



Press Release

ZEISS Wins Top Mobile Award in China

The Vision Care business group was awarded the 2016 TOP Mobile Marketing Innovative Brand Award for digital marketing campaigns

Shanghai (China) / Aalen (Germany) - - - December 7th, 2016

ZEISS Vision Care China has been distinguished with the 2016 TOP Mobile Marketing Innovative Brand Award for its cooperation with China Minsheng Bank, Free Lunch Fund and UCAR Inc. to initiate a series of innovative digital marketing campaigns, focused on creating awareness for the ZEISS brand and ZEISS branded eyeglass lenses. In total, these campaigns generated more than 1 million impressions – more than 150,000 consumers engaged directly with the ZEISS brand and ZEISS products. The official ZEISS Vision Care WeChat channel grew the number of its followers by 200 per cent within one year and reaches now more than 240,000 consumers. The metrics achieved were a convincing argument to select the ZEISS digital marketing activities in 2016 for the renowned award.

Every year the Creative Communication Management Research Centre of Beijing University (CCM) and 17emarketing.com host “The TOP Mobile Awards” ceremony to recognize excellence in digital marketing achievements in China, based on assessment by the top Chinese media and digital marketing agencies.

More information on the TOP Mobile Awards at www.tma999.com/html/meeting

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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops and distributes semiconductor manufacturing equipment, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Semiconductor Manufacturing Technology, Research & Quality Technology, Medical Technology, and Vision Care/ Consumer Optics. ZEISS is represented in over 40 countries and operates more than 30 production sites, over 50 sales and service locations and about 25 research and development facilities.

In fiscal year 2014/15 the company generated revenue approximating €4.5 billion with around 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information at www.zeiss.com

Vision Care

The Vision Care business group is one of the leading manufacturers of eyeglass lenses and ophthalmic instruments. The business group develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. The business group is allocated to the Vision Care/Consumer Optics segment. In fiscal year 2014/15 the segment generated revenue of €1.007 billion with around 9,100 employees.