

# #1

PROGRESSIVE LENS  
BRAND RECOMMENDED  
BY OPTOMETRISTS AND OPTICIANS\*

# SEE THE DETAILS. SEE NO LIMITS.



\* Survey conducted in 2018 by an independent third party. Sponsored by Essilor. Results were reported by independent opticians and optometrists.

## DIGITAL TOOLKIT

Welcome to your digital marketing toolkit for the Varilux® lenses "See No Limits" campaign, encouraging patients to experience sharp, seamless vision without limits.

This content aligns with Essilor's "See No Limits" national advertising campaign in which we are directing millions of consumers into practices like yours asking for *Varilux* lenses by name.

This toolkit will guide you in implementing the digital marketing pieces for the campaign so you can show your patients you won't compromise on their vision care.

You can find all the following assets of this toolkit in the accompanying zip folder and on [EssilorPRO.com](https://www.essilorpro.com).



# BANNER ADS

Banner ads can help draw interest and attention online while informing viewers about *Varilux* lenses.

## RECOMMENDED PLACEMENT:

Place the banner ads on your practice's website to educate patients and start conversations during their visits.

Be sure you link the "Book an Appointment" button to your online booking or contact page to drive patients into your practice.

300x250



728x90



*This Digital Toolkit is intended for use by your practice only. Please do not distribute, copy, or otherwise transfer these materials to a third party. The content of the social media posts provided herein should not be altered or modified in any way (except for adding your practice information where indicated) without Essilor's prior written approval.*

# SOCIAL MEDIA CONTENT

Social media posts help you to engage with your patients online, educating them about products and their availability in your practice.

## RECOMMENDED PLACEMENT:

Both the static and carousel posts are designed for Facebook and Instagram. However, you may also use the content on other digital platforms as well, including your own practice website. See the following pages for usage instructions.

Check out [EssilorPRO.com](https://EssilorPRO.com) for additional *Varilux* social content that you can use in your practice.

### STATIC POST



#### CAPTION OPTIONS

##### OPTION 1

From near to far, viewing the world through Varilux® lenses is seamless. That's seeing without limits.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

##### OPTION 2

Experience seamless vision with Varilux® progressive lenses. That's seeing no limits.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

##### OPTION 3

Experience seamless vision from near to far. See no limits with Varilux® lenses.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

### CAROUSEL



#### CAPTION OPTIONS

##### OPTION 1

See no limits with Varilux® lenses.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

##### OPTION 2

The Varilux® lens experience is limitless. See for yourself.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

##### OPTION 3

Seeing life through Varilux® lenses is limitless.

Schedule a visit with us at [ECP website].

#Varilux #SeeNoLimits

# SOCIAL MEDIA INSTRUCTIONS

The social media posts included with this kit will let your patients know that *Varilux* lenses are available at your practice. Each post includes a placeholder for adding a link to your practice’s website (or whatever site you use for online bookings). You may also use post content on your practice’s web page or other digital platforms. Use #Varilux and #SeeNoLimits when you post to ensure your content appears when the hashtag is searched.

## OPTION 1 POST EXAMPLES:



Facebook

## OPTION 2 POST EXAMPLES:



Facebook

## OPTION 3 POST EXAMPLES:



Facebook



Instagram



Instagram



Instagram



## CAROUSEL POST EXAMPLES:



### ALT CAPTION 2

The Varilux® lens experience is limitless. See for yourself.  
Schedule a visit with us at [ECP website].  
#Varilux #SeeNoLimits

### ALT CAPTION 3

Seeing life through Varilux® lenses is limitless.  
Schedule a visit with us at [ECP website].  
#Varilux #SeeNoLimits



# WAITING ROOM VIDEO

Videos are an engaging way to connect with viewers and provide a real life proof point for *Varilux*. The *Varilux* “See No Limits” video is available for download from EssilorPRO.com.

## RECOMMENDED PLACEMENT:

Download and play the video on your waiting room screens so patients can view the video while they wait and can ask questions about *Varilux* lenses during their visit.

You can also use the YouTube link to embed the video onto your practice’s website.

Log into [EssilorPRO.com](https://EssilorPRO.com) to download the video located in the Resources → Marketing Catalog section.

