



CooperVision®

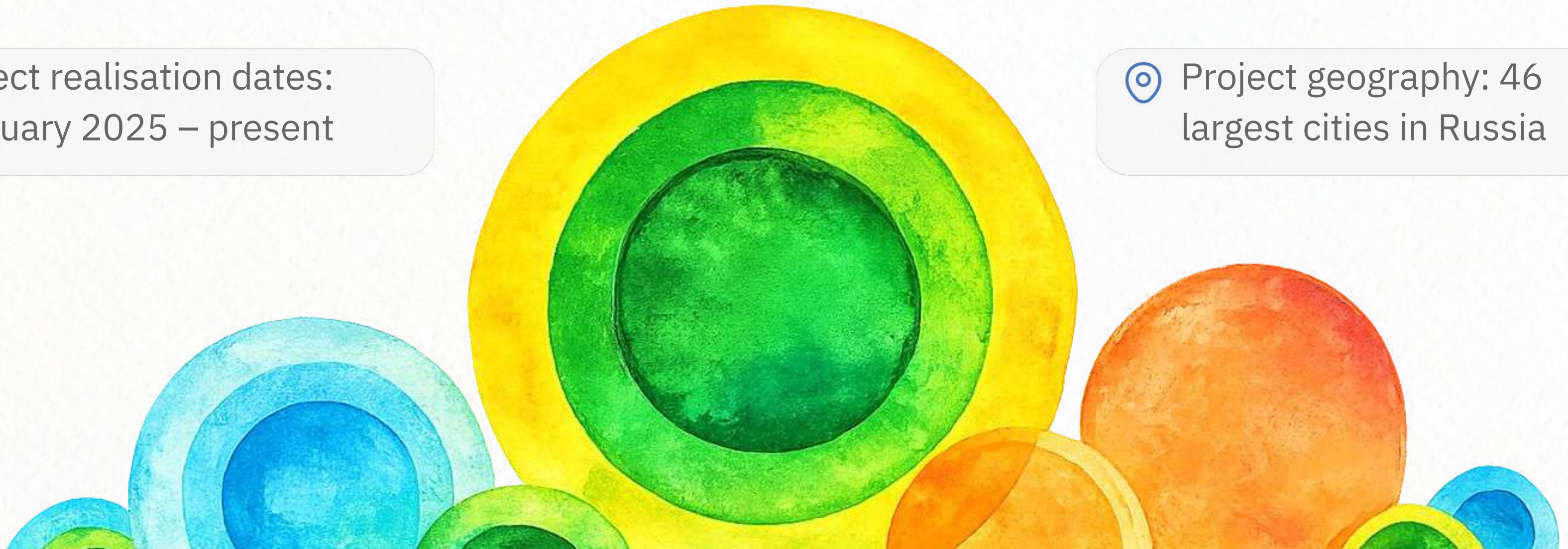
Creating CooperVision brand space in partner optical stores



Project realisation dates:
February 2025 – present



Project geography: 46
largest cities in Russia



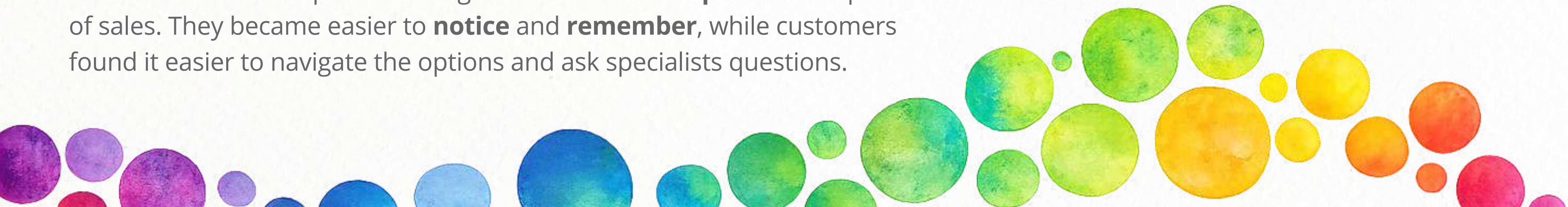
PROJECT OVERVIEW

It was important for us to **strengthen CooperVision's presence** in optical stores and make the contact lens category more visible inside the retail space.

