

CONNECTED EXPERIENCE WITH MyACUVUE® ECOSYSTEM

How tech drives business by connecting
consumers & optical retail

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Wavemaker

Wavemaker

TWO THIRDS OF RUSSIANS HAVE VISION PROBLEMS

Yet only

6%

wear contact
lenses

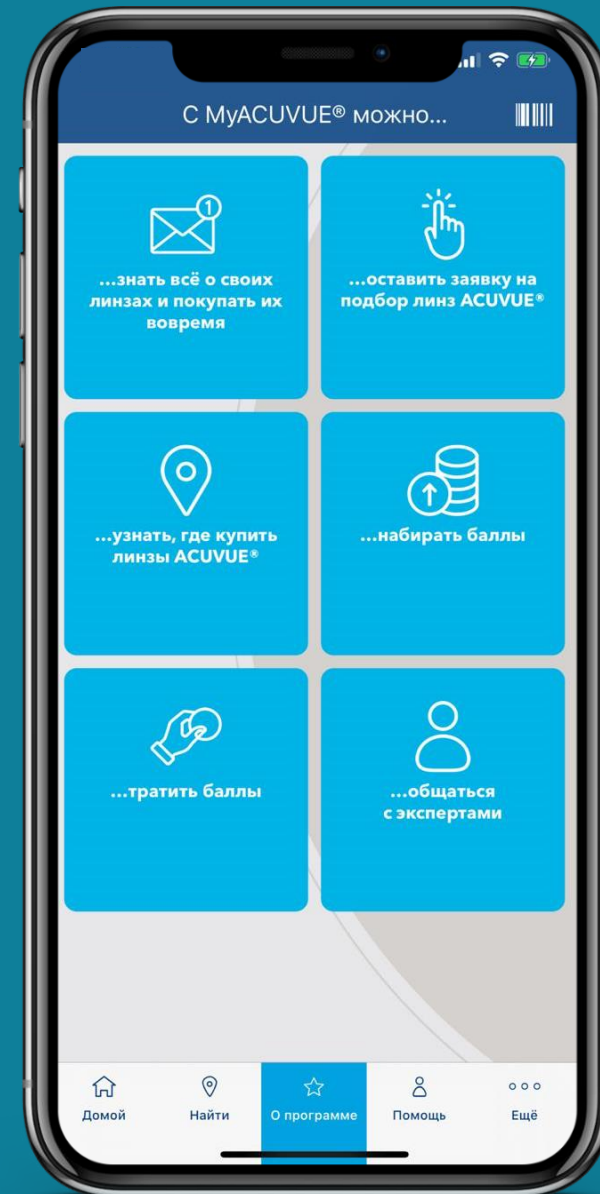
Key barriers and myths:

- **Fear** of eye manipulation
- Optometrist **never**
mentioned lenses

BRAND: EXPERIENCE

TO UNLOCK CATEGORY GROWTH

The brand launched
MyACUVUE
subscription program to
make lenses popular
and help people find
their perfect lenses



BRAND: EXPERIENCE

OUR SUCCESS HINGED ON BRINGING TOGETHER...



