'Poster' and a dark blue bar contains the code 'OEE20-01'.

Poster

OEE20-01

## Suggested Channels

Posters Window Vinyl

IPTV

This message was created specifically for Scotland practices, however, the message can be adapted to suit your needs in regards to local MECS and CUES arrangements.



# MINOR EYE CONDITIONS (MECS)

MEC20

Communicating MECS can be a challenging message to get across, but this graphic helps to explain to your patients what might qualify for an emergency appointment in a clear and concise manner.

**SUZANNE DENNIS**  
OPTOMETRIST

## Struggling with Minor Eye Problems?

Sore eyes?  
Watery eyes?  
Red eyes?  
Irritation or inflammation?  
Ingrowing eyelashes  
Floaters in the eye?

Visit us for emergency and essential appointments only and ease the pressure on the NHS hospitals

Proud to be a part of the **NHS**

Poster **MEC20-01**



IPTV

MEC20-01

### Suggested Channels

IPTV Posters

Social Media

# WE'RE OPEN

WO20

Supporting your community during the COVID-19 pandemic will improve your reputation and give you a hidden benefit of existing and potentially new patients considering you later on when making a purchasing decision.



 **WE HAVE RE-OPENED!**  
AND LOOKING FORWARD TO SEEING YOU AGAIN

Things will be a little different for a while, but it is our priority to care for the safety of our customers and our team while offering you the same, top quality eye care as before.  
Simply call us and we'll take it from there.

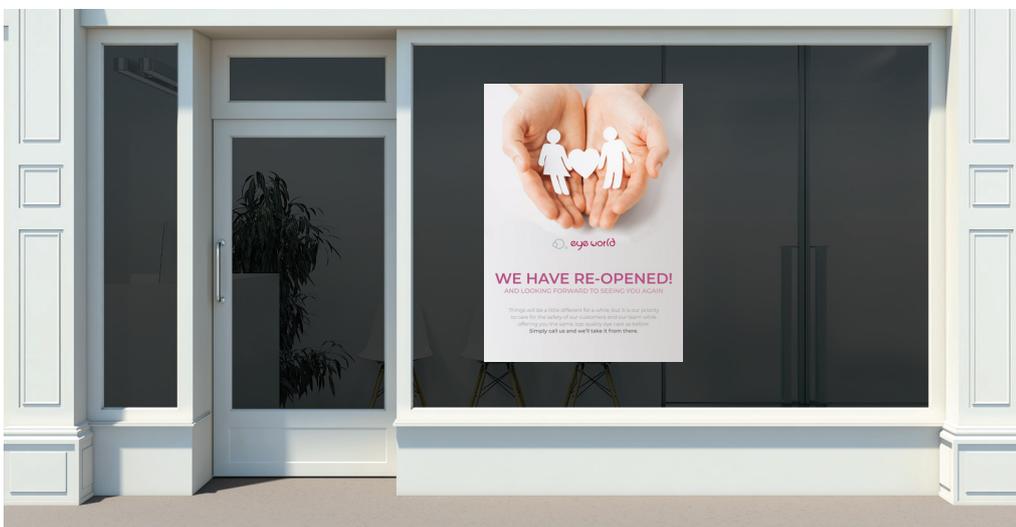
Social Media **WO20-01**



 **WE HAVE RE-OPENED!**  
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Things will be a little different for a while, but it is our priority to care for the safety of our customers and our team while offering you the same, top quality eye care as before.  
Simply call us and we'll take it from there.

Poster **WO20-01**



## Suggested Channels

-  Posters
-  Window Vinyl
-  Social Media
-  IPTV

# PURCHASE WITH PURPOSE

DTN20

Appreciation for health care workers is an important message to communicate in the current climate and donating 10% of purchases to the NHS helps to reinforce your commitment to the community, further highlighting to your patients how much you care.



*Purchase with  
"purpose"*

**Help support our  
NHS heroes**

We are donating 10% of all  
spectacle purchases to the NHS.

