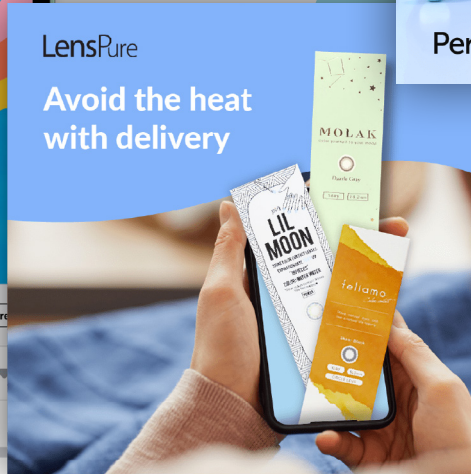
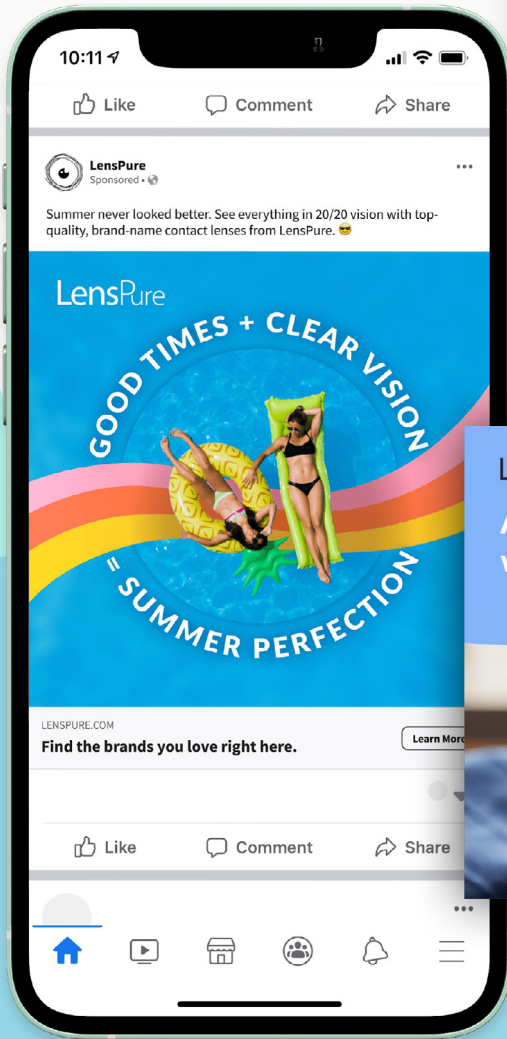




LMG

200c. Social Media - Social Campaign



As contact retailers in a crowded market, PefectLens and LensPure came to us in search of a distinct visual style for their new digital ad creative. With major players like 1-800-Contacts to contend with, the team set out to create a premium-feeling visual brand that adapts easily to new colors, patterns, and seasonal themes. The resulting ads are dynamic, engaging, and future-proof, able to be adapted for any of the holding company's brands.