



## Press Release

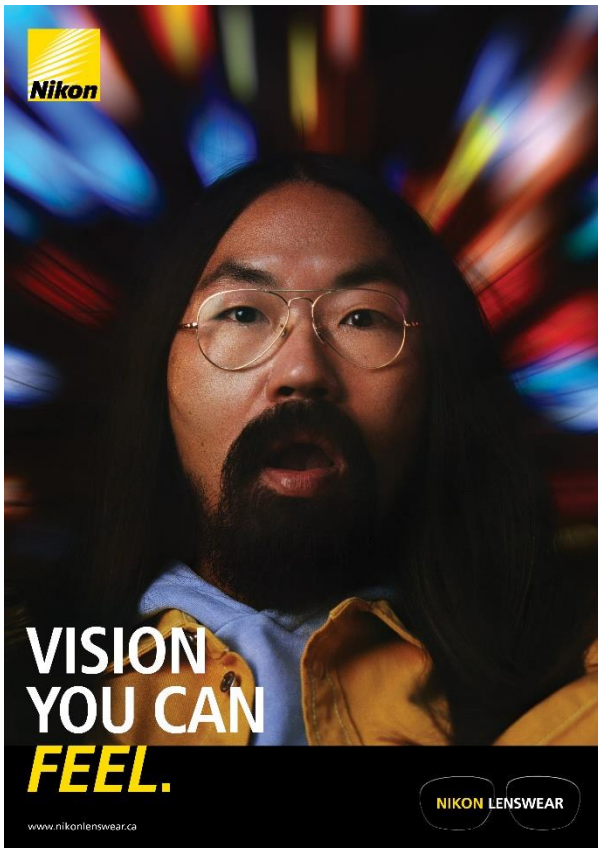
September 16<sup>th</sup> 2024  
Nikon Optical Canada  
Montreal, Canada

### **NIKON OPTICAL UNVEILS "VISION YOU CAN FEEL" CAMPAIGN IN CANADA**

#### **BEYOND PERSONALISED VISION**

With over 100 years of heritage, Nikon Optical Canada is devoted to using its knowledge and understanding of sight to bring a unique life experience to each wearer of its eyeglass lenses. Its meticulous and detailed effort in its product development goes beyond providing the best personalised vision to eyeglass wearers.

The premium lenswear brand truly believes that it is not only crucial to see everything in sight clearly but also to have the right vision, so that every single moment of life is elevated. With this in mind, Nikon Optical Canada is excited to announce its launch of the 2024 brand campaign, Vision You Can Feel.



#### **VISION YOU CAN FEEL**

The launch of this campaign starts with a new brand video that celebrates the feeling of seeing the world in a new light. Inspired by the brand's philosophy towards not just creating eyeglass lenses but also focusing on enhancing the way people experience the world, Nikon Optical invites consumers to discover 'Vision You Can Feel.'

To stand out as a premium lens creator, honour Nikon's rich heritage and craftsmanship and connect with consumers on an emotional level, the campaign shows Nikon Optical not only as a technical brand but also as an aspirational brand.

This latest video introduced a diverse cast of characters, each experiencing the powerful emotion of a moment. It shows that every gaze can turn into an adventure and every vision an individual experience can become a journey filled with emotions and unforgettable memories. The video features poignant and visually striking scenes that transport audiences into the eyes, hearts and minds of individuals who wear Nikon lenses, to see life with newfound richness and clarity.

The video's direction is anchored in elevated, but relatable, day-to-day situations with subtle, modern cues of Japanese heritage. It is more than just a showcase of cutting-edge lens technology; it's an invitation to see life with unmatched clarity and vibrancy.

Nikon Optical not only develops the thinnest, clearest and most innovative lenses but also to enable one to see, experience, feel and remember life's greatest moments.

Thinking of the Nikon brand, we know that it is intrinsically linked to the notion of memories and what makes memories unforgettable is the emotions that were felt at a particular point in time. Vision You Can Feel, translates the strength of Nikon Optical and its difference in the optical industry - beyond producing high-quality eyeglass lenses, it is its ability to create proximity, trust and connection with the consumers, in particular, the younger generation.

### **CAMPAIGN LAUNCHES ON SOCIAL MEDIA**

Vision You Can Feel campaign is launching across Canada on September 16<sup>th</sup> 2024 until October 24<sup>th</sup> 2024. The campaign will be featured in the digital space, mainly Instagram and Facebook, persuading consumers to learn more about the brand and to drive consumers to our partner locations.

For more information about Nikon Optical and its Vision You Can Feel campaign, visit the Nikon Lenswear [website](#) or contact your Nikon Business Development Partner.

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### **About Nikon Optical Canada**

With over 100 years of heritage, Nikon is well known for its Japanese know-how and innovative technology in the field of high-precision optics.

Since 1946, Nikon Optical Canada has remained one of the most innovative ophthalmic brands, responsible for numerous innovations in ophthalmic lens technology.

This year, Nikon Optical Canada celebrates 35 years of expertise enabling Canadians to see with precision and experience their finest moments.