



## A VISIONARY EXPERIENCE WITH *Crizal*<sup>®</sup>

Following on from the success of last year's window display competition, Essilor is once again running a competition to help maximise the benefits of the Crizal media campaign in your practice. This year the entry criteria has been opened up to include any in-store Crizal displays.

All you have to do is display Crizal in your practice during September or October and send in your photos to be in to win.

**The Theme:** "A Visionary Experience with Crizal"

This year we have introduced a theme to help get the creative juices flowing. "A Visionary Experience with Crizal" can be interpreted in any way you like.

### **The Prizes:**

Prizes will be awarded to practices with the top 3 Crizal displays

|                      |  |
|----------------------|--|
| <b>First prize:</b>  | Up to \$1000 towards the staff Christmas function of your choice |
| <b>Second prize:</b> | Up to \$600 towards the staff Christmas function of your choice  |
| <b>Third prize:</b>  | Up to \$300 towards the staff Christmas function of your choice  |

### **Who decides the winner?**

You will be the judge!!!

Essilor will pick the top 3 Window Displays. The photos of the top 3 practices will be posted on the Essilor Website. Everyone, including eye-care professionals (ECP's) and the public can vote for their favourite window display online at [www.essilor.co.nz](http://www.essilor.co.nz)

### **The winning window display will be marked on the following 4 criteria:**

- |                         |   |
|-------------------------|---|
| 1. <b>Creativity</b>    | Uniqueness of the Crizal display<br>Creativity with which the theme has been interpreted. |
| 2. <b>Visual Appeal</b> | Does the window display draw the attention of customers?                                  |
| 3. <b>Branding</b>      | Is the Crizal brand clearly visible?  |
| 4. <b>Message</b>       | Are the 3 key benefits of Crizal communicated?  |

## How Does it Work?

- Step 1: Complete and return the registration form and place your order for the Crizal display tools of your choice. If you have not received a registration form please email Lori at [beltl@essilor.co.nz](mailto:beltl@essilor.co.nz)
- Step 2: Create your in-store Crizal display.
- Step 3: Take 5 photos of the window display as per the competition terms and conditions.
- Step 4: Send the 5 photos to [beltl@essilor.co.nz](mailto:beltl@essilor.co.nz) or alternatively send a disk containing the photos along with the Display Details Form to:

***"Essilor Crizal A2 Display Competition"***  
***PO Box 40453***  
***Glenfield***  
***Auckland***

**Please note:** Eligible entries must be received by the 6 November 2009.

## Crizal In-Store Display Materials

The following Crizal materials are available for your use and inspiration:

- Crizal poster (A2 size)
- Crizal window display cards (3 x A2 size)
- Crizal DVD loop
- Crizal banner (0.6m x 1.6m)
- Crizal hanging mobile
- 'Crizal As Seen on TV' sticker packs

Your Crizal display materials order form is attached.

Visit the Essilor online ordering page for a full catalogue of marketing materials, and to order your support materials online - [www.essilor.co.nz/services/pos\\_ordering\\_system/](http://www.essilor.co.nz/services/pos_ordering_system/)

## Terms and Conditions:

1. Practices may use the display company of their choice in this competition.
2. Practices may use the display materials of their choice in this competition.
3. The Crizal display may be either a window display or an in-store display.
4. To enter, Practices are required to provide 5 high quality digital photos of the Crizal display, representing multiple views of the Crizal display. At least one photo must show the entire display in situ.
5. Each practice is limited to the use of no more than 2 Crizal Banners (0.6m x 1.6m), 3 Crizal Posters and 2 sets of lens displays.
6. To be eligible, the Crizal display must be exhibited within the duration of the promotion. Crizal displays do not need to be exhibited for the entire duration of the promotional period.
7. Online voting is limited to one vote per person. The use of mailing lists is not allowed. Essilor reserves the right to discredit votes where bulk votes have been cast.