



It's about seeing clearly
to see what really matters

It's a break from screens
to focus on our surroundings

It's about finding a way
to pause in technology.

IT'S TIME TO FOCUS ON WHAT REALLY MATTERS.

Seeking breadth means allowing yourself the time necessary to explore the world around you in your own time, being able to focus on what catches your attention. It is the conscious act of slowing down so that you can savor the view in its entirety and be attentive to all the details. Thinking like this, Varilux XR invites you to relax and seek a new focus: On your goals. In a healthier view. In you.

AND IT ALL STARTS WITH SPECIAL SEEDING.

THE FIRST STEP IS TO SEND AN
INVITATION TO THE PUBLIC

THE EFFECT OF TIRED SIGHT WILL
BE POSSIBLE TO FEEL

DETAILS OF THE XR SERIES
TECHNOLOGY WILL BE IN THE
MATERIAL



To do this, we will send everyone a poster. This poster will be delivered inside a folder with the Varilux logo, as if the person were receiving the results of their vision test.



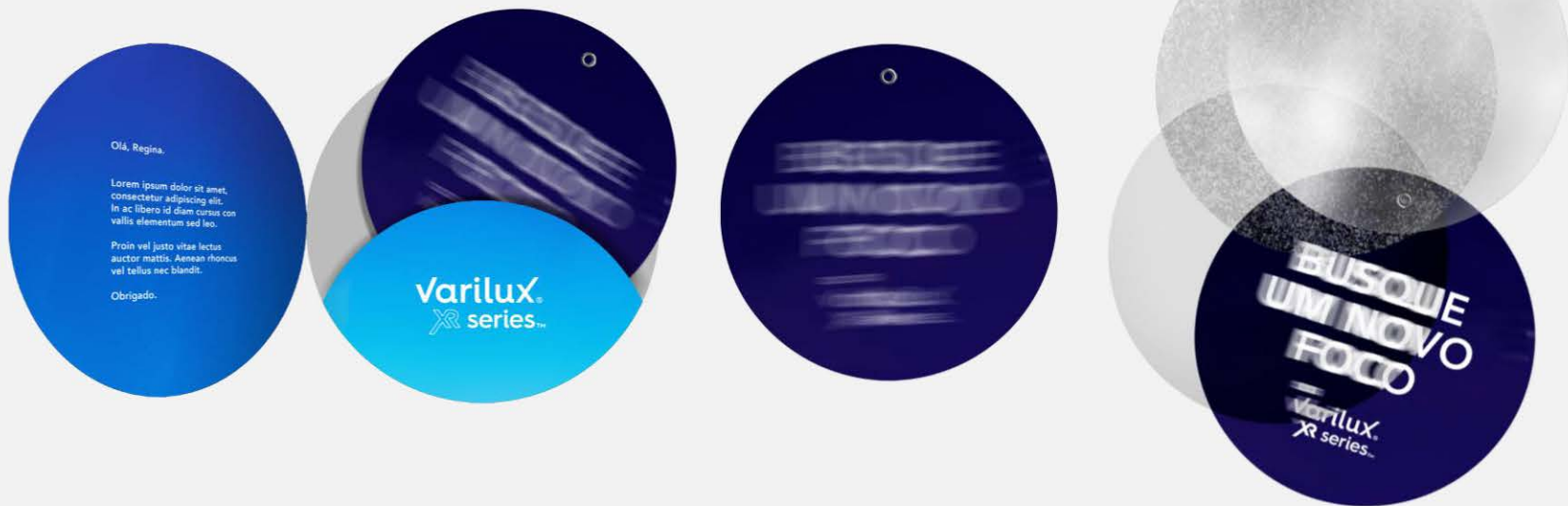
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The poster has a rounded shape, with several layers that simulate the lenses of an ophthalmological measuring device. With each layer that the person moves (as on the device), the image becomes clearer, until our final message is reached: **SEARCH FOR A NEW FOCUS WITH VARILUX XR SERIES.**



WITH THE SEEDING IN HANDS, WE LEAVE TO THE EVENT

VARILUX INVITES YOU TO SEARCH FOR NEW FOCUS ABOUT THE CITY.

IDEA DECK

Our launch event will take guests to a lunch in the sky with Dinner in the Sky BR, providing a new view of the city of São Paulo and encouraging those present to focus their gaze and contemplate the city from angles they are not used to. to have.

To this end, we will make binoculars available to everyone present. Right at the entrance, welcoming those who arrive, an avatar inside an LED panel with sensors to replicate the movements of those who are placed in front of them, like a digital twin, "predicting" their movements, while the qualities of the Varilux XR lenses are explained in voiceover.



AFTER AN IMMERSIVE EVENT,
WE DIRECTION LOOKING
AT ONE PR STUNT THAT
MAKES EVERYONE
UNDERSTAND THE NEED
FOR VARILUX LENSES.



In several shopping malls, we will position several LED totems at a distance of 3m to 4m each that will carry an awareness message about the effects of tired eyes and the consequences of excessive use of screens.





FIRST PERCEPTION

This message - which will appear on the screens in motion format, with movement, increasing and decreasing in size, getting closer and further away - will progressively become more grounded and, consequently, more difficult to read. The idea is to attract the attention of passers-by, who will subtly notice the increased difficulty in absorbing that message.

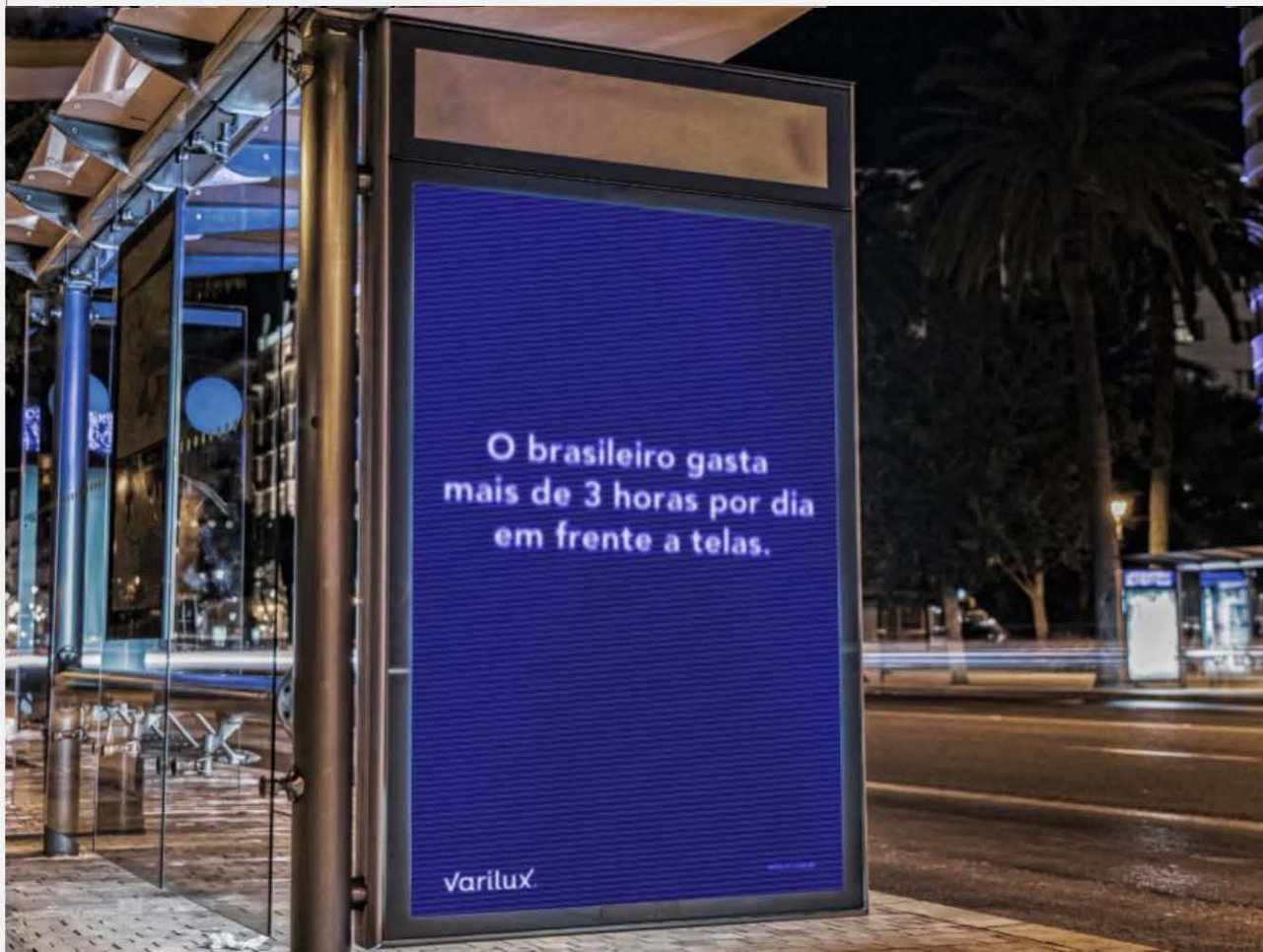
SECOND PERCEPTION

On the last totem, the text is already completely blurry. Then, an animation of the Varilux XR lens descends on him, improving vision instantly. The message that reads is: If you experience similar difficulties in your day-to-day life, you may suffer from tired eyes. Consult an ophthalmologist. Enter the Varilux XR logo with an image of the lens.

FINAL RESIDUAL

Next to the last totem, a small stand, where the brand's customer service invites interested parties to take the acuity test on an iPad with the result automatically sent to the person's cell phone, and delivers a discount voucher to partner opticians upon ordering of Varilux lenses.

ADAPTING THE ACTION FOR OOH



Taking advantage of points that already have screens for advertisements, we are going to bring the same concept, but instead of several totems, an image that becomes progressively blurred until the XR lens animation enters again, the text appears clearly inviting the person to see an ophthalmologist, if you have experienced effects similar to those shown by the animation in your daily life, with the constant use of cell phones and computers.