



2020.11.12

## **WORLD SIGHT DAY 2020: ESSILOR TEAMS ENGAGED DESPITE THE CHALLENGES!**

COVID-19 may have somewhat hampered plans but it certainly did not deter Essilorians from marking an important date in the year for the Group – World Sight Day 2020! Despite the challenging circumstances, so many of our teams supported the Essilor Group Corporate campaign and got creative online or offline.

The Essilor Group's campaign with its mix of light-hearted visuals and impactful messages about the importance of protecting one's eyes from light both, indoors and outdoors, was met with enthusiasm and digital engagement. More than 17 million people were exposed to this campaign on Twitter, Facebook, Instagram, which in turn generated around 70,000 clicks driving visitors to the specially revamped [putvisionfirst.com](https://www.putvisionfirst.com) website. The most recent count shows at least 500

posts promoting the site through the hashtag #putvisionfirst on the D-day. All in all, the total estimated reach of the campaign across all social media platforms is around 80 million people.

Paul du Saillant, Essilor CEO commented: “This year, World Sight Day took place within a complicated context and I have admired the creativity deployed by our teams across the globe to make this edition a success despite the circumstances. Improving lives by improving sight is intrinsic to what we do and Essilorians have demonstrated, once again, how powerful our Mission is, celebrating the importance of good vision through meaningful initiatives in all the regions.”

Here below are some of the variety of ways this World Sight Day was celebrated around the world:

**Singapore:** Essilor employees in Singapore tuned into a digital kick-off meeting organized by EVF ASEAN to celebrate World Sight Day with colleagues. Our Chairman, Hubert Sagnières, offered a welcome address to rally everyone around the most important date for vision and to “continue the fight against poor vision, all together, united and with even more energy than before”.

**America:** over 250 colleagues at Essilor of America proudly wore Put Vision First World Sight Day t-shirts to promote the importance of vision and many posted these internally and on their own social media. Essilor Vision Foundation USA also supported the call to Put Vision First through their annual T-shirt sale fundraiser for employees. Essilor Group subsidiary FGX International shared social media posts of actress [Kat Graham](#) who pledged her support for World Sight Day and helped to promote eye health as a priority.



WORLD SIGHT DAY

2020



**Mexico:** on this World Sight Day, Essilor Mexico and Delvyn foundation combined efforts to give free eye tests to 15,000 people and donated 13,000 glasses; the collaboration featured on prime time TV shows seen by an estimated 450,000 Mexican TV viewers.

**Spain:** Essilor Spain's Marketing team got active on social media to share scientific facts and advice in an animated infographic brochure. A press release and audiovisual material were also shared with the media and a digital campaign to raise awareness about exposure to harmful light ran the week of 8 October, reaching almost 84,000 people and generating nearly 11,000 interactions.

In addition, this year, for the first time, Essilor and Luxottica jointly launched customer-facing campaigns. Employees also worked together on initiatives which included plans for the set up of temporary clinics to provide eyewear to people in need in South Africa and awareness-raising in China on the impact of UV and blue-violet light.

Congratulations to everyone and thank you!  
See you next year...

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2019.11.08

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## 2019 WORLD SIGHT DAY A GLOBAL SUCCESS AT ESSILOR



Just like every year since 2012, World Sight Day, which fell on October 10 this year, was commemorated with great gusto at Essilor. Employees, partners and suppliers across continents gathered together to mark the most important awareness and advocacy event on the global eye health calendar and spread the word about the importance of good vision.

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2018.11.08

CORPORATE

## 2018 WORLD SIGHT DAY: A STRONG MOBILIZATION FOR AN EXCEPTIONAL DAY



Once again, World Sight Day proved a great success and the Group's employees and partners across the world got actively involved. The spirit of this emblematic day for our mission is summed up by this year's campaign message: "We share the same world. Shouldn't we share the same vision?".

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