

CZARNOWSKI.



Crizal® PREVENENCIA
No-Glare Lenses

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No-Glare Lenses

CZARNOWSKI®
STORIES THAT MOVE

ESSILOR AT VISION EXPO WEST



Essilor at Vision Expo West

AN ENGAGING EDUCATION

1 (800) 247-4302
INFO@CZARNOWSKI.COM



Challenge

To educate Vision Expo West attendees on Essilor's new, hard-to-explain Crizal product in an engaging way.

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Solution

A custom, interactive customer journey to launch the Crizal product, showcase its benefits and promote the Essilor brand.





We coordinated with Essilor to fully understand Crizal, a glass lens coating that filters out harmful light while still allowing beneficial light to pass through.

With this knowledge in hand, we designed a sophisticated and captivating 12' by 25' tunnel that used audio, visuals and technology to explain how Crizal works.

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We also collaborated with several Essilor suppliers to **deliver an outstanding experience within demanding timeframes and processes.**



Say hello.

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