



Your Eyes Deserve Nikon Lenses

This fall, Nikon Lenswear launched this fall a national campaign targeted to consumers across Canada.

Benefitting from Nikon's years of proven optical design expertise, today's Nikon eyeglass wearers praise the unparalleled comfort and pleasure of lenses that are the closest thing to natural vision.

Located in Montreal, Nikon Optical Canada Inc. (NOCI) has been selling ophthalmic lenses exclusively to Canadian eye care professionals for over 25 years.

Japanese in its roots, Canadian **at heart**.

Most people associate Nikon with superior camera lenses, the ultimate means of capturing emotions, and in some cases under the most extreme and demanding of conditions. From missions in the blistering cold weather of Antarctica to the unpredictable environment of space, Nikon has earned its legendary brand status.

Yet many consumers still don't know that Nikon offers eyeglass lenses that are amongst the thinnest and lightest in the world.

With the introduction of this national consumer campaign, the goal of Nikon Lenswear is to build awareness, drive traffic to clinics, and create a conversation between consumers and their eye-care professionals about Nikon lenses.

“A recent study we carried out confirmed, among other things, one important finding: Consumers are more likely to purchase a brand that they know and trust.” says Isabelle Mongeau, VP of Marketing & Business Development at Nikon Optical Canada.

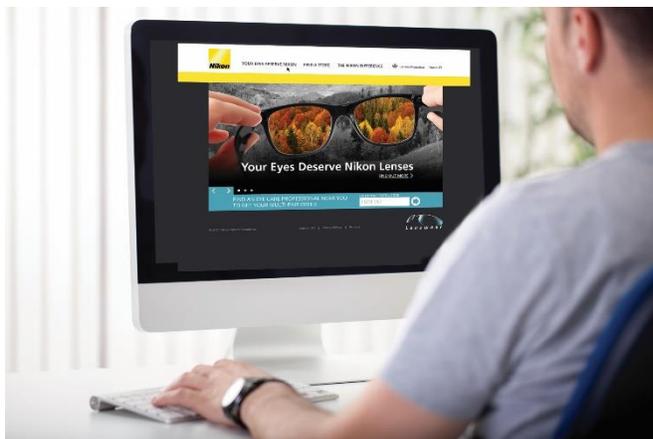
*“This is good news for Nikon, given the reputation behind the iconic name. With the **Your Eyes Deserve Nikon Lenses** campaign, we aim to generate awareness for Nikon lenswear specifically, while evoking that feeling of trust that comes with the Nikon brand. By tying in a specific offer, it becomes actionable for consumers, invites conversations with Eye Care Professionals, and generates traffic to stores.”*

A multi-prong approach to reach out to customers

Outdoor Digital Video Display in Toronto; Radio Ads and SuperBoards/Billboards in Calgary, Montreal & Vancouver



Digital ads across Canada with a dedicated Nikon Eye Care Professional Locator!



With a wide variety of collections, Nikon lenswear assures every wearer superior visual performance within their budget and visual needs.



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Going one step further on this promise, for a limited time only, Nikon presents a multi-pair offer that allows consumers to fully enjoy the best in lenswear for every occasion and in every aspect of their multi-dimensional lifestyle.

You are unique, with many sides to your personality:
serious, playful, sporty, and fashion-conscience just to name a few.
So, with a multi-dimensional lifestyle, how can you expect one pair of glasses to do it all?

Now, you don't have to.

Beach School Office Shopping Fashion Leisure

Join the Nikon enthusiasts and SEE THE NIKON DIFFERENCE.

For more information, please visit www.youreyesdeservenikon.ca

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