

Essilor is the world-leader in the development and manufacturing of custom prescription lenses. Currently a \$2.2 billion dollar company, their industry leading brands include DEFINITY®, Varilux, Crizal, Air&Wear and Transitions.

One of Essilor USA's premier brands, Nikon Eyes, had an unexpected opportunity for a new promotional campaign to be highlighted in the optical centers of the 2,447 Wal-Mart Supercenters within the USA.

Essilor USA selected Headwater Strategy for this very high visibility project.

- “We needed a high-impact, original promotional video that visually represented our growing brand. Headwater Strategy’s understanding of our brands, business and global positioning within the market place enabled Headwater Strategy to deliver a multimedia solution that makes a clear impression, just like our products.  
Roberta Reed, Essilor USA
- “Essilor USA is a key vendor to the world’s largest public corporation,” stated Steve Klekamp, Headwater Strategy Principal. “When our clients have an unexpected niche marketing project, they call on Headwater Strategy because we deliver results and make them look good.”



Supporting Essilor's phenomenal growth, for unplanned marketing projects Essilor calls Headwater because of our unique ability to provide turnkey solutions that make our clients internal or external communications successful. Headwater Strategy knows that Essilor is a key supplier to Wal-Mart, and a simple promotional video was given the same dedicate as a rebranding campaign or national product launch. The next time you're in a Wal-Mart Supercenter look for the Nikon Eye video in the optical center. The video will leave you with a clear perspective of Essilor USA's brand, thanks to Headwater Strategy.