



'EYE CARE WHAT YOU WEAR'

KIRK & KIRK COLLABORATE WITH CLEAR CHANNEL TO SHOWCASE THE FUTURE OF ADVERTISING

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Luxury British Eyewear brand **Kirk & Kirk** have collaborated with advertising giants **Clear Channel Outdoor** and creative agency **Bastard.London** to showcase the creative potential of digital out-of-home advertising at this year's Cannes Lions International Festival of Creativity.

Clear Channel Outdoor (CCO) are one of the world's largest outdoor advertising companies. By using technology integrated from **Quividi** (who are global leaders in DOOH audience and attention analytics) they are able to showcase the creativity, flexibility and real-time engagement potential of digital out-of-home advertising and Kirk & Kirk are delighted to be collaborating on such a progressive and enterprising campaign.

Bastard.London (specialists in creating contextual photographic Digital Out Of Home experiences), creatively developed the 'Eye Care What You Wear' campaign and full end to end production solutions, that takes an individual through a real world experience, with the technology 'talking' directly to them and collecting information around three data points, through a video sensor – (1). Gender recognition (2). Colour recognition (3). Does the user wear glasses?

The advertising screen invites an individual towards it, as they stand in front of the screen, the introduction video is activated and begins to 'talk' to them. By collecting information around three data points, through a video sensor – the display will then showcase a personalised piece of eyewear to match the style of the person in front of it.

The technology utilizes 10 colours from the Kirk & Kirk collection (featuring 1 sunglass and 1 optical frame for both genders). The software determines the best colour match from the individual's clothes and the colour range within the frames, personally styling them and picking a pair of frames most suitable for them. For example, if a (1) woman with a (2) red shirt (3) not wearing glasses is in front of the screen, then the female model and red pair of sunglasses is displayed, if it's a (1) man with a (2) blue shirt, (3) wearing glasses then the male model and blue pair of glasses is displayed.

Jason Kirk says 'Kirk & Kirk was selected for this campaign due to our dynamic and diverse colour palette. The choice of colour in the Kaleidoscope collection offered the perfect



opportunity to showcase the abilities of this specialist technology. Having the ability to digitally interact with consumers globally or in a targeted capacity offers brands such as Kirk & Kirk endless opportunities and we are incredibly excited to be involved in this project.'

This unique and tailored technology gives brands, particularly in the eyewear industry - the ability to generate personalized, contextually triggered content to digital screens and as **William Eccleshare, Chairman & CEO, Clear Channel International**, comments *'We're only just scratching the surface of what is creatively possible, so by working with a range of partners, who have crafted bespoke activations for the event and the unique festival audience, we hope to inspire the global advertising industry about the creative possibilities of out of home.'*

The campaign was photographed and retouched by [Kai Bastard](#) , Vickie Ellis for hair and make-up and features models Chloe-Jasmine Whichello and Martin Mednikarov wearing (equally colourful) clothing by the fantastic Gresham Blake. Clear Channel Outdoor has created the Playground, an experiential OOH exhibition and hospitality space in the gardens of Le Grand Hotel situated in the centre of La Croisette. Open: Monday 19th – Thursday 22nd June from 8am – 8pm.

- ENDS -

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Notes to editors:

Kirk & Kirk

The Kirk family have been pioneers in optics since Sidney and Percy Kirk opened their first London workshop in 1919. Three generations later, inspired by their heritage and twenty years of passion for eyewear, Jason and Karen Kirk launched Kirk & Kirk. As well as designing the Kirk & Kirk collections, the duo are key influencers within the industry, often commentating on trends, techniques and the future of the industry. In addition to this, they design collections for other optical and fashion companies, offering support in manufacturing, brand development and communication. Kirk & Kirk is designed in England and handmade in France using specially developed acrylic with a combination of traditional and modern production techniques.

www.kirkandkirk.com

Clear Channel Outdoor Holdings Inc.(CCO)

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 650,000 displays in over 35 countries across four continents, including 43 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a



growing digital platform that now offers over 1,050 digital billboards across 29 U.S. markets. Clear Channel Outdoor Holdings' international segment, Clear Channel International (CCI), operates in 18 countries across Asia and Europe in a wide variety of formats, including 10,000 digital out-of-home screens internationally.

Clear Channel International: clearchannelinternational.com

Clear Channel Outdoor North America: clearchanneloutdoor.com

Quividi

Quividi's In Real-Time & In Real Life data unlock the full potential of programmatic trading and contextual advertisement for screen network operators, agencies and advertisers. Created in 2006, Quividi is the industry standard for Audience and Attention Analytics in DOOH with over 500 end-customers and 800 million people analyzed every month in 50+ countries. Quividi's computer-vision technology measures MRC-compliant viewability and views, which elevate DOOH to the most accountable digital medium available today. Its creative and marketing suite also enables campaign creation and optimization, based on context and audience engagement (demographics, mood, environment...). Quividi's solutions fully respect privacy, they never store any face images or collect any biometric identifiers and personal data.

Twitter: @quividi / LinkedIn: <https://www.linkedin.com/company/quividi>

Bastard.London

Bastard.London helps brands become more relevant to audiences across online and DOOH environments. Creating contextual photographic experiences, that continuously adapts to your audience in real time and the physical space, both programmatically and creatively. We pioneer new ways our clients can engage with their customers, through creative photographic practices blended with digital tools. With a mobile first mentality, we strategically build photographic experiences that provoke reaction and give return via quantitate data. Turning a traditional one-way exchange into an informative two way transaction. Gone are the days of a one fits all approach. Target your audience with photography that can adapt contextually to a specific data sets or circumstance.

Website: http://bit.ly/bastard_london-cannes-kk-pr

Instagram: <https://www.instagram.com/kaibastard/>