**CLAMP**  
OPTOMETRISTS  
AND CONTACT LENS PRACTITIONERS



Proud to be a part of the **NHS**

Poster DTN20-01



*Purchase with  
"purpose"*

Help support our NHS heroes  
We are donating 10% of all spectacle  
purchases to the NHS.

Proud to be a part of the **NHS**

IPTV DTN20-01

## Suggested Channels

 IPTV  Posters

 Social Media

# HERE FOR YOU

H4Y20

While the nation is on lockdown and people are not sure of what they can and can't do, we can take this time to let patients and communities know that you are open for emergencies and that you are here to help.



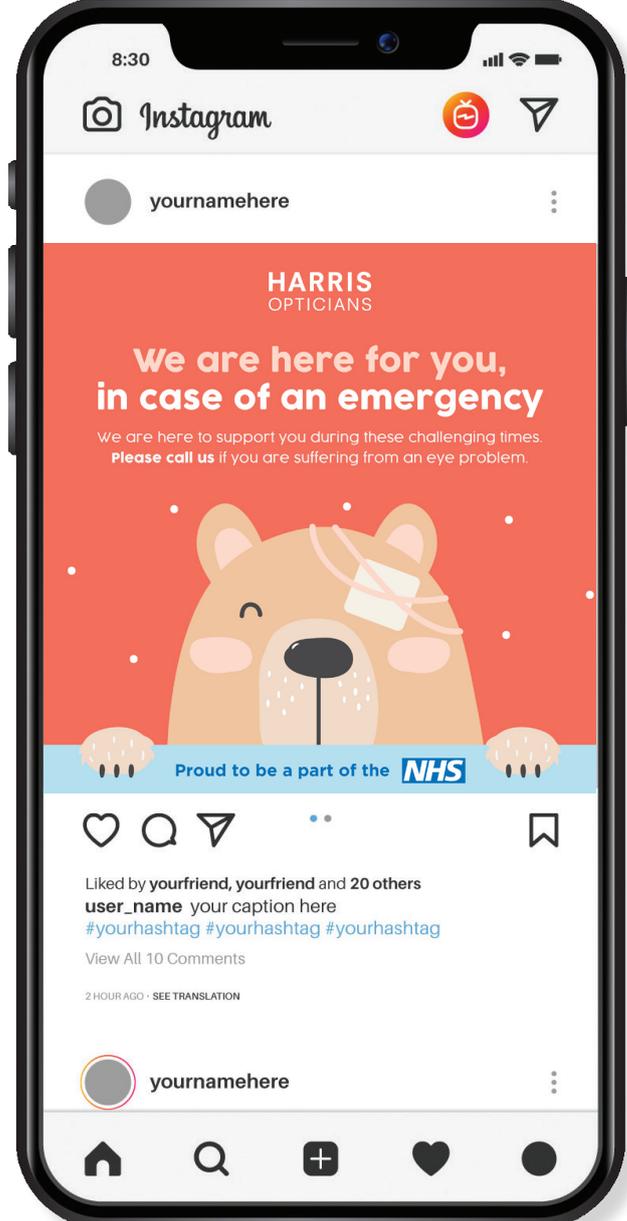
**HARRIS**  
OPTICIANS

## We are here for you, in case of an emergency

We are here to support you during these challenging times. **Please call us** if you are suffering from an eye problem.

Proud to be a part of the **NHS**

Poster **H4Y20-01**



8:30

Instagram

yournamehere

**HARRIS**  
OPTICIANS

## We are here for you, in case of an emergency

We are here to support you during these challenging times. **Please call us** if you are suffering from an eye problem.

