



**ELEVATE EXPERIENCE
THROUGH DESIGN**

omg! optical
marketing
group



ELEVATE EXPERIENCE THROUGH DESIGN

omg! optical
marketing
group

AS YOUR PATIENT WALKS IN, THIS IMAGE GOES TO THEIR BRAIN , THE EMOTIONAL PROCESS IS ACTIVATED. THIS IS FOLLOWED BY THE VISUAL ASSOCIATION WHICH HELPS THEM KNOW WHAT THEY ARE SEEING. THAT IS WHEN THE DECISION MAKING PROCESS BEGINS...IN A FEW HUNDRED MILLISECONDS.

Welcome to the OMG! + Contentlinq Experience!

Our international team of designers, project managers and customer service representatives make up the soul of Omg! / Contentlinq.

From interior to digital to graphic to product design, we are focused on elevating the customer experience at every touch point. We strive to elevate your brand with a variety of unique and effective solutions.

We believe that 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. It's also the best way to help encourage your patient to buy multiple visual solutions!

The team @ OMG + Contentlinq want to 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



CREATE THE PRACTICE OF YOUR DREAMS WITH OUR OPTICAL DESIGN SERVICES. FULLY CUSTOMIZED DESIGN TO REFLECT THE INDEPENDENT IDENTITY OF YOUR OFFICE.

PARENTI MORRIS EYECARE

LOCATION: Bentonville, AR

SCOPE: Design + Elements Supplied

PROJECT GOAL: This high volume practice decided to open their second location in the beautiful city of Bentonville. The Omg! Team worked closely with the owners to create a sleek, modern and highly engaging space. Use of interactive digital signage, video wall, proper branding, wayfinding signage, open space plan, and contemporary finishes help to communicate an aesthetic that reflects the high quality medical and fashion orientation of the practice.



GET INSPIRATION





DID YOU KNOW THAT OMG!
SPECIALIZES IN COMPLETE PRACTICE
DESIGN SERVICES? FROM EXTERIOR TO
INTERIOR, OUR TEAM OF EXPERTS WILL
CREATE A SPACE THAT STAFF, PATIENTS
+ OWNERS ABSOLUTELY LOVE.

BIETER EYE CARE

LOCATION: Cottage Grove, MN

SCOPE: Design + Elements Supplied

PROJECT GOAL: After many years, it was time to move to a new location. The Omg! Team worked closely with the owners to create a space that reflected the unique nature of the practice and the community. Innovative fixtures, digital signage, wayfinding, personalized branding, lighting + furnishings all came together beautifully in a design that is the perfect blend of sophistication and optics.



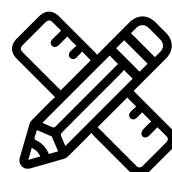
SCAN ME

THE OMG JOURNEY:



INITIAL CONSULTATION

The initial consultation is free! Because each practice is different, we use this opportunity to get to know you, determine your needs, style, project details, and timelines. Our meetings are followed by a Design Service Agreement that outlines the scope of work, time frames and payment details.



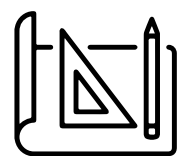
INTERIOR DESIGN

Our detailed planning service will help you choose the right fixtures, flooring, lighting, paints, art, furniture, signage and finishes that enhance the medical + retail experience. Everything you need to get the Omg! effect.



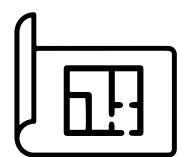
PRODUCTION

Once your design and payment are complete, we begin the production process. We use commercial grade high quality materials to ensure client and patient satisfaction and an elevated experience for years to come.



SPACE PLANNING

The process begins with the creation of a 3d model of your space. The plan is designed with flow, sight lines, privacy and optical merchandising intended to elevate the patient and staff experience. We meet weekly with you until we arrive at a plan everyone loves.



CONSTRUCTION DRAWINGS

Omg! will provide the floorplans, electrical plans, elevations and installation manuals critical to a successful buildout. We work closely with your contractor to enable successful completion of your project.



OMG ELEMENTS DELIVERY

We will be in close contact and accessible to you and your contractor to schedule timely delivery and answer any questions. Your order will be delivered safe and on time. Special requests? We do our best to accommodate.





DIAMOND BAR OPTOMETRIC CENTER

LOCATION: Diamond Bar, CA

SCOPE: Practice Design, Spec & Supply Most Elements

DESIGN GOAL: This long established practice was in need of a remodel. The Omg! Team worked diligently with the owners to create a design that makes the eyecare experience fun and engaging. The results and reviews have been nothing short of phenomenal! The design incorporates clean lines, rustic accents, excellent lighting, and digital interaction that all creates a gallery-like feel.

RESEARCH CONFIRMS THAT 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, ENGAGING AND WELL BRANDED SPACE.

SCAN TO GET INSPIRED





SCAN AND WATCH
DR. GIN EXPLAIN HOW
THE REMODEL HELPED
GLENDALE OPTOMETRIC
BUILD A BETTER BUSINESS.



DR. STACEY GIN, OD CO-OWNER OF GLENDALE OPTOMETRIC CENTER IN CALIFORNIA SHARES HER PRACTICE REMODEL STORY.

“Our last capture rate was 72%. Before the redesign we were hovering around the high 40s. We don’t always have time to tell patients this is why you should come to us, we have to show it to them.”



BEFORE



BEFORE



BEFORE

Capture rate is real. We like to refer to it at times as the “failure rate” as it puts things into clearer perspective. With the average independent hovering right at 40%. There is significant opportunity for improvement! Why would anyone want to take the time to buy their eyewear and contacts elsewhere? What a hassle! By having a modern, engaging and clean space that clearly communicates the brands and services being offered, along with a highly effective handoff between the OD + Optician. This translates into an elevated patient + staff experience while the success rates jump into the 70-95% range in no time.



