

LensCrafters China Launch

LENSCRAFTERS
亮视点

Date: September 2006

Mission

- Generate media and public interest in LensCrafters' arrival in China.
- Position LensCrafters as the global trendsetter in eyewear fashion.
- Build corporate image and awareness for Luxottica Group, the parent company of LensCrafters.

Method

- Grand Launch party used as an opportunity for LensCrafters to make a "big bang" with its entrance to the China market.
- Pre- and post-buzz communications tactics to ensure sustained momentum beyond the event itself.
- High-profile interviews to leading Chinese media and international business media with Luxottica Group global CEO.
- Media co-operation with select top-tier fashion publications for product photo shoots with leading Chinese celebrities.

Measurement

- The campaign created a sustained media influence over many months. A total of 255 reports were generated, with an equivalent media value of over RMB6.5 million.
- Laid a solid foundation of media relations for LensCrafters and effectively built up brand awareness.



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LensCrafters Summer Campaign

LENSCRAFTERS
亮视点

Date: June 2007

Mission

- Generate publicity for LensCrafters' "Stay Cool" summer campaign in Beijing, Shanghai and Hong Kong.
- Drive traffic to stores and boost sales.
- Enhance interaction with consumers and collect demographic information for LensCrafters.

Method

- Created 3-day PR events in each city comprising a media reception, model catwalk, celebrity demonstration, interactive consumer activities and executive interviews.
- Cooperated with leading lifestyle weekly magazines to co-promote the "Stay Cool" campaign through cover story and features on summer eye care.

Measurement

- Collected 3,000 consumer feedback cards on site and expanded LensCrafters' CRM database.
- Generated over 100 media reports.



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