To achieve this, we launched a **branded in-store zone** program across optical stores throughout Russia, where each retail chain received a dedicated space with visual identity tailored to its private label line.

This became a tool that **increased** brand awareness, **highlighted** the contact lens category, and **enhanced** the value of partner retail chains.

Own trademarks of optical stores gained a clear **visual presence** in points of sales. They became easier to **notice** and **remember**, while customers found it easier to navigate the options and ask specialists questions.



PROJECT UNIQUENESS

No competitor in the country has implemented such a systematic branding approach. CooperVision was one of the first to consider creating retail spaces where design not only sells the product but also fosters a culture of vision care.

We proved that retail design can address both **business goals** (increasing customer return rates within a specific chain) and **social goals** (early diagnosis of myopia, astigmatism, and presbyopia, as well as fostering a culture of children's eye care among parents).



KEY-PRODUCT

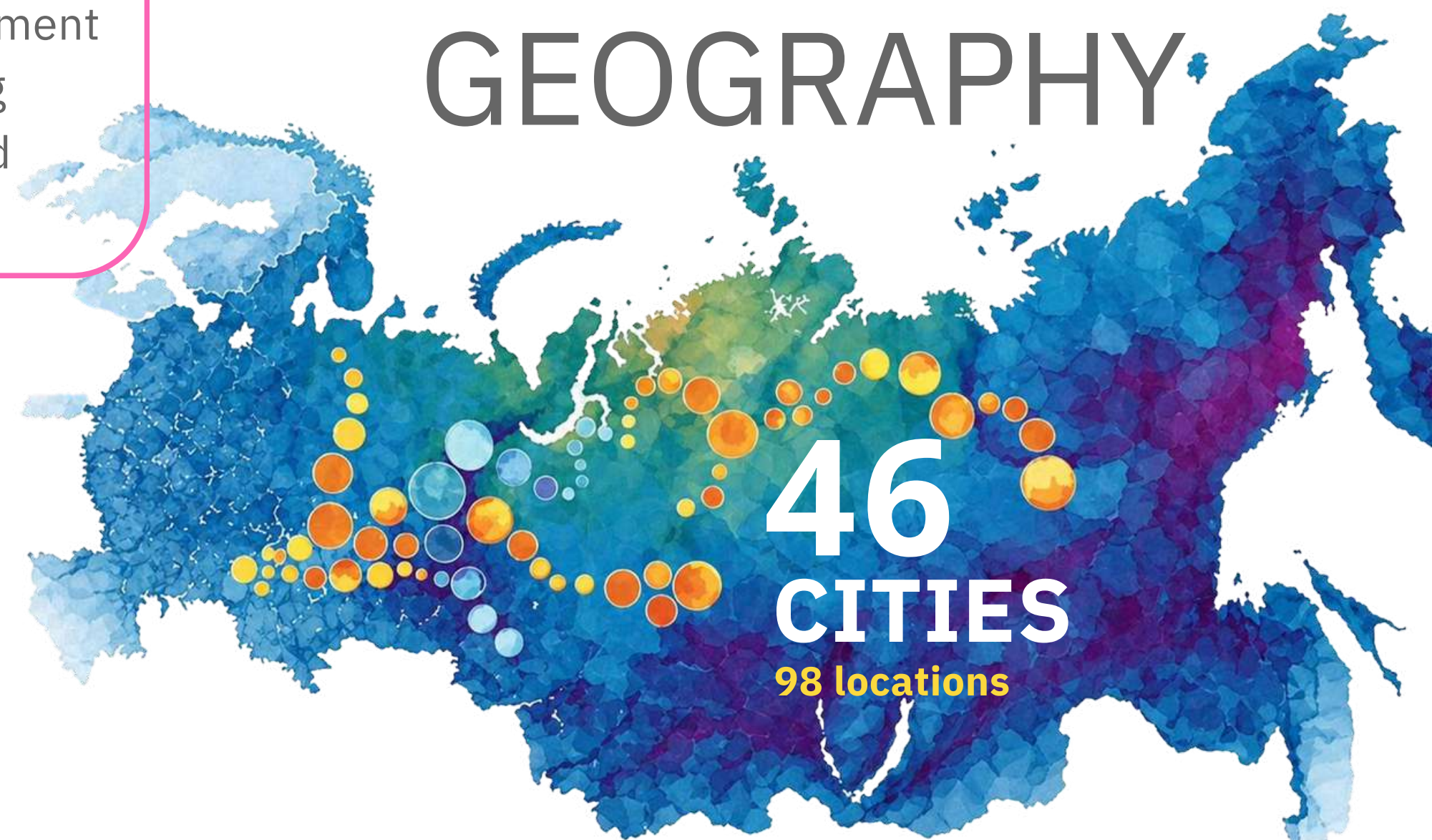
The project includes three adult product lines and one innovative children's line — **MiSight** (a single brand of children's lenses designed to slow the progression of myopia).



