



NEW  
**Crizal<sup>®</sup>**  
**Rock<sup>™</sup>**

# DIGITAL TOOLKIT

We're proud to announce the launch of the latest innovation in the Crizal<sup>®</sup> family of products, new Crizal<sup>®</sup> Rock<sup>™</sup> No-Glare lenses. This toolkit will guide you in implementing new *Crizal* marketing content updated to include messaging focused on durability.

This content will introduce your patients to *Crizal* No-Glare lenses before they begin their in-practice journey — raising awareness, sparking interest, and ultimately helping drive purchase.



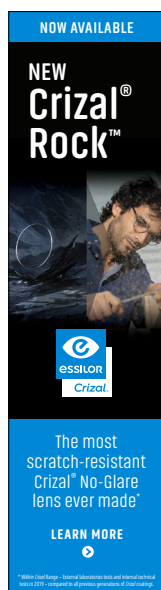
# BANNER ADS

Banner ads can help draw interest and attention online while informing viewers of the launch of Crizal® Rock™. There are two banner ad versions available, and they can be downloaded from EssilorPRO.com

## RECOMMENDED PLACEMENT:

Place the banner ads on your practice's website to educate patients and start conversations during their visits.

Version 1



Version 2



# SOCIAL MEDIA CONTENT

This content includes images and accompanying copy to be used to create two different social media posts about the launch of Crizal® Rock™.

## RECOMMENDED PLACEMENT:

Accessed via EssilorPRO.com, this post content is designed for Facebook and Instagram. However, you may also use the content on other digital platforms as well, including your own practice website. See the next page for usage instructions.

Version 1



### FACEBOOK AND INSTAGRAM COPY:

Crizal® Rock™, the most durable Crizal® No-Glare lens, making scratches and smudges a thing of the past.\*

#seemoredomore #🕶️ #CrizalRock #durability

\* Within Crizal Range – External laboratories tests and internal technical tests in 2019 – compared to all previous generations of Crizal coatings.

Version 2



### FACEBOOK AND INSTAGRAM COPY:

Crizal® Rock™, the most durable Crizal® No-Glare lens, making scratches and smudges a thing of the past.\* Schedule a visit with us at [ECP website] to learn more!

#seemoredomore #🕶️ #CrizalRock #durability

\* Within Crizal Range – External laboratories tests and internal technical tests in 2019 – compared to all previous generations of Crizal coatings.



# SOCIAL MEDIA CONTENT INSTRUCTIONS

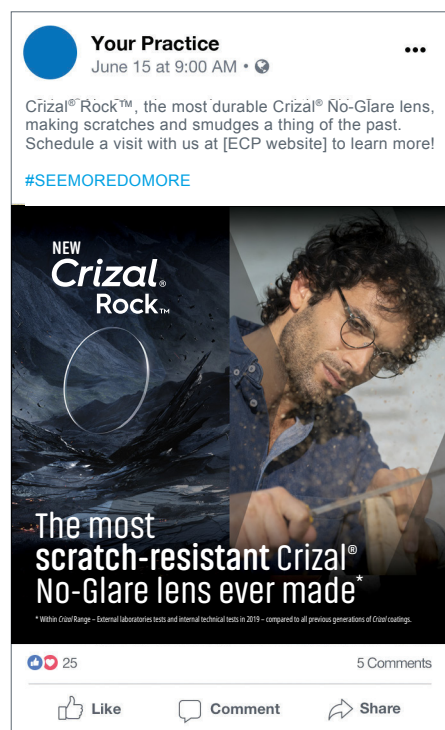
The social media posts included with this kit will help you announce the launch of Crizal® Rock™ and drive patients to schedule an appointment at your practice. Each post includes a placeholder where you can add a link for online booking. You may also use post this content on your practice's website or other digital platforms.

**To access post content, visit [EssilorPRO.com](https://EssilorPRO.com).**

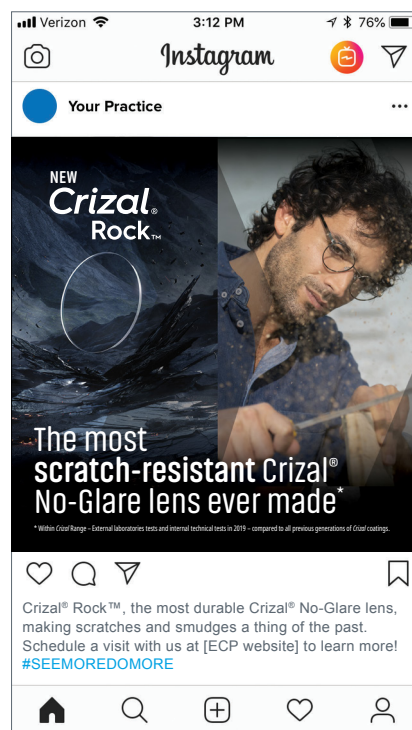
*This Digital Toolkit is intended for use by your practice only. Please do not distribute, copy, or otherwise transfer these materials to a third party. The content of the social media posts provided herein should not be altered or modified in any way (except for adding your practice information where indicated) without Essilor's prior written approval.*

1. Go to [EssilorPRO.com](https://EssilorPRO.com) and log in.
2. Access the LitLink catalog to download the images to your computer.
3. Upload the image to the corresponding social media platform.  
*Image dimensions are optimized for Facebook and Instagram.*
4. Write in the corresponding content. Insert your practice URL, or use a Bitly link. If this step isn't applicable for your practice, simply remove the URL placeholder before posting. *Instagram does not enable clickable links in posts. The URL placeholder has been removed from copy specific to that platform. Bitly allows you to shorten, share, and manage links. Visit <https://bitly.com> to create a Bitly for your website.*
5. Publish your post!

## POST EXAMPLES:



Facebook



Instagram

# VIDEO

Videos are an engaging way to connect with viewers and provide a real life proof point for Crizal® Rock™. There is a condensed Crizal® Torture Test video available and it can be downloaded from [EssilorPRO.com](https://EssilorPRO.com).

## RECOMMENDED PLACEMENT:

Download and play the video in your waiting room screens so patients can engage while they wait for their appointment to start and can ask questions.

You can also use the YouTube link to embed the video onto your practice's website.

Download the video in the resources section at: [EssilorPRO.com/Crizal-Rock](https://EssilorPRO.com/Crizal-Rock)

## VIDEO SCREENSHOTS:

