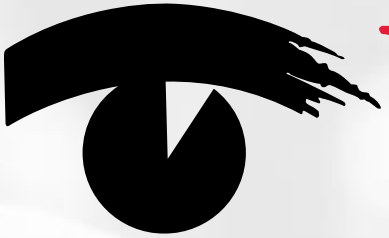




If you couldn't read the subtitles. Schedule an exam.



Visionworks

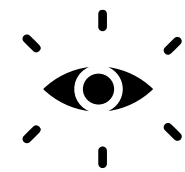
ALLIE RUPKALVIS | MEJO 701 | OCTOBER 29, 2025



TABLE OF CONTENT

- What is Visionworks?
- What is the problem?
- Watch the “Subtitles” campaign
- Insights and strategy
- Results and takeaways

WHAT IS VISIONWORKS?



WHAT IS IT?

Visionworks is one of the largest optical retailers in the United States, with more than 750 locations in 41 states.



WHAT IS PROVIDED?

Visionworks helps its patients maintain vision by providing eye exams, eyewear, and eye health services.



WHAT IS THE MISSION?

Visionworks is dedicated to humankind's most precious sense – sight. Its mission is to simplify eye care, making it simple, accessible, and human.



WHAT IS THE PROBLEM?

7

hours per day of
staring at screens for
the average American

84%

of Americans deemed
sight the most
important sense

<50%

of Americans get
annual eye exams

2X

more in ad spend for
competitors of
Visionworks
(1-800 Contacts &
America's Best)

7/10

Gen Zers believe they
have a much harder
time 'adulting' than
their parents did





BUSINESS PROBLEM

People often avoid eye care because it feels complicated and unnecessary, especially for younger generations.



BUSINESS GOAL

Increase eye exam appointments and make Visionworks a go-to brand for simple, accessible, and affordable eye care.



CONSUMER PROBLEM

Eye exams are easy to put off because they are complicated and only add more stress to daily life.



CONSUMER GOAL

Clear and simple ways to take care of their vision, stay healthy, and remain stress-free.

“SUBTITLES” CAMPAIGN



<https://www.youtube.com/watch?v=Sqwrzdr3pJs>

CONSUMER INSIGHT

People love subtitles
but they **avoid the eye**
health maintenance
required to see them.

context/situation

tension/unmet need

underlying motivation



STRATEGY & EXECUTION



AUDIENCE TARGETING

Younger audiences, especially Gen Z and millennials, overwhelmingly use subtitles – nearly twice as often as older generations.



“BOMB” VS “BED”

They used two foreign short films, Bomb (German) and Bed (Japanese), with English subtitles that gradually shrink, mirroring the layout of a Snellen eye chart.



