

SPECSAVERS LAUNCHES THAT'S SPECSAVERS LOVE, FIRST INTEGRATED MARKETING CAMPAIGN IN CANADA

The optometry leader introduces itself to Canadians with signature wit and captivating creative bringing to life the company's promise of better eyecare for all in a multi-channel campaign

VANCOUVER, B.C., Jan. 24, 2022 – Specsavers, the world's largest optometrist-owned and -led business, which recently [began its Canadian expansion in British Columbia](#), today launched its first integrated marketing campaign in Canada. Titled 'That's Specsavers Love', the campaign aims to charm Canadians with the brand's signature wit while emphasizing the company's purpose of changing lives through better sight.

The centrepiece of the campaign is a 45-second spot developed for Canada by Specsavers' in-house creative team, The Agency. The video shows people in a series of everyday scenarios with the camera slowly zooming in on their eyes as sensual music is playing in the background, amplifying the intensity of eye contact. **"Some say that eyes are a window to the soul..."** - art direction cues a language of love that is unique to Specsavers as the tension builds between the camera and one of the characters. Unexpectedly, the narrator deadpans, **"...we say they're a window to early signs of retinal disorders."**

Featuring a modern, vibrant aesthetic combined with a 70s-era style voiceover, the spot is designed to appeal to adults of all ages, as the company introduces its value-driven eyewear and inclusive eyecare to Canadians. In addition to the video ad, the campaign includes out-of-home, print, digital, social media, public relations, and a partnership with the Vancouver Canucks.



Specsavers Canada launched its first integrated marketing campaign, That's Specsavers Love to build brand awareness and communicate its message to Canadians on how the company is changing lives through better sight.

"We are thrilled to show Canadians what Specsavers is all about - the campaign perfectly reflects why Specsavers has become a household name and a market leader in the 10 other countries we operate in," said Catherine Walsh, Director of

Marketing, Specsavers Canada. “Another example of the standout Specsavers marketing the brand is appreciated for in many countries, this campaign reflects our promise of inclusive, expert eyecare and stylish value-driven eyewear - all with a human touch and prioritizing communities around each individual Specsavers location. That’s Specsavers Love.”

With a total investment of more than \$10 million in markets across Canada through 2022, the first wave of the integrated marketing campaign will run from January 24 to April 30, 2022 in British Columbia. The campaign will include 15, 30 and 45-second videos across social media, and television, a 30-second spot on radio, as well as print, OOH and DOOH ads. ‘That’s Specsavers Love’ campaign will also come to life through in-store signage, digital banners, organic social media content and public relations.

In addition, to support the company’s marketing efforts, it has partnered with the Vancouver Canucks on TV spots on Sportsnet Pacific, billboard animation and a Closer Look integration tapping into an element of the game that commands a second look. The idea is a nod to the now-iconic creative platform, ‘Should’ve Gone to Specsavers’, which over the past two decades has solidified the brand’s [cheeky presence in the U.K. culture](#). Recently, Specsavers announced commitment to invest \$100M CAD to cover optical store start-up costs to support the opening of 200 locations across Canada by 2024, a bold growth strategy to bring more choice and value to consumers. The campaign will run in other markets in Canada as Specsavers enters new provinces.

In 2021, Specsavers selected two new agencies of record for Canada. Media Experts manages media planning, strategy and buying across all channels, while FleishmanHillard HighRoad provides public relations, social media and event support for the company.

To stay up to date on the latest Specsavers news or get information on the brand’s wide variety of eyewear solutions, visit [specsavers.ca](https://www.specsavers.ca) or follow the brand on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

About Specsavers

Founded in the U.K. nearly 40 years ago by optometrist husband and wife team Doug and Mary Perkins, there are now more than 2,300 Specsavers locations across 11 countries serving 41 million patients and customers. The brand announced its launch in Canada earlier this fall and plans to open more than 200 locally owned stores across Canada by 2024. Specsavers is driven by its purpose of “changing lives through better sight” and aims to transform the way Canadians see accessible eye care by offering best-in-class service, clinical equipment and expertise, as well as affordable and quality eyewear. For more information on Specsavers, visit [specsavers.ca](https://www.specsavers.ca).

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