Proud to be a part of the **NHS**

Liked by yourfriend, yourfriend and 20 others  
user\_name your caption here  
#yourhashtag #yourhashtag #yourhashtag

View All 10 Comments

2 HOUR AGO · SEE TRANSLATION

yournamehere

Social Media **H4Y20-01**

### Suggested Channels

-  IPTV  Posters
-  Social Media

# COMMUNITY SERVICES

COS20

We need to stay in the thoughts and minds of our px's and update them on the measures and precautions we are taking to support our communities. The below artwork showcases the different actions practices are taking to ensure the same level of service and care is being provided. You can also order as individual assets. See next page.

## Suggested Channels

-  IPTV
-  Posters
-  Social Media

**CAROLYN PARKER**  
OPTOMETRISTS

Your eyes are one of your most valued assets and would be difficult to live without. Therefore, here are some of the additional measures we are taking for your peace of mind.

- READY TO COLLECT?**  
We can deliver instead!
- NEED A REPAIR?**  
Use our send and receive service
- NEED TO STOCK UP?**  
Contact lenses and solution can be delivered to your door
- NEED AN EMERGENCY APPOINTMENT?**  
Extra hygiene measures are being taken
- HELPING YOU SEE THROUGH THIS**  
Video consultations are now available
- PROTECT YOUR EYES IN THE SUN**  
You can now order sunglasses online

For more information contact practice owner,  
Joyce Terry on 07535698551

Proud to be a part of the **NHS**

Poster **COS20-01**



# FOR YOUR TEAMS

FYT20

We know that your teams understanding and safety is just as important as patients that's why we have created a series of informative posters you can share within your teams and place in the staffroom.

COVID-19

WATERLOO EYE CENTRE  
EYECARE & EYEWEAR SINCE 1994

Don't Take It Home!



**Wear simple clothes and wash them each day**  
Wash clothes as soon as you get home at 60°C with any reusable bags you've used.



**Leave pens at work and other stationery at work**  
Clean pens and other writing equipment regularly with sanitiser.



**Drink only sealed bottled drinks**  
Remember to re-seal between uses, and don't use reusable cups or mugs.



**Bring your own food with you to work**  
Ideally in a reusable and washable bag, and avoid eating in communal spaces.



**Don't bring wallets or handbags to work**  
Instead place cards, cash and drivers licenses in a sealable plastic bag.



**Remove the protective case from your phone**  
Keep it in a sealable plastic bag, cleaning with sanitiser regularly between use.



**Avoid using your hands as much as possible**  
Use elbows or knees to push doors and sanitise your hands regularly.



**At the end of each day, clean with sanitiser**  
Clean your hands, arms and face, and any items that you've been in contact with.



**When you get home, no hugging until you're clean**  
Take your shoes off outside, take your clothes off and shower immediately.

Poster
FYT20-01



ADVICE FOR COMBATTING FATIGUE

- ?
**CHECK IN WITH EACHOTHER**  
Check in with colleagues on-duty and pay extra attention to staff coming off duty. Watch out for signs of fatigue.
- ♥
**ENCOURAGE SELF-CARE**  
Develop a healthy sleep routine, keep hydrated and go outside if and when you can for some fresh air.
- 🚗
**ESSENTIAL TRAVEL**  
Ensure you're OK to drive when finishing your shift. If you feel drowsy when driving, follow the RSA advice - **Stop, Sip, Sleep.**
- i
**INFORMATION/HELP AVAILABLE**  
Staff are working longer hours with greater demands. Keep staff updated with advice and supports available to them.
- 🚪
**OPEN DOOR POLICY**  
Keep an 'Open Door Policy'. It will encourage staff/colleagues to approach you if they are experiencing difficulties.

FACTORS THAT CONTRIBUTE TO STAFF FATIGUE

- INCREASED WORKLOADS
- LONGER WORKING HOURS
- NEW PRESSURES AND STRESS
- UNFAMILIAR WORK LOCATIONS
- MAKING TOUGH DECISIONS

NEGATIVE EFFECTS OF ADDITIONAL BURDENS

- REDUCED REACTION TIMES
- POOR DECISION-MAKING
- DIFFICULTY IN COMPLEX PLANNING
- REDUCED ATTENTION SPAN
- IMPAIRED MEMORY & RECALL

Poster
FYT20-02

Promoting positive & supportive relationships

**HELLO!**

Don't forget **no handshaking** while social distancing!