CooperVision contact lenses and their private label versions for retail chains are a leading brand in the myopia segment (more than 30% of users), with strong positions in specialty lenses (toric and multifocal).

Adult lenses are distributed via a **private label** model — each chain features its own brands, such as **Aculife** in Schastlivy Vzglyad, **Airomoist** in Optic City, **Biosoft** / **Biosoft Premium** in Kronos, and **Airway** in Kord.

GEOGRAPHY



TARGET AUDIENCE



Audience 1: adult contact lens users, predominantly women, who already have lens-wearing experience.



Audience 2: parents of children aged 7-17 and the children themselves, who come to optical stores for eye exams, glasses or lenses. They interact with this project at every stage of the visit: from consultation to solution selection and purchase.



Audience 3: ophthalmologists and optical consultants, who explain the difference between glasses and lenses, recommend solutions, answer safety-related questions, and help reduce parents' concerns during the decision-making process.

BUSINESS GOAL

Increase sales of CooperVision products

in **partner optical stores** by transforming the point of sales from **a place to buy** glasses into **a space** where customers can more **easily choose** contact correction and trust the brand.

COMMUNICATION GOAL

Increase awareness of the possibilities of contact correction, dispel myths about lenses, and build trust in the brand at the point of sale.

PROJECT OBJECTIVES

1. **Increase the visibility** of the brand and private label lines in offline optical stores.
2. **Draw adult customers' attention** to the contact lens category as an alternative to glasses.
3. **Raise parents' awareness** of childhood myopia and the MiSight product.
4. **Reduce barriers and myths** associated with lens use: fear that a child will not manage lenses, too sensitive price and limited understanding of progressive myopia.
5. **Strengthen customer loyalty** and repeat visits to partner retail chains.
6. **Promote contact vision correction** and medical services associated with the CooperVision contact lens portfolio through conferences.

PROBLEM

Visitors of optical stores pay insufficient attention to the contact lens category because:

- Lenses are poorly represented and visually lost within the store environment.
- The category appears medically complicated.
- Parents of children with myopia often do not know about lenses that slow its progression and perceive glasses as the only solution.

As a result, the decision is postponed or fully delegated to the specialist, while the store environment itself does not help initiate this conversation.

SOLUTION

Draw attention to the contact lens category through a comprehensive approach that includes:

- Creating branded CooperVision zones tailored to a specific retail chain and product.
- Establishing a dedicated zone for the children's product MiSight that works with the emotions and trust of both parent and child.
- Holding a series of educational events for ophthalmologists and consultants from partner optical stores.



BIG IDEA

**AN OPTICAL STORE IS NOT JUST A POINT OF SALE,
BUT A SPACE WHERE AUDIENCES GET TO KNOW THE
BRAND AND THE CATEGORY.**

It is a place where zoning, navigation, and branded spaces make the product visible, while parents learn about lenses that slow myopia progression and find it easier to start a conversation with a specialist.



STRATEGY

Create unique branded zones for each chain's **own trademark of contact lenses**, reinforcing exclusivity and partnership.

The creative concept is built on an individual design that cannot be reproduced in another location. A special focus is placed on **MiSight** children's zones as the emotional center of the project.

Key insight

In optical stores, decisions are mainly made under the influence of the visual structure inside the store and trust in the specialist.

That is why, instead of classic POS materials, a strategic decision was made to work with the in-store space itself as a communication channel.

