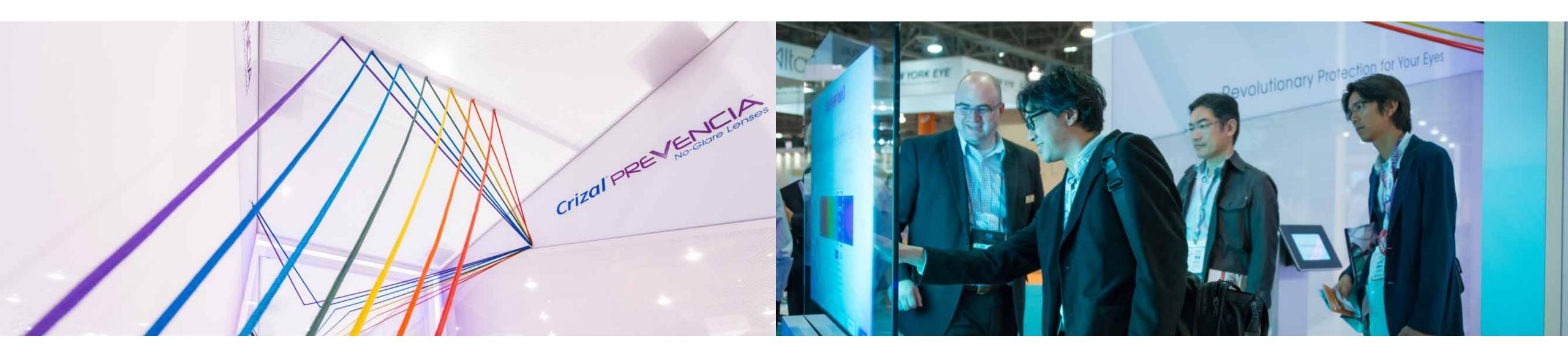


# Essilor at Vision Expo West

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.

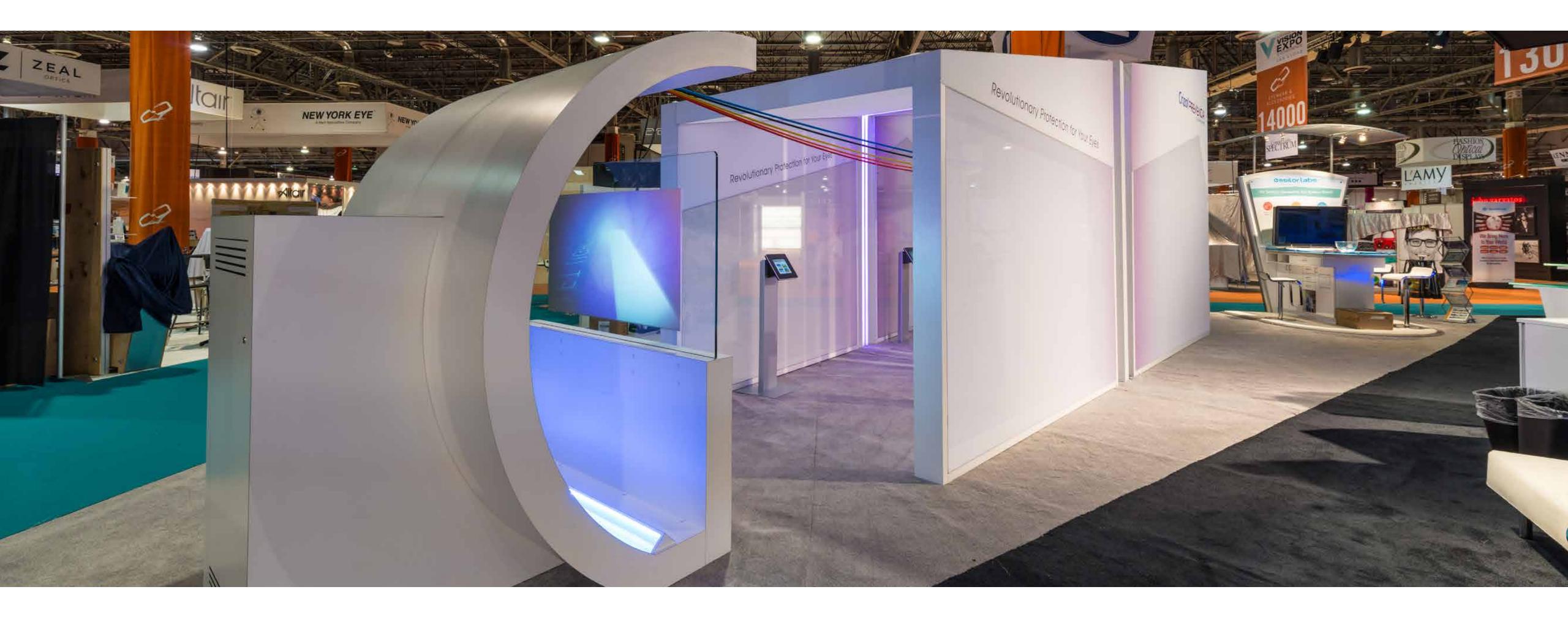
## **CZARNOWSKI**.