Tips for new staff



**BE PROACTIVE**

**MORANS**  
opticians

Stay in touch with work colleagues. They are a valuable support network and crucial to maintaining your resilience.



Arrange to **virtually socialise** with everyone when appropriate.



**GET INVOLVED**

Look after yourself! You must care for yourself to care for others. Your own health and wellbeing is paramount. Seek support when you need it.



Find out what's expected. Clarify your role and what duties you will carry out.



**Figure out the system**

Are there shift rosters? What are the break times? Do you need to provide cover for others over lunchtime?

Poster
FYT20-03

# FOR YOUR TEAMS

FYT20



## Managing Stress In The Workplace



It's normal to feel sad, stressed, confused etc during a crisis. Just talking to someone can help, the HSE Employee Assistance Program have qualified counsellors who are here to listen.



Remember what you've done in the past to help manage stress and challenges. Know that you've developed skills and strategies to manage your emotions. Use them during this time too.



Try to reduce stress caused by constantly watching or reading the news. Limit time on social media, especially when you feel the content is upsetting you.



Be aware that not everything being said about COVID-19 is accurate. Go to reliable sources like gov.uk



Self care is key. Stay healthy by eating well, getting enough sleep, exercising when possible and keeping in touch with loved ones.

### Ways You Can Practice Self Care



Try to get outside. If you normally exercise, try to fit some in. Even taking a walk outside will help.



Try to rest. When possible, try to switch off and sleep when you can.



Don't forget to eat. It's easy to miss meals when you're busy. Have you had lunch? Maybe a healthy option?



Try to stay connected. Keep in touch with friends and loved ones by phone or video chat.



Stay hydrated. Try replacing a sugary drink or coffee with water. Hydration is good for mental and physical health.

Poster

FYT20-04

## Staying COVID-19 Secure in 2020

We confirm we have complied with the government's guidance on managing the risk of COVID-19

### FIVE STEPS TO SAFER WORKING TOGETHER

- ✓ We have carried out a **COVID-19 risk assessment** and shared the results with the people who work here
- ✓ We have **cleaning, handwashing and hygiene procedures** in line with guidance
- ✓ We have taken all reasonable steps to **help people work from home**
- ✓ We have taken all reasonable steps to **maintain a 2m distance** in the workplace
- ✓ Where people cannot be 2m apart, we have done everything practical to **manage transmission risk**

Employer \_\_\_\_\_ Date \_\_\_\_\_

Who to contact: \_\_\_\_\_  
(Your Health and Safety Representative)  
(or the Health and Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk) or 0300 790 6787)

Poster

FYT20-05

## Promoting positive & supportive relationships

Tips for Management



Don't forget **no handshaking** while social distancing!



**BE PROACTIVE**  
**MORANS**  
opticians

Try to be available & approachable to new staff to address any questions or concerns they may have.



Meet with New Staff  
Organise an official sit-down to clarify their new role and responsibilities.



**GET INVOLVED**

Equip New Staff to Succeed  
Ensure new staff have the necessary equipment, training and resources available.



Introduce to the Existing Team  
Consider 'buddying them up' with an experienced team member.

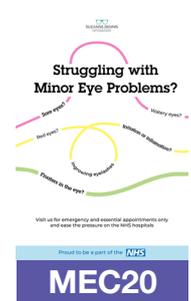
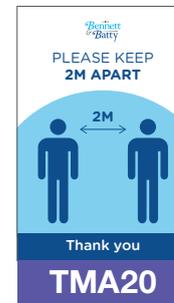


Support New Staff  
Starting a new role isn't easy under normal circumstances. Given the current situation, try to be extra supportive.

