



SPECSAVERS

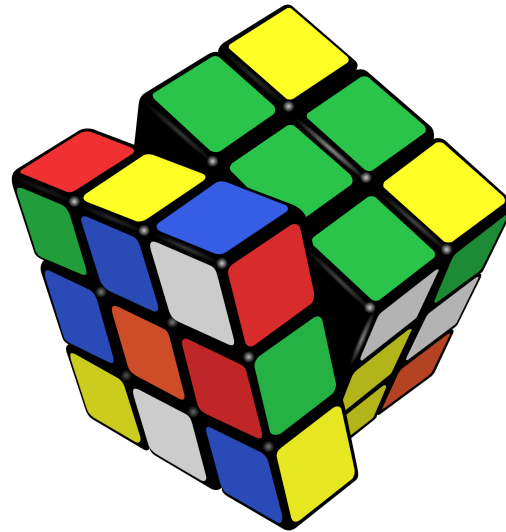
THE FRAMESTYLING BRIEF



WHAT'S THIS ALL ABOUT?



A big brand



A big challenge



Big ideas



WHO ARE SPECSAVERS?

Specsavers is one of the most famous and recognisable brands on the high street, but we also have stores all around the world.

Our high street stores are well known for selling great value glasses and our adverts are well known for being funny. Do you know what the Specsavers slogan is?

Most people have heard of “should’ve gone to Specsavers”. Now, we want them to trust us to help them choose the right frames, too.

TASK 1

**Can anyone think of any
Specsavers adverts?**



WHO ARE SPECSAVERS?



TASK 2

What is your favourite advert and why?

What is your least favourite and why?



WHAT IS THE BUSINESS PROBLEM?

Choosing the right pair of glasses can be really hard.

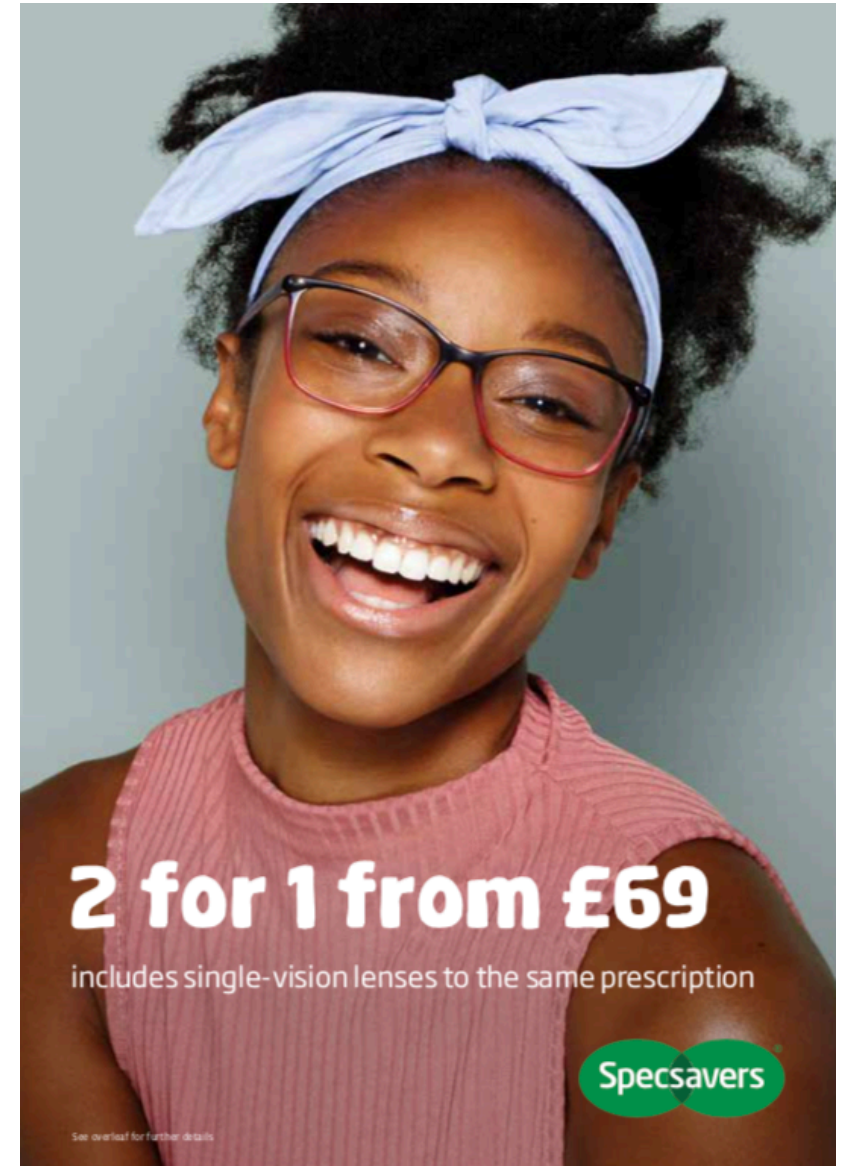
Some people are afraid they'll make the wrong choice.