## **Solution**

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



### **CZARNOWSKI**.

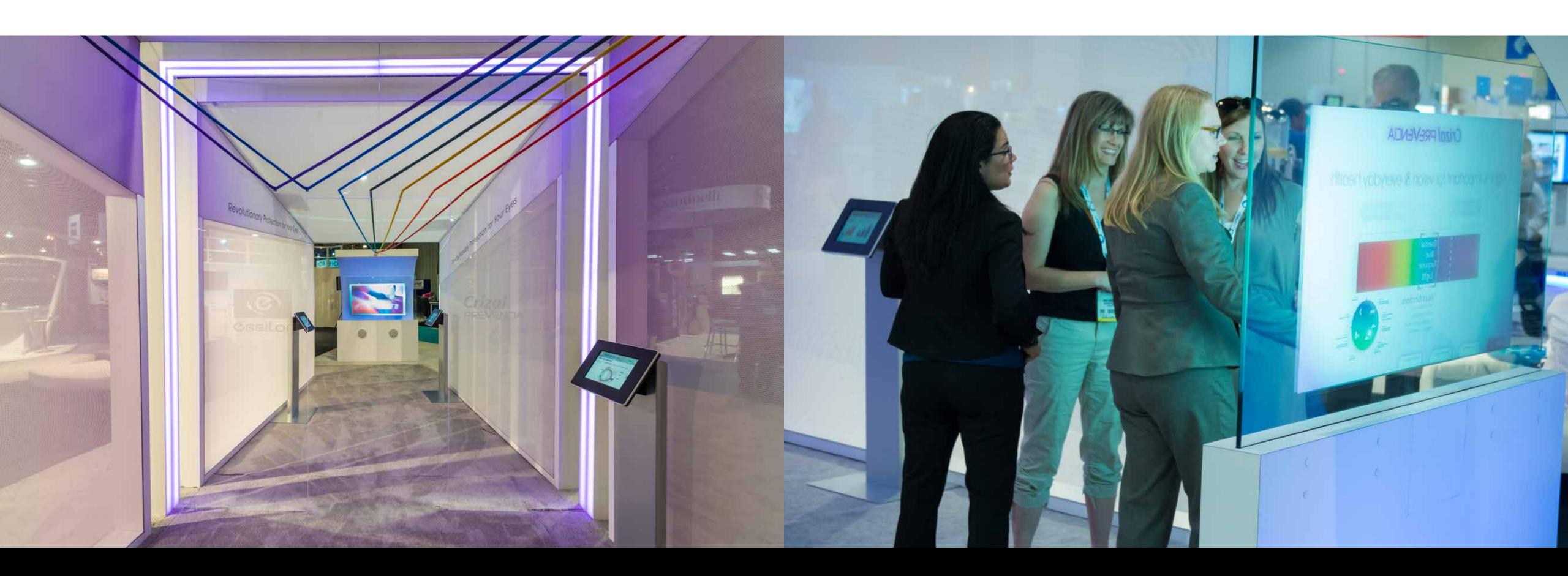


We coordinated with Essilor to fully understand Crizal, a glass lens coating that filters out harmful light while still allowing beneficial light to pass through.

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.

#### CZARNOWSKI.

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



Say hello.