EXPAND YOUR PRACTICE THROUGH A THOUGHTFUL APPROACH TO DESIGN THAT PAYS HOMAGE TO THE PAST WHILE BOLDLY LEADING YOUR BUSINESS INTO THE FUTURE POISED FOR GROWTH!

IRON HORSE OPTOMETRIC CENTER

LOCATION: Dublin, CA

SCOPE: Design + Elements Supplied

PROJECT GOAL: After experiencing rapid growth since its inception, 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 experience powered by Contentlinq.



SCAN ME



BEFORE







GOT A HIGH VOLUME PRACTICE ALREADY?
CHANCES ARE YOU ARE LEAVING A
SIGNIFICANT AMOUNT OF MONEY ON
THE TABLE! ELEVATE YOUR EXPERIENCE
THROUGH DESIGN AND WATCH YOUR
REVENUE AND SATISFACTION SKY ROCKET!

ADVANCED EYE CARE

LOCATION: Amarillo, TX

SCOPE: Design + Elements Supplied

PROJECT GOAL: This multi doctor, specialty practice, long a fixture in Amarillo came to Omg! in need of a remodel. After an in depth consultation process, a design plan was created. It took advantage of the soaring ceiling lines and considerable square footage. Barriers were removed to create a better flow and the space came alive with fresh colors, displays, graphics and digital signage. The reviews are in and they are fantastic!



SCAN FOR 360 TOUR



CREATE THE PRACTICE OF YOUR DREAMS WITH OUR TURNKEY DESIGN & SUPPLY SERVICES. FULLY CUSTOMIZED DESIGN TO REFLECT THE INDEPENDENT IDENTITY OF YOUR PRACTICE.

PREMIER EYECARE ASSOCIATES

LOCATION: Kirksville, MO

SCOPE: Design + Elements Supplied

PROJECT GOAL: Create an open, inviting space to transform a former bank into a state of the art eyecare facility. The space planning process was involved yet the results speak for themselves. The practice hired an additional OD and staff six months prior to plan! Walk in traffic and capture are at all time highs for Premier Eyecare's newest location. Use of interactive innovative fixtures, digital signage, personalized branding and graphics, wayfinding signage, open space plan, furnishings and contemporary finishes.



SCAN FOR 360 TOUR





SCAN TO GET INSPIRED

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!

GIG HARBOR EYE CARE

- Digital signage that gives you the power to change your messaging at will
- Beautiful, engaging product videos
- Integrated non branded 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 through associate and patient engagement

contentlinq

DIGITAL SIGNAGE BRINGS YOUR LOCATION TO LIFE!

Make sure to ask about Sherpa, our new optical sales platform. This revolutionary tool will make engaging pre, during and post visit incredibly easy for your patients.

Small Retail Ready Tablet

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



Media Player • Video Wall

Make the right impression with a custom Contentlinq video wall. This enables visibility from both outside and inside. With branded video playlists, make sure no one misses out on that new promo you're running or the local little league team you sponsor.



Digital Window Signage

Add movement and cutting edge curb appeal to your practice. Hook passers-by with exciting branded content, QR Codes and announcements.



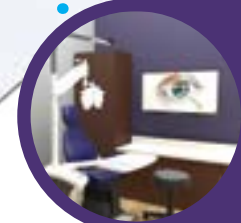
Medium Retail Ready Tablet

This 15" interactive screen allows your patients to learn about the lens 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
Face Shape Guide
Photo Booth so patients can share their new looks with friends and family.



Exam Room Monitor

Access clinical and practice specific content in the exam lanes via our Contentlinq media player or a web browser on your computer.



Window Projection System Powered by Contentlinq

Add movement and cutting edge curb appeal to your practice. Hook passers-by with exciting branded content, QR Codes and announcements.



GO DIGITAL HERE



OMG DISPLAYS AT WORK

1. Tree Stand
2. Sconce Lighting
3. Brand ID & Story Sign
4. Falling Water Display
5. Logan LED Lit Shelf
6. Vista Feature Box
7. Cardiff Sales Desk
8. Medium Retail Ready Tablet
9. Video Wall by Contentlinq
10. Palomar Cabinet
11. Feature Table
12. Feature Table Display
13. Acoustic Ceiling Elements
14. Serpentine Mirror
15. Custom Storage Cabinetry
16. Interchangeable Fabric Graphics

OMG DISPLAYS AT WORK

1. Tree Stand
2. Interchangeable Fabric Graphics
3. Brand ID & Story Sign
4. Medium Retail Ready Tablet
5. Logan LED Lit Shelf
6. Vista Feature Box
7. Cardiff Sales Desk
8. Solana Bar
9. Leucadia Cabinet
10. Palomar Cabinet
11. Del Mar Display System
12. Wall Mural
13. Park Mirror
14. Serpentine Mirror
15. Celebrity Selection Tray
16. Scorpion Track Lighting





3 Frame Tree Stand
6.5"L x 6.5"W x 6.5"H



5 Frame Tree Stand
6.5"L x 6.5"W x 10.75"H



Aluminum Cylinder Set
4.5"H, 3.5"H, 1.5"H



Lil' House Display
10"L x 2.75"H



Fabric Brand Signs
22" x 12" x .75" Deep



Acrylic Brand ID &
Story Signs



Promotional Signage
6" x 3"

Patient Communication Signage



**SCAN
ME!**



400 South Sierra Avenue #102
Solana Beach, Ca 92075 USA

✉ info@omghome.net

☎ 978-712-0664

🌐 www.omghome.net

CONNECT WITH US



INTERIOR DESIGN + FIXTURES + STATIC & DIGITAL SIGNAGE + GRAPHICS