Maybe they think their new glasses won't suit them.

Maybe they'd like to try something new but end up sticking with what they've already got.

Maybe they don't have enough confidence to choose a pair of glasses themselves.

Perhaps their wife (or their mum!) helps them pick.





WHAT IS THE BUSINESS PROBLEM?

That's why we created Frame Styler, an app that makes choosing glasses easy.

An in-store assistant scans your face on an iPad and the app then suggests glasses that suit your face. Even better, it lets you "try on" the glasses inside the app, a bit like a snapchat filter. So you know what you look like, better than a mirror.

**Do you think these
glasses suit me?**





THE BRIEF

Specsavers have created an app that helps people choose a pair of glasses that suits them.

We need to tell people about our app and get them in store to use it, using our usual unique brand of humour.





TARGET AUDIENCE

In short, anyone who needs a new pair of glasses can benefit from Frame Styler.

Our research shows that middle aged men (“your dad!”) might benefit the most.

That’s because men, and particularly older men, may be less confident in their choices, may rely on their wife or girlfriend for style advice, and may worry about what their friends think about them more.





MEDIA CHANNELS

TASK 3: What media channels are used in advertising? You have 2 minutes to list down as many you can think of.



You could design an advert for print. Think about where you'd display it; in a newspaper, billboard or underground for example.



You could create a piece of audio. This could be placed in radio, a podcast, advert or even a song.



Create a piece of video (30secs). Think about where you'd show it. TV, online or offline? Why will people watch it?



Design an event. Give us as much detail as possible. Why and how would people attend? How will they find out about it?



You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?



