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## OUR MISSION IS EVERYONE'S VISION

Following the launch of its new corporate logo in June this year, Essilor begins an ongoing campaign to bring the Group's mission to life.

At the heart of the campaign are the stories of four people – who represent the many millions of people across the world still in need of vision correction:

- Tanya, an Indian schoolgirl who to do well in needs to see well. Studies show that one child in 4 across the world is failing in school because of poor vision;
- George, an active older person who is concerned about the health of his eyes;
- Greg, a dynamic but presbyopic businessman who needs perfect vision for his professional activities;
- Ming, a Chinese girl who suffers from myopia.



It's the first time that the Essilor has launched an umbrella campaign involving its international network of subsidiaries and partners. Its objective: to show the universal nature of our mission and share it internally with all the Group's employees as well as externally with clients, partners and future employees. The campaign also expresses what Essilor is – a pioneering, multi-local and human Group – and what it does – 'improving lives by improving sight.'

The campaign, including a new corporate film and visuals featuring Tanya, George, Greg and Ming, will be rolled out across a range of media platforms – from institutional events, online and through social networks.

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