Poster

FYT20-06

# POSTER EXAMPLE



# FLOOR STICKER EXAMPLE

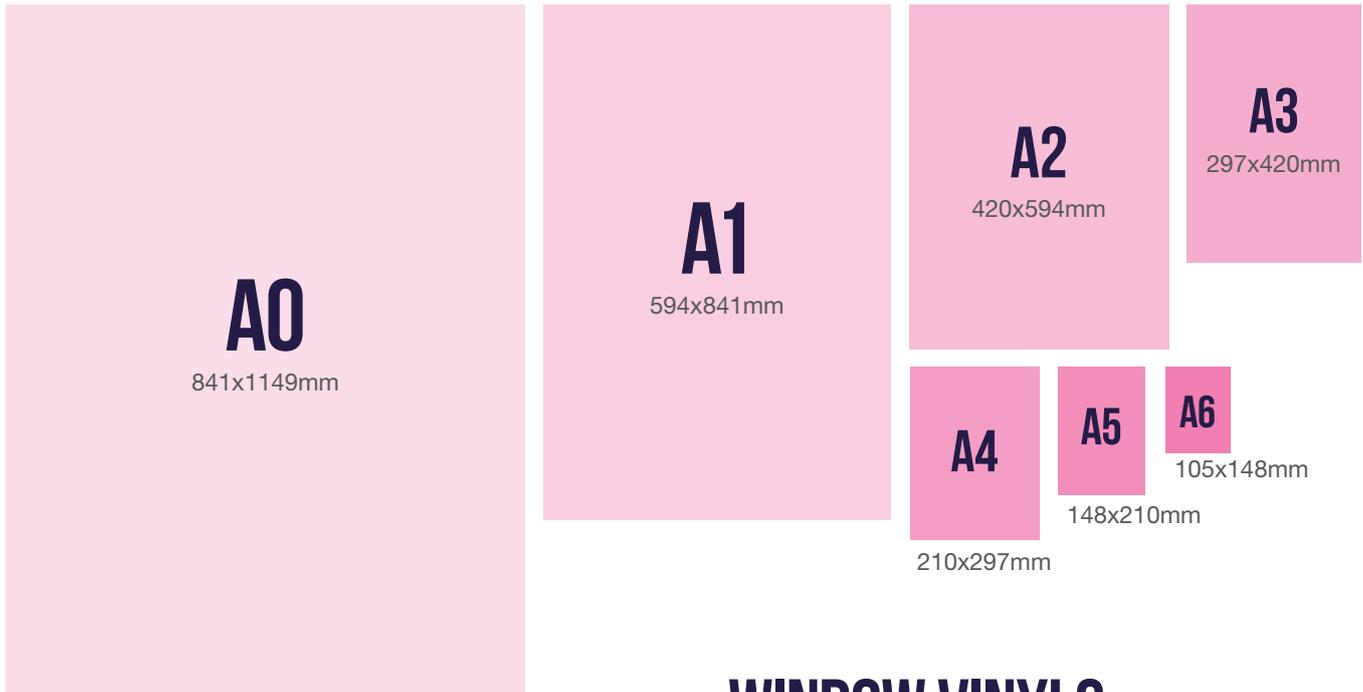


# WINDOW VINYL EXAMPLE



# ARTWORK FORMATS

## POSTERS



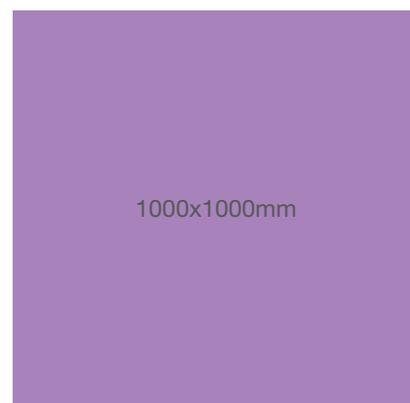
## FLOOR STICKERS



## WINDOW VINYLs



## STRUT CARDS



# THE JOURNEY

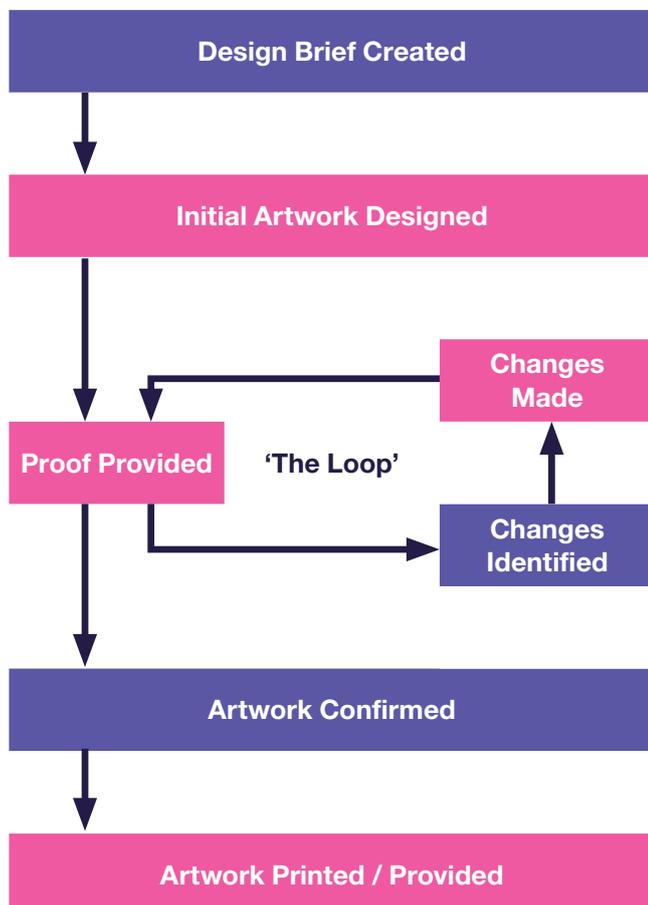
Submit a request through HelpHub via [www.hghelphub.co.uk/en/article/marketing-campaign-request-form](http://www.hghelphub.co.uk/en/article/marketing-campaign-request-form)  
Printed assets are sent to the practice and online assets are uploaded.  
Any mailing will be managed by HQ.

## Making a request

The marketing team is always on hand. If you would like to discuss your campaign before making a request you can either contact the team at HGHQ or email [marketing@hakimgroup.co.uk](mailto:marketing@hakimgroup.co.uk).

Thereafter you need to submit a request through [HelpHub > Digital & Marketing > Marketing > Marketing job request form](#). You can put as much or as little information as you want however, the more detail the sooner you will receive your assets.

## The Design Process



## Checking The Design

The first thing to do is check that you're happy with the general design of the artwork. The main things you should be looking for are:

- does the artwork adequately communicate the message I'm trying to send?
- does the artwork appeal to the kind of people I'm trying to communicate to?
- does the artwork have a clear message and call to action (i.e. - the audience will know what you're trying to say, and how to act upon it)

It's always good practice to check the small details too. The design team will do their best to pick up on these errors, but mistakes do sometimes happen! These include:

- spelling and grammar
- contact details (addresses, phone numbers, email and social details).

## The Next Step

The next step is to send your feedback to the design team via [marketing@hakimgroup.co.uk](mailto:marketing@hakimgroup.co.uk). You will need to communicate any areas that need to be amended as clearly as possible, or confirm the design if the artwork is perfect first time.

Any changes will be made once received and a new proof will be sent. This part of the process is called 'the loop' and will repeat until you are satisfied with the design. Depending on the scope of the project, 'the loop' could last a single cycle or several. Proof versions will be numbered so you can keep track.

Once you're happy with the design, your artwork will be sent to print, uploaded, or provided on file as required.



**HAKIM**  
GROUP

**[marketing@hakimgroup.co.uk](mailto:marketing@hakimgroup.co.uk)**

**01254 708422**