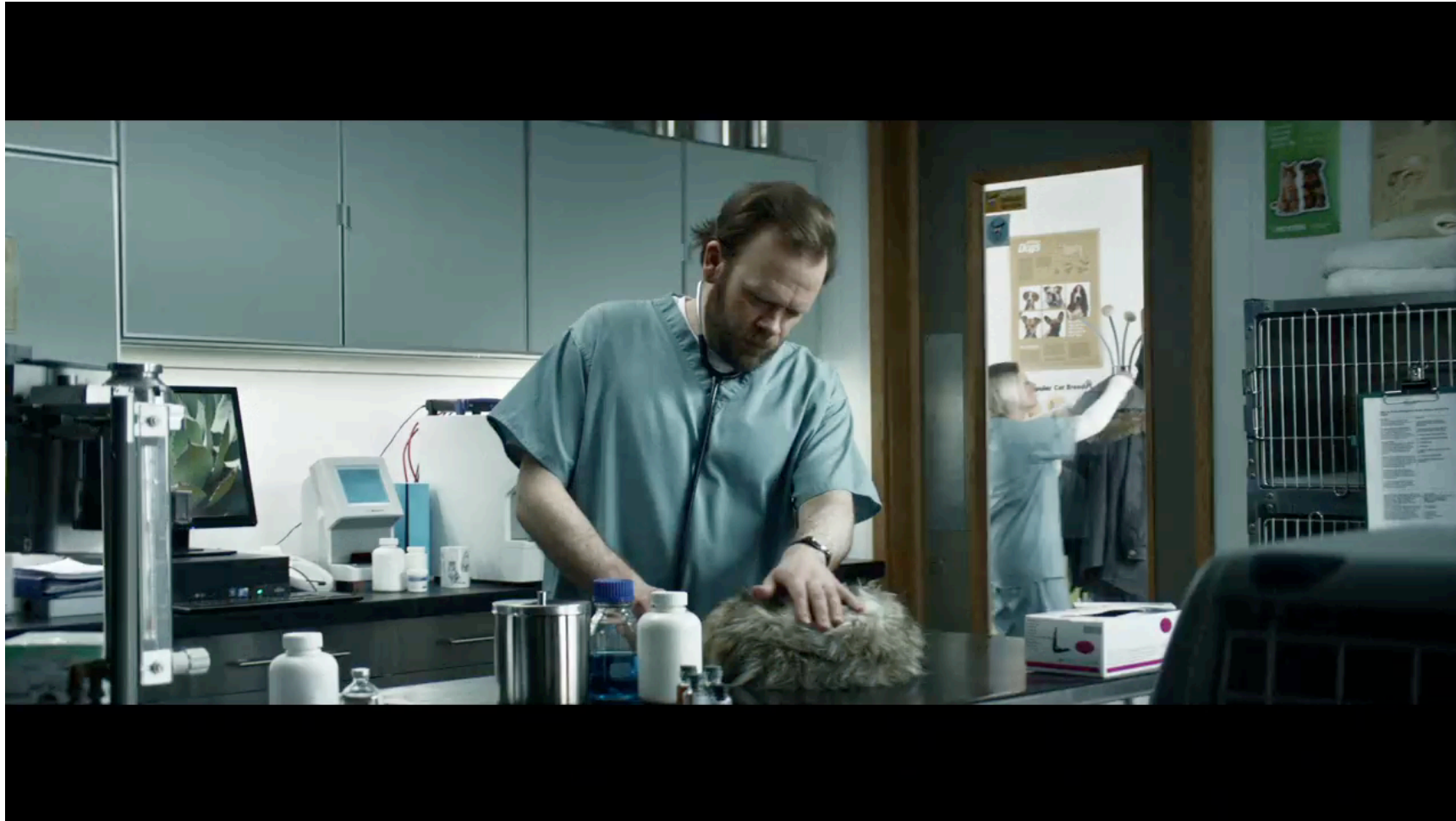
Think about how you could use social media. How can you get young people to spread the message?

