



Press Release: October 19th 2021

## **Nikon Lenswear's brand new campaign brings 'having an eye for detail' to a whole new dimension**

*A detail is a tiny spark that can illuminate our world.*

*The path our lives take, our destinies and  
our choices are generally down to a tiny detail.*

*At Nikon, we leave nothing to chance, and thanks to the absolute precision of our optical  
lenses, you will never miss any detail that matters to you.*

*Everything starts with a detail.*

Nikon Optical Canada launches a new national consumer campaign "Everything Starts with a Detail". Inspired by Nikon's precision in uncovering the details that can change the course of a life, or spark the imagination to highlight endless possibilities, this campaign is part of a large-scale international deployment.

### AT THE GENESIS

The campaign builds on its brand heritage and its well-earned reputation. Since 1917, the Nikon Corporation group has developed a unique expertise in high-precision optics. Every single product created under their name has a lens, whichever sector they play in: cameras, telescopes, microscopes, eyeglasses, you name it. Optics truly is their ultimate passion.

Precision is a pillar of Nikon's philosophy, from innovation to customization, yet for this new campaign, Nikon Lenswear introduces precision as a means. A means to reach a goal, a means to achieve, a means to change perception. Only precision gives people the ability to perceive hundreds of elements that make a scene perfect, elements that are insignificant at first glance, elements that are.... just details.

Nikon Lenswear demonstrates how attention to details can move us all **from the ordinary to the extraordinary**.

### CANADIAN CAMPAIGN LAUNCH PLAN AND A NEW, CONSUMER FRIENDLY WEBSITE

This coast-to-coast campaign starts this October until December 2021 and will provide over 14 million impressions across Canada. The Nikon Lenswear brand will be revealed to consumers across

the country through significant advertising efforts namely in fashion and luxury magazines such as Elle Canada, Elle Quebec, Dolce and Mixte magazines. A drive to store campaign will also be promoted targeting high potential consumers and a complete social media plan will be deployed. Lastly, In addition to this campaign launch, comes the launch of a new, sleek and user friendly consumer [website](http://www.nikonlenswear.ca) ([www.nikonlenswear.ca](http://www.nikonlenswear.ca)) designed to educate consumers on eye health, various lens types and where to go to purchase eyeglasses.

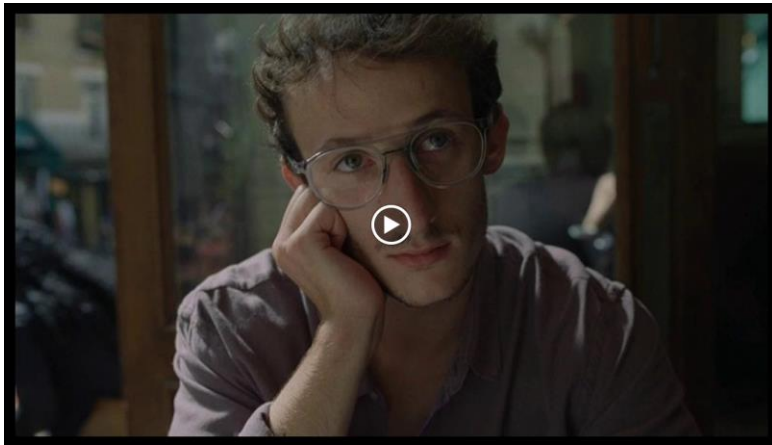
### **Creativity Starts with a Detail**

When we observe things not only as they are, but as what they can become, the smallest detail can bloom into a whole creative vision, right in front of our eyes.

Nikon Lenswear allows you to see such details, capable of awakening your imagination, even harnessing life-changing possibilities. Like the fleeting beauty of a cherry blossom dress on an haute-couture runway.

The advertisement is a vertical rectangular image. The left half features a woman with dark hair wearing a voluminous, light pink, off-the-shoulder gown that resembles a cherry blossom. She is posed against a background of soft-focus pink cherry blossoms and a clear blue sky. A white, rounded rectangular frame is superimposed over the woman's torso. The right half of the image has a solid black background. In the upper right, the text "Creativity starts with a detail." is written in a white sans-serif font, with "Creativity" in yellow. Below this, in smaller white text, is a paragraph: "When we observe things not only as they are, but as what they can become, the smallest detail can bloom into a whole creative vision, right in front of our eyes." Another paragraph follows: "Nikon Lenswear allows you to see the details capable of awakening your imagination, even harnessing life-changing possibilities, like the fleeting beauty of a cherry blossom dress on a haute-couture runway." At the bottom left, the text "EVERYTHING STARTS WITH A DETAIL." is written in yellow. At the bottom right, the text "NIKON LENS WEAR .CA" is written in white, followed by the Nikon logo in yellow.

As part of the global campaign, Nikon Lenswear embarked on the making of a [short-film](https://vimeo.com/632343468) (<https://vimeo.com/632343468>) in which a seemingly negligible detail plays a central role. Something as subtle as a detail can initiate something as important as a true love story or a beautiful friendship.



**EVERYTHING STARTS WITH A DETAIL.**

**About Nikon Optical Canada**

For more than 100 years, Nikon has pioneered the optical industry and for over three decades revolutionized prescription lenses, and more recently innovative eyewear.

Nikon Japanese heritage influences the way we work to constantly improve precision, protection and aesthetics to benefit your patients.

Nikon strives to push boundaries and deliver a premium client experience, through continuous innovation.

Nikon's ultimate goal is to create value for ECP partners and their patients.