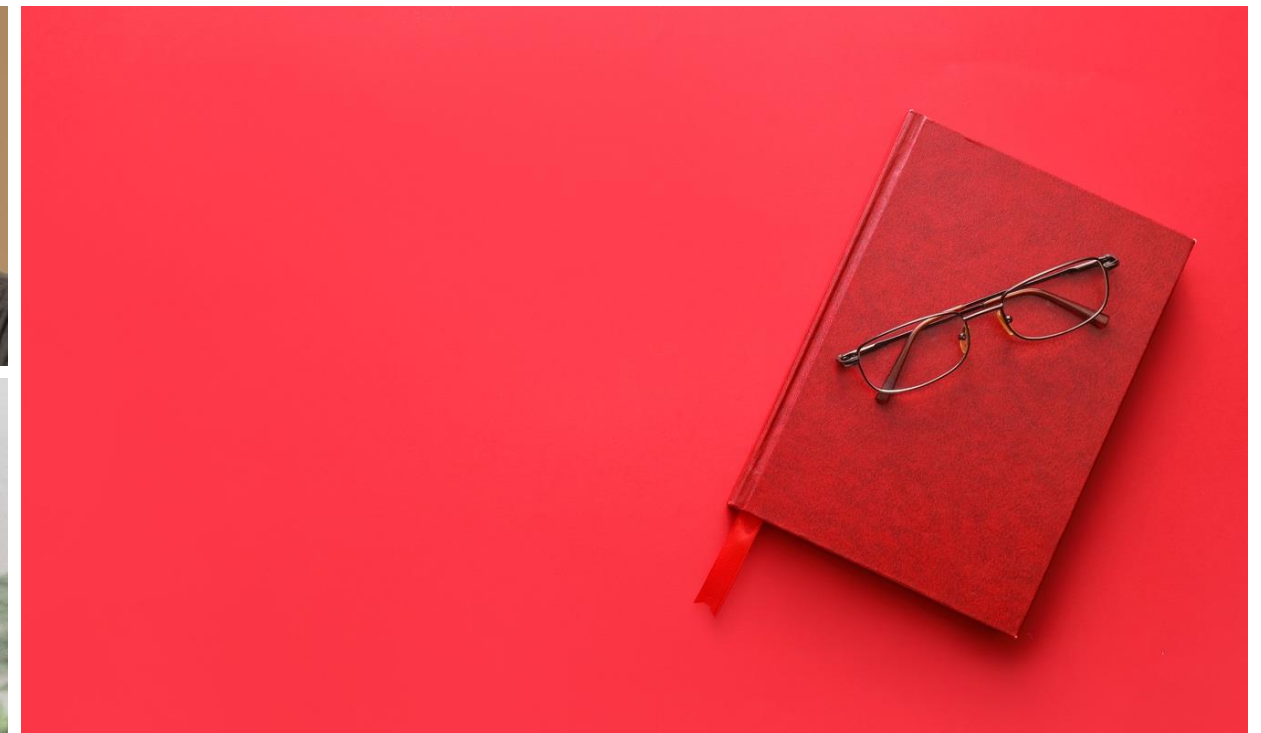
HIDDEN BRAND

Branding was hidden until the end because the ad had to “trick” viewers into taking the test first. The ending screen is a simple wake-up call.

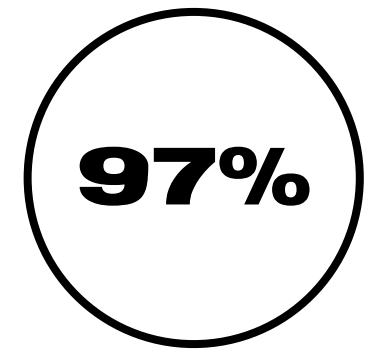


6 PAID MEDIA CHANNELS

With a total media budget of \$3.5M, they stretched our media dollars across 6 paid media channels to debut “Bomb Test” and “Bed Test” on broadcast TV, OTT, cinema as well as on digital and social channels.



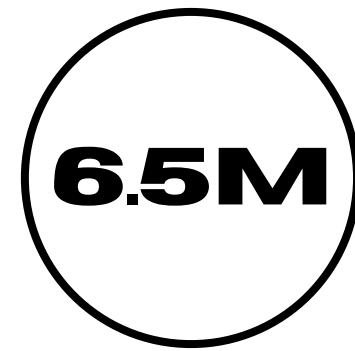
SUCCESSFUL RESULTS



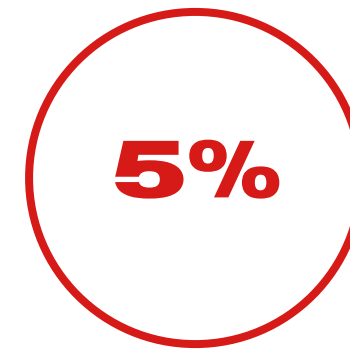
video completion rate
reaching 1.1M weekly
for the duration of the
buy



social impressions



cinema impressions



average engagement
on both Instagram and
TikTok



impressions from top-
tier news outlets and
trade publications



AND exam bookings surged, driving thousands of new customers in one month (March).



LESSONS & TAKEAWAYS

- Creativity can outperform budget
- Meet people where they already are
- Interactivity deepens recall
- Make health feel more approachable
- Blend entertainment with education to drive behavior change

THIS WAS A TEST
IF YOU COULDN'T READ THE SUBTITLES
SCHEDULE AN EXAM

Visionworks





THANK YOU

ANY QUESTIONS?