

# Essilor takes Crizal brand to the consumer

A nationwide consumer advertising campaign is being launched this month highlighting Essilor's revolutionary new coating Crizal A2. The three-month campaign, the first for a lens manufacturer in New Zealand, will run through to the end of October.

The campaign will be a mix of television, print media, internet advertising and Health TV attracting a broad range of consumers. Essilor's NZ General Manager Olivier Chupin said the company is committed to grow the AR segment of the market.

"The challenge is for us all to grow this market. Crizal A2 has already proved to be a category winner and is an excellent product to debut our brand to the consumer through television. Crizal A2 is an innovative product that addresses the main expectations of spectacle wearers providing unsurpassed clarity of vision.

"There is a huge potential in NZ to grow the AR segment. Currently about 40 percent of product dispensed here is AR coated. There is no reason this couldn't grow to 60 percent and beyond," said Mr Chupin.

The consumer marketing plan was unveiled

to guests at the launch of Crizal A2 in 11 New Zealand cities throughout June. The focus of three different 30 second commercials is about the outstanding benefits of the Crizal A2 coating – clarity of vision, seeing better, feeling better and looking better.

Simon Healy of Senioragency, who is managing the campaign, said the advertising will generate consumer traffic to practices. The television commercial is supported by patient brochures, POS stands and posters.

"We are targeting three key groups – 30-39-year-olds, the 40-49-year-olds and the 50-plus group through different advertising mediums. As well as TV3, TV1 and Prime, the adverts will also be shown on TVNZ On Demand and Health TV, a new channel that is already installed in 180 waiting rooms in medical practices throughout the country, operating 10 hours a day, 5 days a week. Media adverts will be placed in *Canvas* and the *Sunday Star Times*," he said.

Berangere Penaud, Director of Marketing for the Asia Pacific region for Essilor said AR coating is a healthy market that continues to grow.

"It's success in the different regions of the world is highly dependent on the selling approach done in practice. In New Zealand five years ago the AR market was around 20-25 percent and it has grown steadily in penetration to the current 40 percent," she said.

A worldwide survey undertaken by the company highlighted the need for a new coating that would not attract dust, be smudge free and be easier to clean.

"Essilor has come up with the solution to these problems by creating new lens treatments. Crizal A2 is virtually dust-free using i-technology, a very thin conductive layer on the surface of the lens, eliminating any negative



Christina Herrick & Niti Chand of Mt Albert Optometrists, Tina Lee of Essilor and David Haydon



Alicia Lo of Vision Centre, Sylvia Park and Nel Wilkinson of Eden Quarter Optometrists



Mike Collins of Eyezone, Phil Forscutt of Barry + Beale Optometrists and Lisa Holloway of Mt Albert Optometrists



Simon Healy of Senioragency and Olivier Chupin of Essilor



Angela Robinson, Nicole Wrigley and Joanne Henderson of Essilor

electrostatic charge which is normally generated by wiping a lens. The result is that the lens is seven times less dusty than a non-antistatic lens and 20 percent easier to clean.

"To make the lens smudge resistant we increased the density of hydrophobic and oleophobic perfluorosilane molecules on the lens surface, effectively increasing the contact angle so that water droplets are repelled making the surface smudge resistant. The overall result is a lens that provides clarity of vision," she said.

A new demonstration tool comprising a box with polystyrene balls has been designed to demonstrate and communicate to the patient the benefits of the new coating.

Olivier Chupin said Essilor has a strong and long-term commitment to its customers.

"There are two pillars to Essilor's strategy – technology and products and proximity and service. With five laboratories around the country we are never too far away from you. We also have the ETC in Auckland which is a world class facility doing Hi-Index processing, Crizal coating and digital surfacing. We can offer you the best and continue to invest in IT and maintain the ETC with the latest technology. This provides practices with the fastest turnaround of any facility in NZ.


"We have a shared responsibility to educate patients and to sell the benefits. We, as the

manufacturer, have the responsibility to offer the best product and service whilst practices have the responsibility to sell the benefits of the product," he said.

In changing times, Mr Chupin reminded guests that Essilor is the only lens manufacturer involved in the Buy New Zealand campaign. He encouraged everyone to make use of this strong marketing tool in their practices as surveys have shown that 9 out of 10 consumers say they prefer to buy products made in New Zealand. ●



Olivier Chupin with Lee Pittard of David Haydon Optometrists



## LACOSTE

**LACOSTE OFFERS SPORTS ELEGANCE FOR 75<sup>th</sup> ANNIVERSARY LINE**



BE IN TO WIN A PAIR OF LACOSTE 75<sup>th</sup> ANNIVERSARY SUNGLASSES

2008 marks the 75<sup>th</sup> anniversary of the LACOSTE brand. René Lacoste started making his now iconic 12.12 polo shirt in 1933 to outfit himself and other tennis champions who wanted an alternative to the long-sleeved, starched white shirts and sweaters so common to the game during that era. The first 'crocodile' logo was drawn by Lacoste's friend Robert George in 1927, after an American journalist gave him that nickname for his tenacity on the court.

To celebrate the 75<sup>th</sup> anniversary, LACOSTE launches a capsule collection of clothing, bags, footwear, watches and eyewear featuring the original logo with a contemporary twist on products and packaging.

For men, the dynamic shape and a vintage touch lends this distinctive model a prominent, expressive character. The men's sunglasses are available in white, black and brown.

The soft angular model for women projects an image that is both classic and fashionable. These glamorous women's sunglasses come in white, black and beige.

"These sunglasses are true contemporary objects composed with some vintage ingredients," explains Christophe Pilet, creative consultant for LACOSTE eyewear. Each pair of sunglasses comes with a 75<sup>th</sup> anniversary sunglass case and lens cloth.

**To celebrate Lacoste's 75<sup>th</sup> anniversary, Eye Concepts is giving away three pairs of these anniversary sunglasses. To be in to win a pair valued at \$199, please send your name, address and practice details by email to Eye Concepts sales@eyecon.co.nz by Friday 15 August. This is open to all practice staff. Please state your preference for female or male models. The first three names drawn at random on Monday 18<sup>th</sup> August will be notified by Eye Concepts.**

Eye Concepts | Freephone: 0800 650 012 | Email: sales@eyecon.co.nz



Amy Arendse, Ingrid Roberts and Fazeel Khan from Gates Eyewear with Neale Beck from Essilor



Olivier Carle, Berangere Penaud and Simon Healy



Hannah Ferguson, Bridget Gabert, Neale Beck and Kelly Williams



A team from Eyezone Optometrists. From left: Troy Cassidy, Celine Wong, Alisha Thomson, Peggy Yates, Mark Gaunt, Clarisse Harlow and Chris Cruz