Consumer



Optometrist

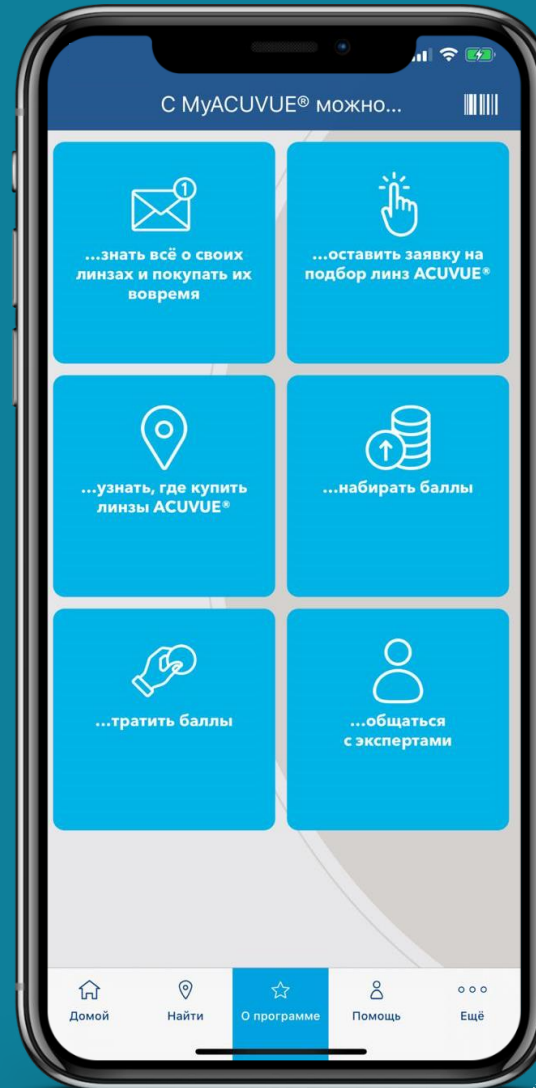


Business
owner

BRAND: EXPERIENCE

MYACUVUE®

**HELPED
ADDRESS THE
NEEDS OF ALL
PARTIES
INVOLVED**



Consumer

Expert support
& Loyalty program

Optometrist

Education & patient database
management

Business owner

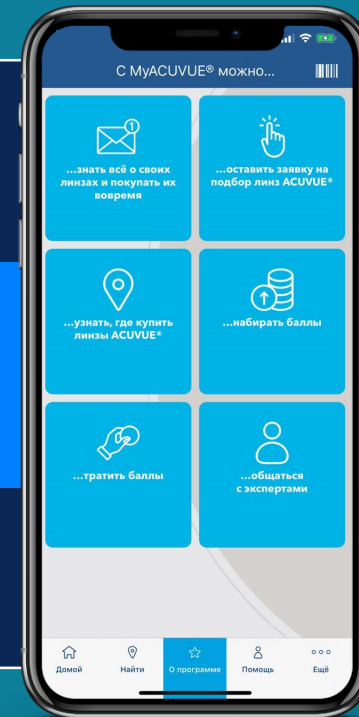
Acquisition and retention of
high value customers

