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ESSILOR LAUNCHES INSTAGRAM CONTEST TO SPREAD THE WORLD SIGHT DAY MESSAGE

What does seeing the world better mean for you? It's the question at the heart of a new Instagram contest that Essilor is launching as part of its 2015 World Sight Day campaign to bring a renewed focus on vision. It aims to boost visibility of the Group's call to action and develop a wider public engagement for vision access for all.

From 24 September - 22 October, people are invited to share their perspectives on 'seeing the world better'. By tagging their photos #Essilor, #Essilorwsd2015 and #seeingtheworldbetter, they'll be sharing images across Instagram and helping spread the message. At the end of the four week contest, two winners will be selected - the photo with the most likes and a photo selected by a special Essilor jury.

To give the contest a truly global reach, Essilor has teamed up with five Instagram influencers who will publish photos every week on the theme of 'seeing the world better' and encourage their followers to participate in the contest. See what they're contributing to the online conversation about vision:

From France: Joanna Lemanska [@misscoolpics](#)


From the US: : Paola Franqui [@monaris](#)

From Brasil : Marcelo Ruduit [@ruduit](#)

From India : Chandan Khanna [@khannachandan](#)

From the Philippines : Jaypee Swing [@jypeeswing](#)

You can get involved by subscribing to Essilor on Instagram, liking others' photos or sharing your own thoughts on 'seeing the world better'!



PARTICIPATE IN
OUR PHOTO CONTEST
#ESSILORWSD2015

1. Follow @Essilor on Instagram
2. Publish your pictures about "Seeing the World Better" on your Instagram account
3. Tag your photo
#Essilor #EssilorWSD2015
#SeeingTheWorldBetter

ESSILOR
SEEKING THE WORLD BETTER