

# Laser Eye Provider's Shopping Centre Tour Generates 5,000 Leads



Customer

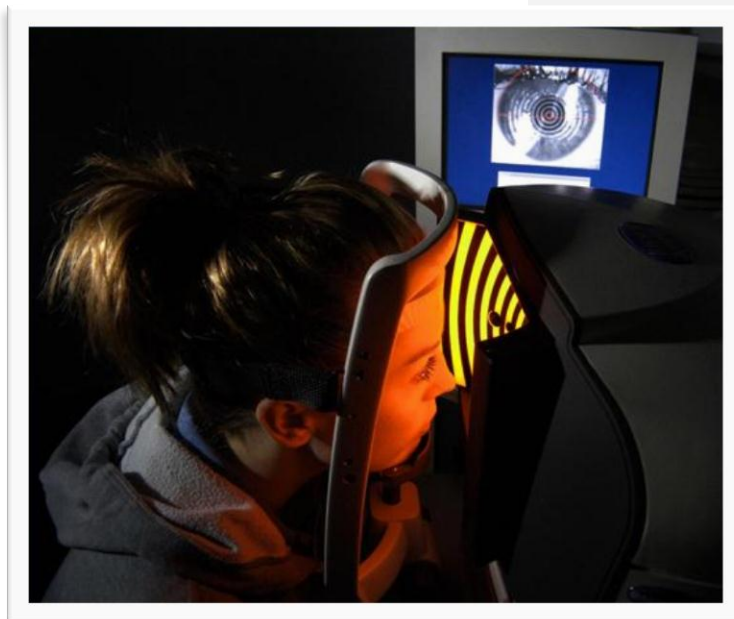
Ultralase

Location

Key UK shopping centres

Industry

Health and Beauty



## Background

- Ultralase performs corrective laser eye treatment for short-sight, long-sight and astigmatism in order to reduce or eliminate the need for glasses and contact lenses

## Venues

- Bluewater, Broad Street Mall, Brunswick Centre, Churchill Square, Culver Square, Cwmbran Shopping, DLR Station Concourse, Canary Wharf, East Midlands Airport, Grafton Centre, Kingfisher Centre, Lower Precinct Centre, O2 Centre, One Stop, Pavilions Centre, Queensgate Centre, Ridings Centre, The Mall Arndale - Luton, The Galleries, The Old Market Centre, The Shires Centre, White Rose, Whiteleys Centre, Windsor Royal Shopping

## Mission

- Bring information concerning Ultralase laser eye treatment to an audience that may not otherwise be reached via other marketing activities

## Execution

- Provide on-the-spot advice and the opportunity for interested people to request further information
- Book free assessment appointments

## Results

- Over 5,000 new enquirers, many of whom will go on to have laser eye treatment in the short, medium and long term (the buying cycle for treatment may be more than a year)

*"We have found that the promotions we have booked with SpaceandPeople have provided a productive, cost effective source of enquiries."*

Richard Brook  
Ultralase