

# RETAIL (INCLUDING HOME SHOPPING)



## BRONZE

### Client

Dolland & Aitchison

### Agency

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High street optician Dolland & Aitchison was launching a new range of glasses, Lozza, whose unique selling point is that they are indestructible while at the same time being extremely lightweight.

The promotion, however, had to overcome a perception that the glasses are expensive but apparently flimsy.

Two mailings were dispatched to existing customers to drive them into Dolland & Aitchison shops to try the glasses themselves. The indestructibility of the Lozza range was echoed in the non-tear outer of the mailing.

Spectacle wearers were not the only group targeted. Contact lens wearers were mailed too, as Lozza's rimless

design makes the wearer appear not to be wearing glasses.

Response to the initial mailing was 3.7 per cent, followed by 5.5 per cent for the second. Initial demand for the glasses was so high that there was concern about whether production could keep up with demand. Total sales grossed in excess of £1.7 million.