



## Your Eyes Deserve Nikon SUN Lenses

Spring has arrived and with it comes one of Nikon Optical Canada’s largest national consumer campaigns to date. The new “Your Eyes Deserve Nikon SUN Lenses” promotional campaign utilizes the incredible power of digital media to build awareness, drive traffic to clinics, and create a conversation between consumers and their eye care professionals about Nikon lenses.

**April 11 - June 30**

**NATIONAL MEDIA EXPOSURE**

**+30 million media impressions** entice consumers to ask an Eye Care Professional why their eyes deserve Nikon SUN lenses.



For more campaign information, visit [www.youreyesdeservenikon.ca](http://www.youreyesdeservenikon.ca)

Following the great success of their Fall campaign, “**Your Eyes Deserve Nikon SUN Lenses**” once again promotes an irresistible multi-pair offer, but this time with a spotlight on sun wear.

“Most Eye Care Professionals are aware that dispensing multiple pairs of glasses to the same patient is key to growth and profitability,” said Isabelle Mongeau, VP of Marketing & Business Development for Nikon Optical Canada. “This campaign celebrates an enhanced portfolio of sun solutions that we are extremely excited about, while giving Eye Care Professionals an easy opening to discuss the benefits of owning multiple pairs for every activity or season.”

Consumers across Canada are going to be seeing a lot of Nikon Lenswear. From banner ads and geo-targeted mobile media to consumer email blasts and a dedicated microsite - each channel was carefully selected with one goal in mind; driving consumers to the Eye Care Professional’s door.

Alongside the campaign, Nikon Optical Canada launched their Canadian exclusive Facebook page. They go to source for useful tips, videos, free resources, product information and so much more. And what better platform to bring new and existing Nikon enthusiasts into the campaign experience, achieved through a consumer sweepstakes.

**Facebook Sweepstakes** [www.facebook.com/Nikonlenswearca](http://www.facebook.com/Nikonlenswearca) or <https://a.pgtb.me/DQINzm> : Starting April 25th Canadian consumers can WIN 1 of 30 pairs of Nikon **Radiance XP Prescription Lenses** by posting a selfie and explaining why they deserve Nikon SUN lenses. #youreyesdeservenikonsunlenses

#### **About Nikon**

Located in Montreal, Nikon Optical Canada Inc. (NOCI) has been manufacturing and selling premium ophthalmic lenses and coatings to Eye Care Professionals in Canada for more than 25 years. Beyond an iconic brand, Nikon builds value through the expertise of their global network and the strength of their local manufacturing.

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You can download the images: [HERE](#)

Source:

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