



## Press Release

### **'Discover the difference. Wear it, see it' – The New Global Marketing Campaign**

**2021 campaign presents the innovative design of ZEISS SmartLife Lenses in a different way.**

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Launched in 2019, the modern all-day lens portfolio ZEISS SmartLife represents a novelty, offering wide fields of view across all distances and in all directions. With excellent [peripheral vision](#) ZEISS SmartLife Lenses address today's needs of spectacle lens wearers. This central product advantage – the wide fields of view while being connected and on-the-move – is the focus of the new marketing campaign illustrating that life is much more than the screens in front of us.

#### **Open up to widen your view**

“Constantly switching between digital devices and the world around us is challenging for our eyes. Our new marketing campaign therefore focuses on one key benefit: ZEISS SmartLife Lenses allow wearers to discover the difference through wide fields of view while they are connected and on-the-move,” explains Zander Hattingh, Vice President Global Marketing at ZEISS Vision Care. The campaign slogan 'Discover the difference' invites spectacle lens wearers to open up their own field of view and effortlessly switch between online and offline, near to far, whether indoors or outdoors. The creative concept behind it is an 'open up' idea that shows spectacle lens wearers of different ages. Thanks to their ZEISS SmartLife Lenses, their field of view opens up, and they realize that they are in the middle of an unexpected, exciting and unique scenario.

#### **From the big idea to creative concept**

The concept behind 'Discover the difference. Wear it. See it.' is implemented in a 360-degree campaign. It features four personas of all ages in different 'discovery' stories that address the complete [ZEISS SmartLife Lens Portfolio](#) for all ages. The campaign aims to support eye care professionals in their stores and during consultations and raise consumer awareness. Therefore, components of the global marketing campaign include various promotional materials such as window displays or consumer brochures and product and campaign websites. A special focus is placed on online marketing tools including the supporting social media campaign, which will be launched on all ZEISS Vision Care channels from early summer 2021. The materials are already available in the ZEISS Marketing Shop for ZEISS partner opticians.



"Since the launch, our new product portfolio has generated high demand worldwide. With our new 2021 campaign, we build on that success and leverage it with a new communication angle that emphasizes life enhancement and making a difference through wide fields of view, driven by cutting-edge optical innovations," adds Hattingh.

SmartLife is a registered trademark of Carl Zeiss Vision GmbH.

**Press contact**

ZEISS Vision Care

Chantal Kaucher

Phone: +49 7361 591-1950

E-Mail: [chantal.kaucher@zeiss.com](mailto:chantal.kaucher@zeiss.com)

[www.zeiss.com/newsroom](http://www.zeiss.com/newsroom)

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**About ZEISS**

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 6.3 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 13 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 32,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at [www.zeiss.com](http://www.zeiss.com)

**ZEISS Vision Care**

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.