CONSUMER RECOGNITION: BRAND AWARDS FOR THE ESSILOR GROUP

With an ambition to build strong brands that are top of mind with consumers, Essilor has received awards for two of its brands in early 2016: Costa sunglasses and Crizal.

Costa, a leading sunglasses brand in the US, was recently named in the worldwide top cult brands list at a North American summit of brand marketeers. One of 11 brands including Converse, Carhartt and AirBnB, Costa was chosen following a survey of more than 36,000 North American households. The award was given at The Gathering, an event focusing on achievements in branding, marketing and customer loyalty. As a specialist in high-performance sunglasses for fishing and watersports, Costa was in 2015 highlighted as one of the three ‘greenest’ companies in the field of sports fishing for its commitment to sustainability issues such as ocean conservation and eco-diversity.

Crizal was selected as one of India’s consumer superbrands in the eyewear category and was one of 83 brands including consumer goods, cars and hospitality included in an annual ranking by marketing consultancy Superbrands. Crizal was voted on by more than 17,000 consumers and then evaluated by a jury of leading marketing professionals.

Since Crizal was first launched in 1992, Essilor has continued to develop the range to meet evolving needs, for example introducing UV protection front and back, and more recently with Crizal Prevencia – the first preventive lens that selectively filters light to let in beneficial blue light while filtering out harmful blue-violet and UV rays.