

# EAGLE VISION'S FALL-WINTER CAMPAIGN 2016

## BRIEF

Eagle Vision's fall and winter campaign had to communicate to young and old fashion oriented eyewear shoppers. We differentiate from other competitors by creating high fashion themed visuals rather than showing massive discounts. This also helps customers to create an association between Eagle Vision and their wide selection of premium fashion brand frames.

## VISUALS

Fall campaign was powerful and wild, just like the main message "Wild fall". We encouraged people to choose more unique frames that would set them apart and let their inner wolf howl.

As cinemagraphs were a trending medium during the time of creation, we chose to ride the same bus. By creating a stunning forest themed set for our photographs, we also used it to create a few cinemagraphs.

We also used cinemagraphs in the cinema commercial where the subtly moving visual and quiet forest sounds created a shocking contrast between the explosions and gunfire in movie trailers.

As it got colder, the campaign evolved into something more winter themed. This year we decided to skip christmas lights and chose wintery pastel colors instead. We painted the model as if she was a painting, to further enhance the wordplay on the message "Maaliline talv" which translates to "Picturesque/Painting like winter". We confused a lot of people to thinking it actually was a painting rather than a photograph and created a stunning window decoration for the flagship store.

## RESULTS

The campaign reached over 180000 people on social media, gathered thousands of likes on advertisements and got people from the street to come inside and ask for the specific frames that the model was wearing. We also raised the average sell value, so the work of introducing more expensive brands has paid off.