

# Safety in Style

Specsavers Safety Eyewear Launch

## The Problem

Specsavers saw growing demand for more comfortable, stylish and wearable prescription eye protection from factory workers and tradespeople who required vision correction.

## The Solution

Shift the conversation around prescription safety eyewear to show everyone that you can protect your eyes without compromising on comfort or style.

## The campaign generated

**52%**  
increase  
in safety eyewear  
sales YOY

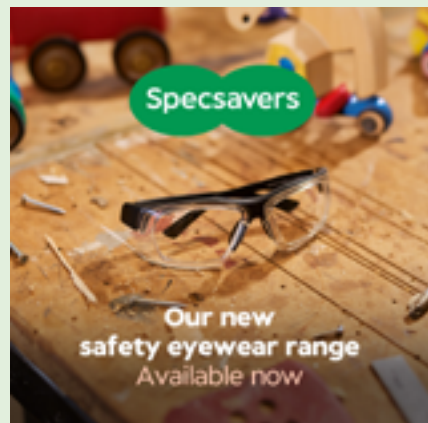
**54%** increase  
in customers YOY

**30%**  
increase in web traffic  
to safety range

## Testimonial

Lauren Raffa, Corporate Marketing Strategist at Specsavers, said: "We needed to reframe the conversation around prescription safety eyewear to show a large, diverse audience they don't have to choose between safety and comfort. The industry-leading campaign by Tangerine delivered this crucial perception shift, resulting in a significant sales uplift in a short space of time.

The team's creative, dedicated and skilful approach allowed us to reach a range of audiences across numerous platforms, with specific, relevant messaging. It has been a real success for the business."



**28,717**  
web sessions

**101,106**  
social content views

**920,385**  
social impressions

**6,500**  
views of  
media coverage

