

Deadlines by day – dancing by night?!

Wöhlk Contactlinsen are proud to present a new image campaign and a fresh corporate design at opti 2017.

Schönkirchen/Munich, 28 January 2017 – doc by day | diva by night, baker by day | biker by night - Wöhlk has a new campaign and is presenting it for the first time at opti 2017 in Munich. Under the three slogans, and in a pleasant and entertaining manner, the contact lens developer demonstrates how flexible and independent you can be by wearing both glasses AND contact lenses. “We want to encourage glasses wearers to wear more contact lenses, and we want to draw attention to those instances where contact lenses have clear advantages over glasses, such as sport or going out”, head of marketing Stefan Haase explains as the campaign idea. “Contact lenses give those who wear them a form of personal freedom – everyone can decide for themselves when they want to wear glasses or contact lenses, and feel great when wearing both.”

Over the course of the campaign, Wöhlk is also getting a fresh corporate image, with a modern logo, elegant colours and rounded forms, and this year, the trade fair stall at opti is dark grey. In future, Wöhlk contact lenses will be expanded around the *Meine Linse* claim. It fits perfectly: “With this, we can accurately express what Wöhlk stands for. It is our goal to create the perfect lens for each eye which matches individual, personal requirements” says Stefan Haase.

A cinema advert also forms part of the campaign which was produced alongside shooting for the theme of the campaign. The three models are assuming different roles: a businesswoman, a tango dancer, a doctor, a diva, a baker and a biker and show how much a face can change with or without glasses. The protagonists shine with their personal freedom and satisfaction. This cinema advert is not just shown at the stall: optician businesses have the opportunity to order and receive these adverts with personalised taglines, including 3 media budgets for circulation in cinemas across the region, each amounting to 1,000 Euro.

About Wöhlk Contactlinsen GmbH

With the invention of contact lenses, Heinrich Wöhlk founded not just modern optics technology, but also laid the groundwork for Wöhlk Contactlinsen GmbH. Today, the medium-sized company is the market leader in Germany in the field of individual contact lenses and is a pioneer in the development of innovative materials, manufacturing processes and products. Research, development and production take place at the company's headquarters in Schönkirchen, near Kiel, where the research and development department as well as a contact lens studio are situated. Under the leadership of owner and managing director Lothar Haase, around 140 highly qualified specialists and experts are employed here, all working towards a joint goal: superior contact lenses for vision and comfort of the highest quality.

www.woehlk.com

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