

EYEWORKS

VISION FOR LIFE

EYEWORKS, INC. EASTERN SEABOARD EXPANSION CAMPAIGN

EyeWorks, Inc
Rochester, NY 20201

DESIGN TEAM

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FINAL PROJECT COMPLETION

18 September 2018

MILESTONES

Group Research, Creative Brief, Logo Design Submittals, Presentation

BACKGROUND

EyeWorks, Vision for Life, provides custom eyeglass lenses, fashionable frames and is a contact lens dispensary. This company was founded in 1970 in Rochester, NY. A city famous for their contributions to the Optics industry. EyeWorks manufactured lenses have an excellent reputation for accuracy and precision. They not only serve the public at large but have consistently created specialty lenses for other eyewear companies. With an eyeglass laboratory installed in each store, and staffed with highly trained opticians, precise standard and specialty eyeglass lenses are constructed on site. Though currently known for their eyeglasses, EyeWorks maintains competitive contact lens pricing due to their proximity to Bausch and Lomb in Rochester. The Company is large enough to offer competitive services and pricing against the current national chains. However, they are small enough to offer dependable individual customer service and consistent technical excellence.

The company's weakness is that it is a mid-sized company, with no national reach. Currently they have no marketing plan with an extensive public reach. It is currently only known for its technical excellence and not its outstanding customer service.

OVERVIEW

EyeWorks has increasingly been fulfilling a compounded need for specialty lenses required by excessive screen time for all age groups and a large jump in the need for specialty lenses for an aging baby boomer population. The EyeWorks, Inc. goal is to expand the reach of the company further to the public, giving them access to the highly

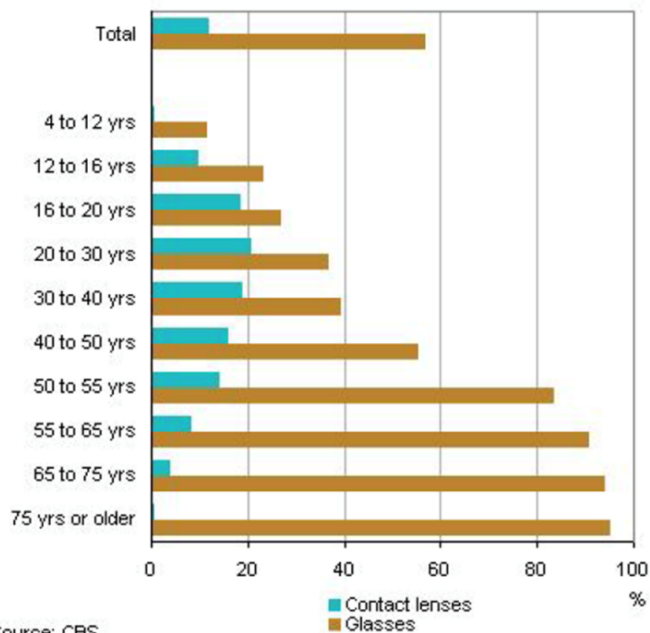
innovative, precise, stylish and affordable lenses, EyeWorks offers more product reliability versus the “Grind and Go” of the extra-large National one-hour chains. EyeWorks enjoys a unique position of being held in high esteem within the within the Ophthalmology and Optometric community.

DRIVERS

EyeWorks, Inc. desires to become a major player in the e-commerce sector. They however, do not wish to expand their storefront space beyond the serviceable area of the Eastern United States. This will require a 55% increase in sales of standard vision hardware and a 42% increase in the sale of specialty vision hardware to their competitors. They do however wish to become a major player in the e-commerce sector.

Initial expansion within in the next five years throughout the Eastern U.S. To include 22 stores located in areas currently showing significant population growth.

AUDIENCE



Corrective eyewear is a necessary product for people with poor eyesight, it is a market based on necessity. According to the Vision Council of America, approximately 75% of adults use some form of vision correction. That percentage increases drastically above the age of 50 in the adult population. Conversely, 25% of children require corrective lenses. Approximately 64% of them wear eyeglasses. The remaining percentage uses either contact lenses or a combination of contact lenses and eyeglasses.

The target audience of this campaign is adults above the age of forty and parents or guardians between the ages of twenty-five and forty-five.

COMPETITORS

BRAND	SLOGAN
 The logo for Visionworks features a stylized black eye icon on the left, followed by the word "Visionworks" in a red, serif font.	<p>"Love Your Eyes"</p>
 The logo for America's Best Contacts & Eyeglasses features the words "AMERICA'S BEST" in a large, blue, serif font, with "CONTACTS & EYEGLASSES" in a smaller, blue, serif font below it.	<p>"It's Not Just a Better Deal. It's Americas Best."</p>
 The logo for Eye2Eye Vision Center features a stylized green eye icon with a blue iris, followed by the words "EYE2EYE" in a green, sans-serif font, and "VISION CENTER" in a smaller, green, sans-serif font below it.	<p>No Slogan</p>
 The logo for myeyedr. features the words "myeyedr." in a blue, sans-serif font, with "OD." in a smaller, blue, sans-serif font below it.	<p>"Eye Care + Eye Wear. Better Together."</p>
 The logo for Walmart Vision Center features the word "Walmart" in a blue, sans-serif font, followed by a yellow six-pointed star icon, and "Vision Center" in a smaller, blue, sans-serif font below it.	<p>"We sell top brands at low prices."</p>

STONE

The tone of this campaign will be open, honest and professional. Promoting dependability and excellence in customer service and satisfaction. They are not interested in gimmicks and the current big box grind and go mentality.

MESSAGE

EyeWorks' "Vision for Life" slogan is to be taken literally. They supply superior vision hardware for all stages of life. They will always produce precise, accurate eyewear that is fashionable and reasonably priced. They will never treat their clients as a number. With EyeWorks it is supremely important for their clients to live their best life, never allowing less than perfect vision to hinder their experiences.

VISUALS

Visually this campaign will be using clean, crisp color with a combination of warm and cool tones. The combination of color is to display a technical excellence combined with excellence in customer service. Mechanical imagery that is easy to recognize.

DETAILS

Our deliverable will be the research on the product, including information on competitors and development of a brand identity. This information will be outlined in the Creative Brief. Once approved, we will brand the product line with a logo and tagline

PEOPLE

At each milestone and scheduled intervals, contact will be made with the governing board of EyeWorks, Inc. The principle point of contact for the board is Janice Williams, EyeWorks, Inc. Marketing Director.

Point of contact information at EyeWorks, Inc:

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