THINK, FEEL, DO

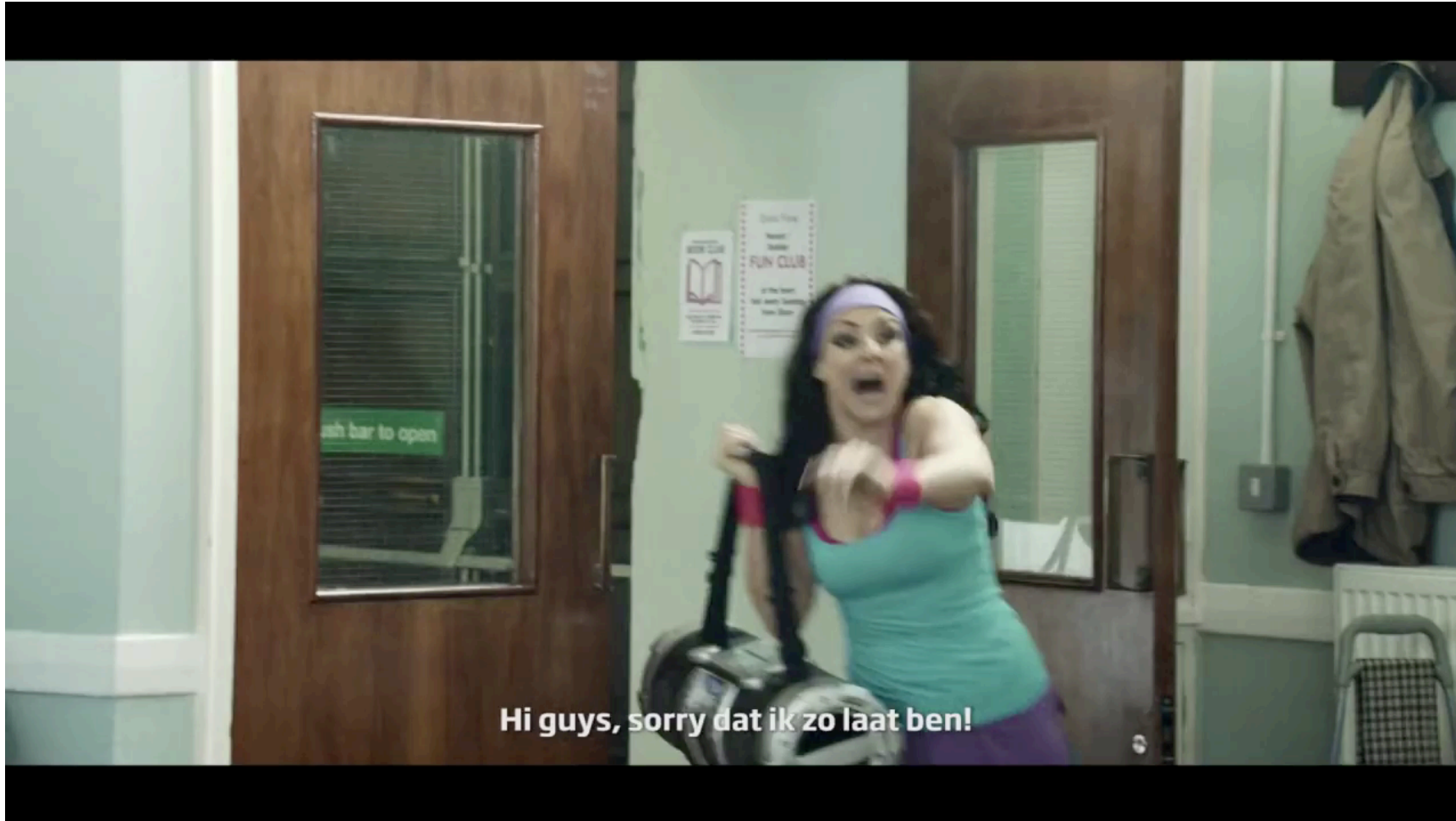
We want people feel reassured that if they come to Specsavers and need glasses, they'll leave looking good.

We know that people don't feel confident choosing glasses. We want to help them feel confident by coming into store and using Frame Styler to pick out their next pair of frames.

INSPIRATION



<https://www.youtube.com/watch?v=l3MUX3V0aUE>



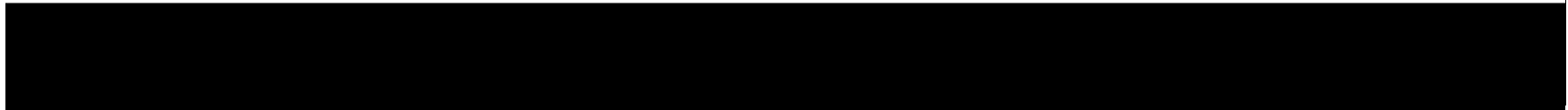
<https://www.youtube.com/watch?v=3KZe05oc428>



<https://www.youtube.com/watch?v=fQLKewo-kQY>



<https://www.youtube.com/watch?v=hbgFaGndIqM>



<https://www.youtube.com/watch?v=goRx7p5OtW4>



Use humour. Have fun. Remember that we are not a fashion brand. Don't base the whole thing on a demo.

RECAP

Specsavers have created an app that helps people choose a pair of glasses that suits them.

They need to tell people about the app and get them in store to use it, using their usual unique brand of humour.

Good Luck!