CHANNELS AND TOOLS

1. COOPERVISION BRANDED SPACES IN PARTNER OPTICAL STORES:

- Full cycle: from 3D design to installation at special locations.
- The physical retail space is the main communication channel.
- Lighting, navigation, ergonomics, and visual accents create a holistic customer experience.

2. EDUCATIONAL EVENTS FOR SPECIALISTS

13 conferences were held in **12 cities**, including presentations of the new products **MyDay, Clariti Multifocal and MiSight**, as well as **training** for ophthalmologists and consultants from partner optical stores on working with the company's **four key products**.

CooperVision's brand spaces in optics



BEFORE/AFTER

 Moscow



BEFORE/AFTER

📍 Orenburg



📍 Saint-Petersburg



BEFORE/AFTER

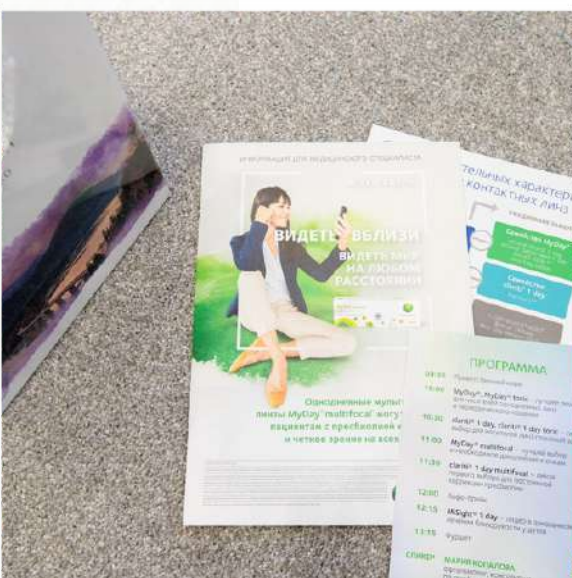
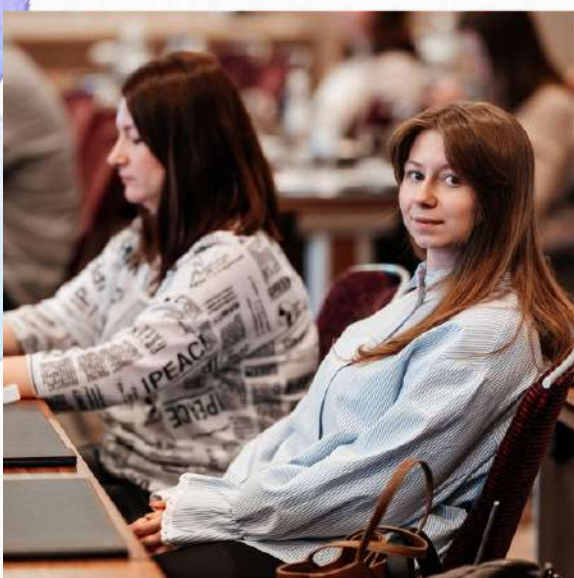
📍 Nizhny Novgorod



📍 Ufa



Event photo



RESULTS

50 %

sales growth

of CooperVision contact lenses
in branded optical stores
compared to the same period
before the project

12 %

share growth

of CooperVision private label
products in lens sales

25 r.p.

increase of customer return
(repeat purchases in the same
chain)

(conversion to the 2nd purchase has grown from 29%
to 54%)

5 %

average check growth

in the contact lens category

13

events held

in 12 cities

1300

**ophthalmologists and partner
optical consultants** trained

CONCLUSIONS

The project transformed the perception of optical stores, turning them from standard retail outlets into branded spaces with a carefully considered visual environment.

- This strengthened brand trust and increased the value of partner optical networks.
- Additionally, the project generates a long-term effect: customers return to the optical store specifically for "their" brand of lenses.
- The project shifted the role of contact lens correction within the optical retail environment: **moving away from being a secondary, barely noticeable category, lenses now capture the customer's attention and are discussed more frequently with the specialist during visits.**

Through design, zoning, and navigation, the project also generated a social impact: parents are learning about myopia-slowing lenses and are more frequently consulting specialists about them.

For the **CooperVision** brand, this represents a shift from sporadic engagement to a long-term offline presence; the brand has established itself within optical practices not merely as a supplier, but **as an expert and partner that shapes category standards.**