TO POPULATE THE APP

We found
right PEOPLE
and provided them
with right
EXPERIENCE
in MyACUVUE

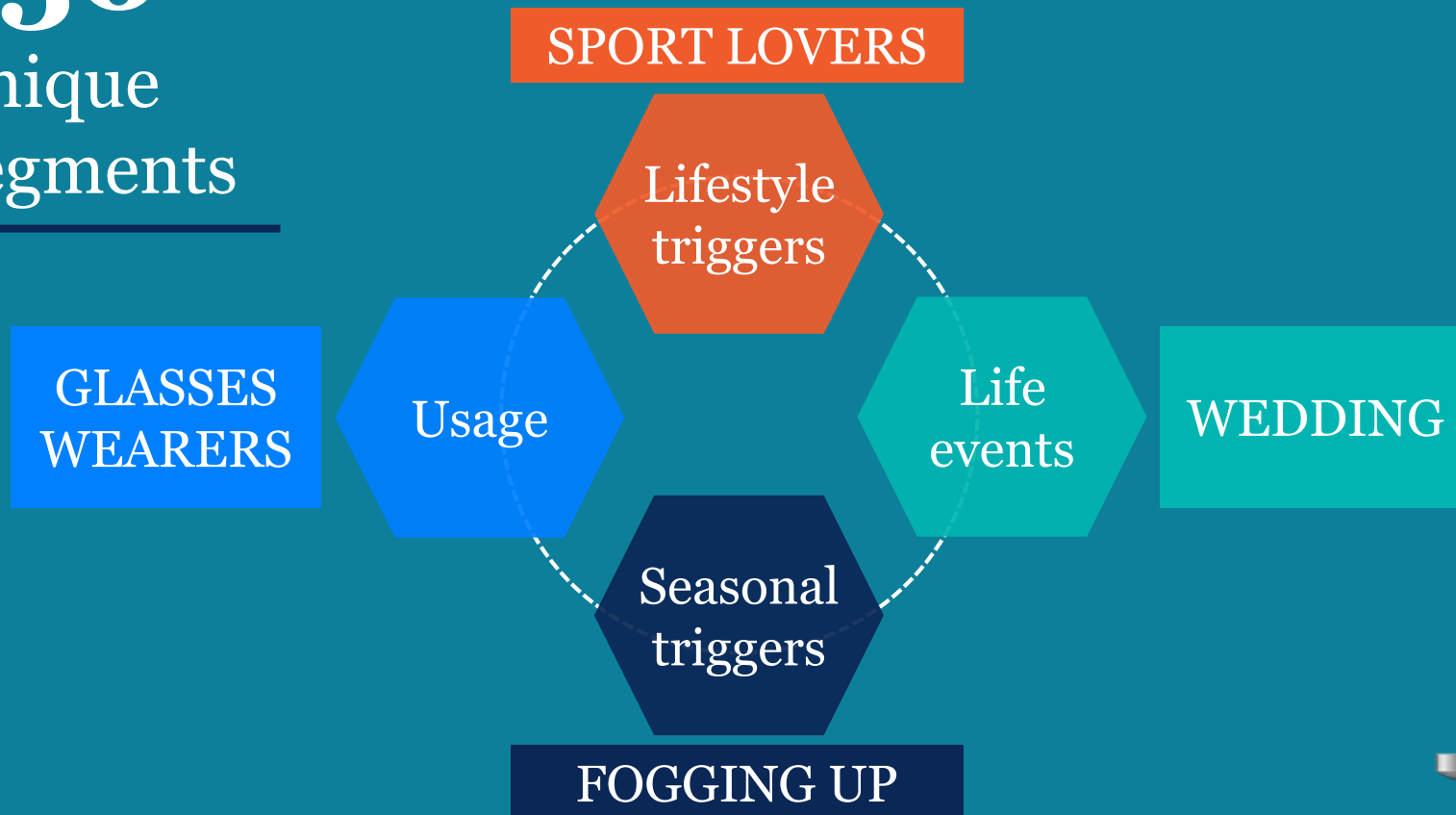
Engaged
consumers

Relevant
experience



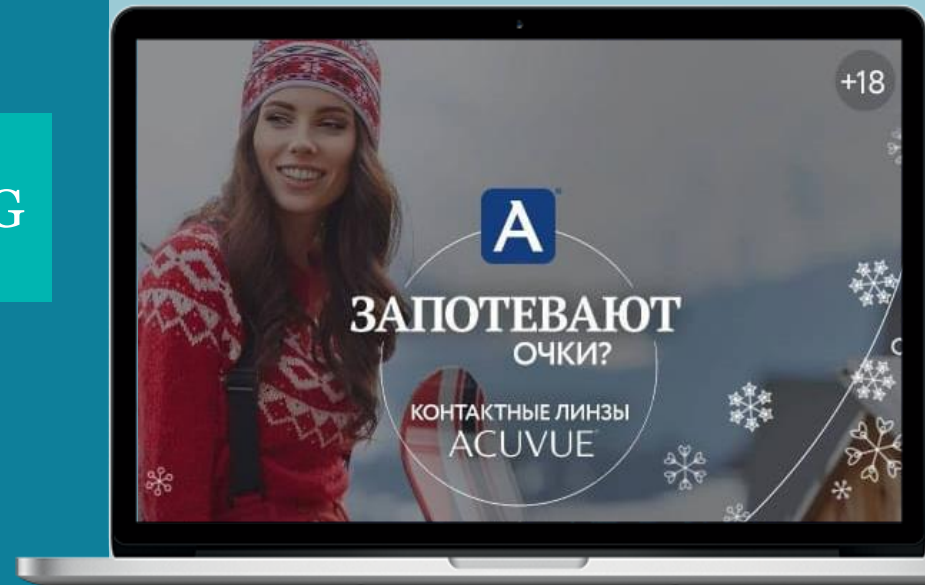
DIGITAL PRECISION ACTIVATED HIGH VALUE AUDIENCES

>30
unique
segments



Katya rides
a snowboard

Problem: glasses fogging up



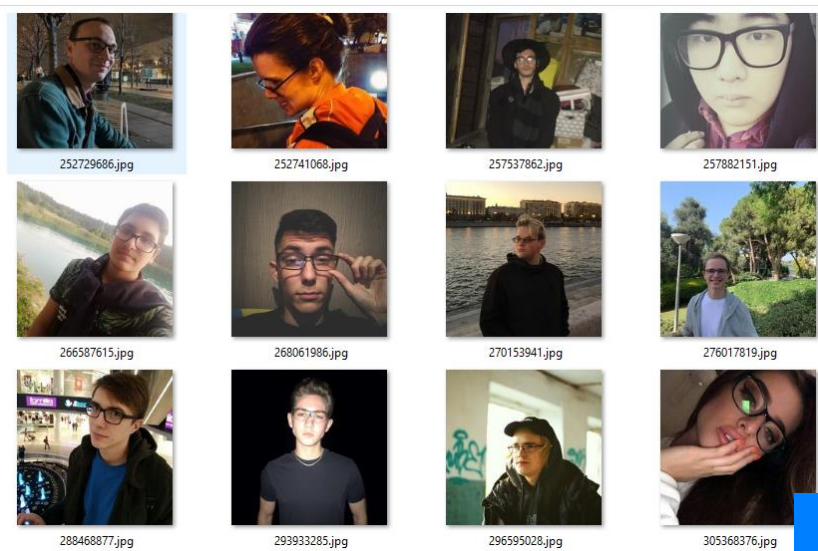
GLASSES WEARERS BEHAVIOR HAS NO FEATURES



