

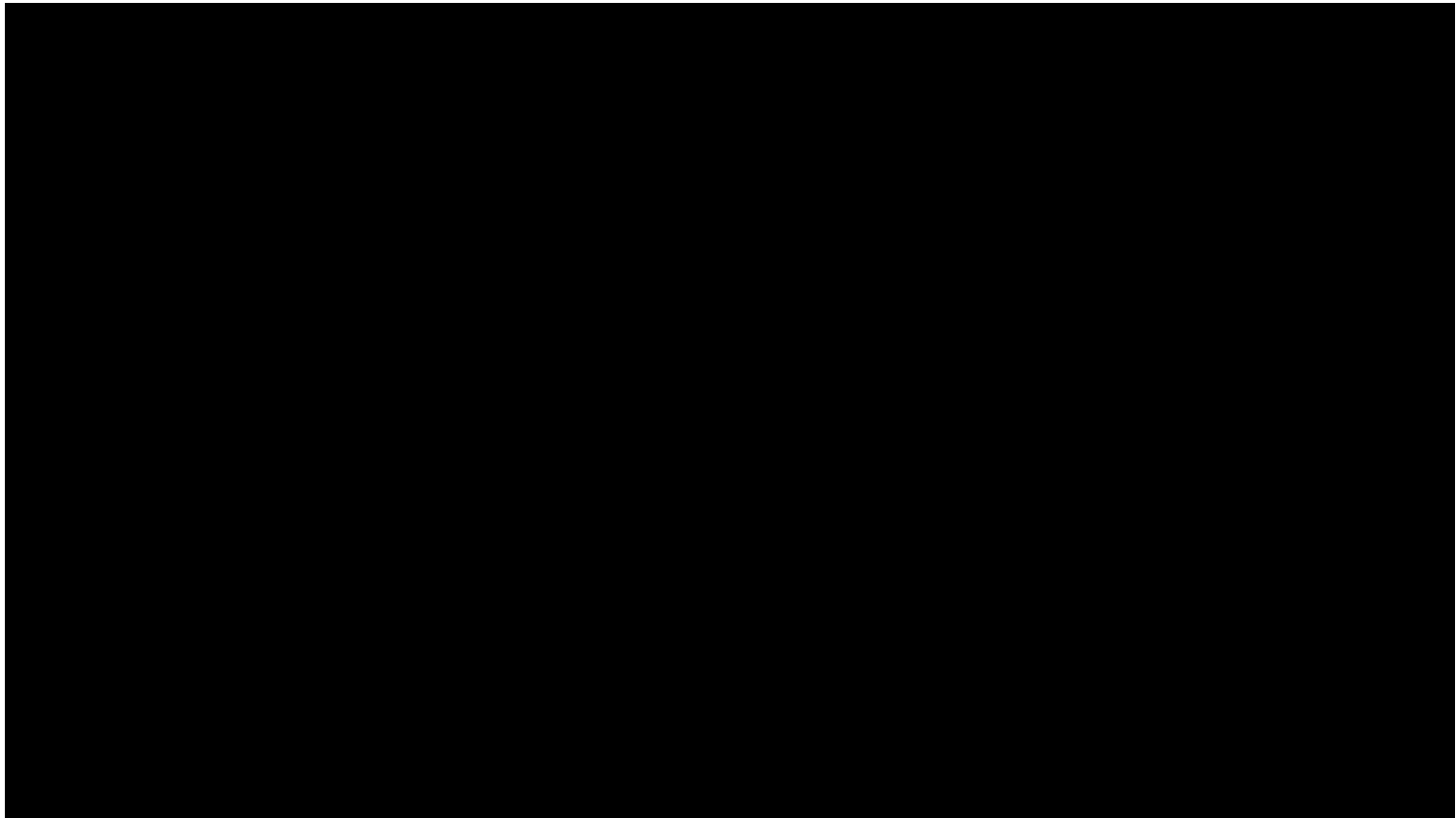


2021.02.22

## **DISCOVER NIKON LENSWEAR'S NEW GLOBAL ADVERTISING CAMPAIGN!**

Nikon Lenswear has revealed a new global brand campaign with a strategic objective of broadening the brand's appeal beyond its technical prowess. The campaign was launched this month and has been deployed on TV, in stores and on social media.

Building on Nikon Lenswear's long-standing reputation for precision, the brand's Marketing teams in key markets, brainstormed around the idea that precision is not an end in itself but rather a means for people to perceive the elements around them. Those elements may seem insignificant at first glance; indeed they seem to be just details. This thread of thought became the inspiration behind the brand's new global B2C and B2B campaign which shows the notion of detail to be an all important factor which can change an individual's life experience from the ordinary to the extraordinary!



In addition to the film, new key visuals have been developed in keeping with the tone and content of the campaign's message. They encourage viewers not to miss any of the details that life has to offer - whether it's a tiny dimple, a shape arising from the clouds or in the sand.

Eyecare professionals will have access to a full in-store and digital activation toolkit with a series of dedicated B2B key visuals and digital assets highlighting Nikon's relentless attention to details. These will help to ensure that they are able to deepen their knowledge and expertise of the brand and ultimately endow them with a sales kit for their patients/customers.

Don't miss the social media campaign on Facebook and Instagram where there will be more about the importance of details and where you can discover some of Nikon Lenswear followers' own stories about the details they cherish in their lives!

Since 1917, optics has been Nikon's passion. The Nikon Corporation group has developed a unique expertise in high-precision optics. Every single product created under the Nikon name, whatever the sector, has a lens. Nikon Lenswear has been serving people's sight since 1946.

**SEE ALSO**

2020.12.03

PRODUCTS

## **ESSILORVIRTUALEXPRIENCE.COM: BEST-IN-CLASS CUSTOMER IMMERSIVE JOURNEY!**



The ongoing Covid-19 pandemic has definitely had an impact on how Essilor does business with its customers.

In this context and in keeping with the Group's strategy, the team at Global Marketing together with the Instruments division, developed a B2B platform to engage eye care professionals virtually.

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2021.01.08

INNOVATION

## **THE CLICKCHECK™: BRINGING VISION CARE TO UNDERSERVED COMMUNITIES**



Increasing access to vision care is an important part of Essilor's mission of improving lives by improving sight.

One of the key barriers to bringing vision care to the developing world is the lack of affordable testing tools and Essilor's ClickCheck™ is breaking down that barrier.

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