

Lenscrafters Ad Campaign Case Study

Company

A clear mission statement is what makes Lenscrafters good at what they do. They aim to simply, "Help people see better, one hour at a time". They are a chain glasses store that provides a wide selection of glasses at reasonable costs in an hour.

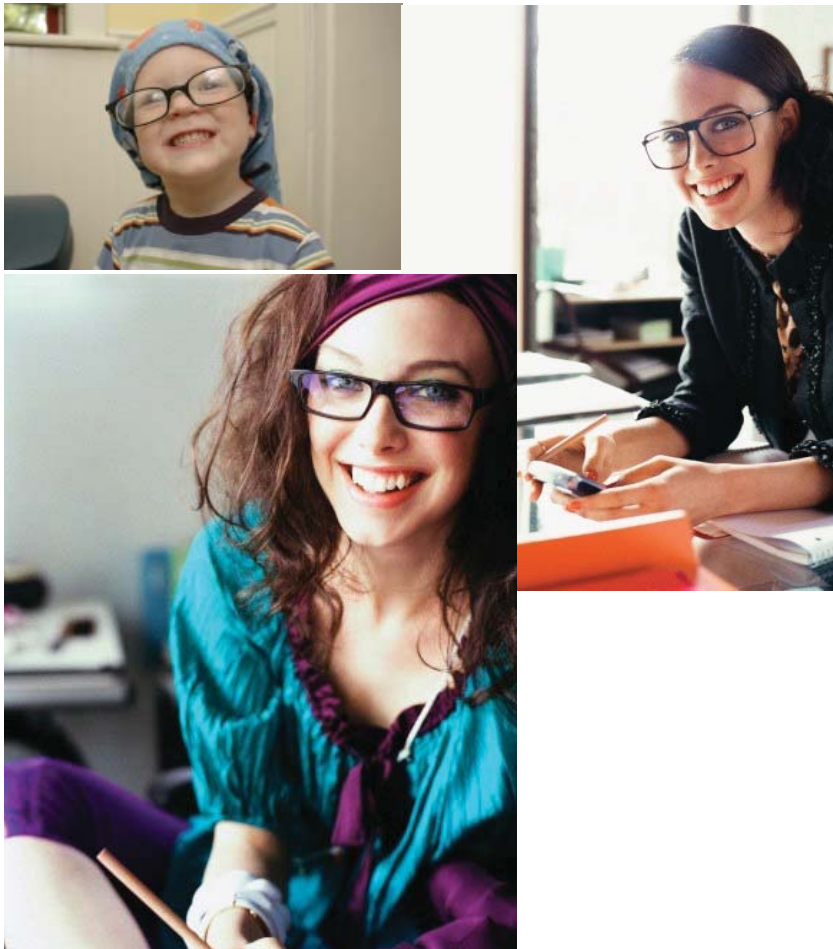
Problem

They are wanting to have an ad campaign that would encourage current customers to come back and buy multiple frames.

Opportunity and Solution

I took this opportunity to look at why you would want multiple pairs of glasses, and that was too accessorize. So I pushed the ideal that glasses not only help you see the world better, they help the world see you, along with imagery of people with very stylish glasses which would encourage people to buy more frames.

Inspiration



Finals

The final assets include two print advertisements and a mobile app interface. The first print ad features a woman in a library with the text "Don't just see the world better, let the world see you." and the Lenscrafters logo. The second print ad features a child in a field of blue flowers with the same text and logo. The mobile app interface shows the Lenscrafters logo at the top, followed by a grid of service categories: Products, Style, and Service. Below the grid are three promotional banners: "EYEGLASS LENS GUIDE", "UNCONDITIONAL GUARANTEE FOR UP TO 30 DAYS", and "SCHEDULE AN EYE EXAM ONLINE". The app footer includes navigation links and copyright information.