- Consumption in digital environment is the same
- Hard to find for precise targeting

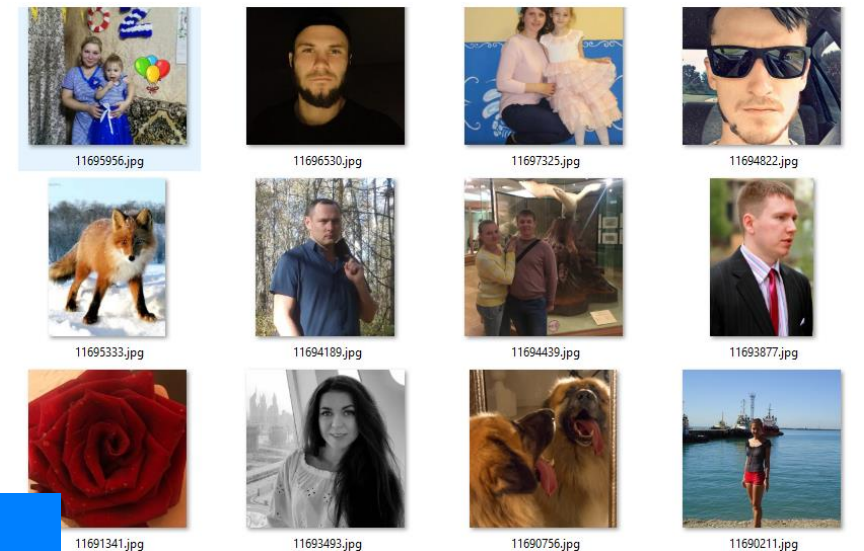
COMPUTER VISION PROVIDED PINPOINT TARGETING

Have vision problems



SOCIAL GRAPH

Good eyesight



POSITIVE PROVOCATION

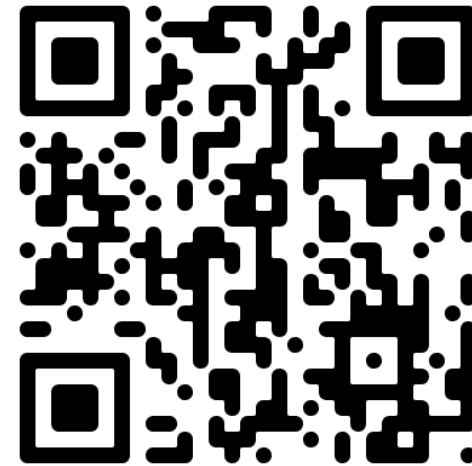


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Got the brief?



CONTACT US

**EXPERIENCE
OFFER**