

Laubman & Pank – Transition Lenses “See the difference”

BACKGROUND

Rather than focussing on price competition, Laubman & Pank’s (L&P) stance was to defend and reinforce its brand position as an expert in eyewear – to provide ongoing education to its customers on advances in eye care and the best eyewear products in the market.

One such product was the Transition lenses – advanced lenses that automatically darken in bright sunlight and return to a clear lens when the wearer steps back inside.

The challenge was to overcome the beliefs that Transitions took ages to darken or lighten, were only compatible with a limited range of frames and for certain prescriptions only.

MARKETING OBJECTIVES

- To educate L&P customers about the benefits of Transitions lenses.
- To achieve a 2% response rate.
- To sell 250 pairs of Transitions Lenses.

STRATEGY

Proposition: *“Experience the difference Transitions Lenses can make”.*

11,158 existing L&P customers were selected with no past experience of prescription sunglasses, but with a prescription that was compatible with Transitions lenses.

The key to convincing customers of the benefits of Transitions lenses was to have them personally experience the technology. Therefore, actual physical samples of the Transitions lens-film were sourced and developed into the direct mail creative.

The DM pack would also include easy-to-understand information with supporting visuals to convey the benefits of Transitions. And as a final deal maker, recipients were invited to come in store and get \$150 off a complete pair of glasses with Transitions lenses.

CREATIVE SOLUTION

The DM pack consisted of a twin-window envelope with clear film in one window and the actual Transitions Lens film in the other. The letter copy invited readers to take the envelope outside and hold it up to the sunlight to quite literally “see the difference” from light-to-dark that Transitions Lenses make.

In line with L&P’s brand positioning as experts in the eye care space, the tone was educational, with a panel providing ample product information.

A \$150 voucher was included, which was redeemable in-store.



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RESULTS

- Tripled target response rate of 6.3% response rate, which equalled the best performing incentivised-mailing pack L&P has ever lodged.
- Exceeded sales target by 184%, which equalled to 711 pairs of Transitions lenses sold.
- A staggering 1034% ROI.

Open Up To Mail gratefully acknowledges Laubman & Pank, Lavender* and ADMA for allowing us to publish the details of this campaign.