



CHOOSE ACUVUE®

*INTRODUCING OUR LATEST CONSUMER
MEDIA CAMPAIGN TO HELP SUPPORT
YOUR BUSINESS*

ACUVUE® OASYS MAX 1-DAY

ACUVUE®



Encouraging more patients to choose ACUVUE®

Our latest ACUVUE® campaign is here, featuring **ACUVUE® OASYS MAX 1-Day**, our next level contact lens.¹

Designed to **drive new patients** who want to try the latest in contact lens technology **right to your practice**, where they can **experience the benefits** of ACUVUE® OASYS MAX 1-Day Contact Lenses with a free[†] trial.

The campaign features:

Over
850k
audience
reach

ACUVUE®
OASYS MAX
1-Day
TV Ad

Huge
Social Media
support

Tailored
assets
for **your**
practice

As seen on:



prime video

itvX

sky



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Help more patients discover our next level contact lens¹

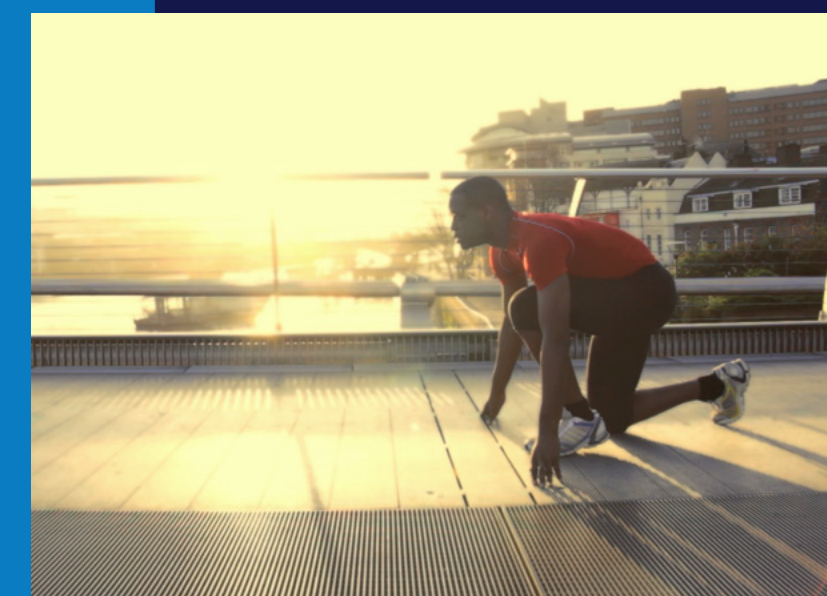
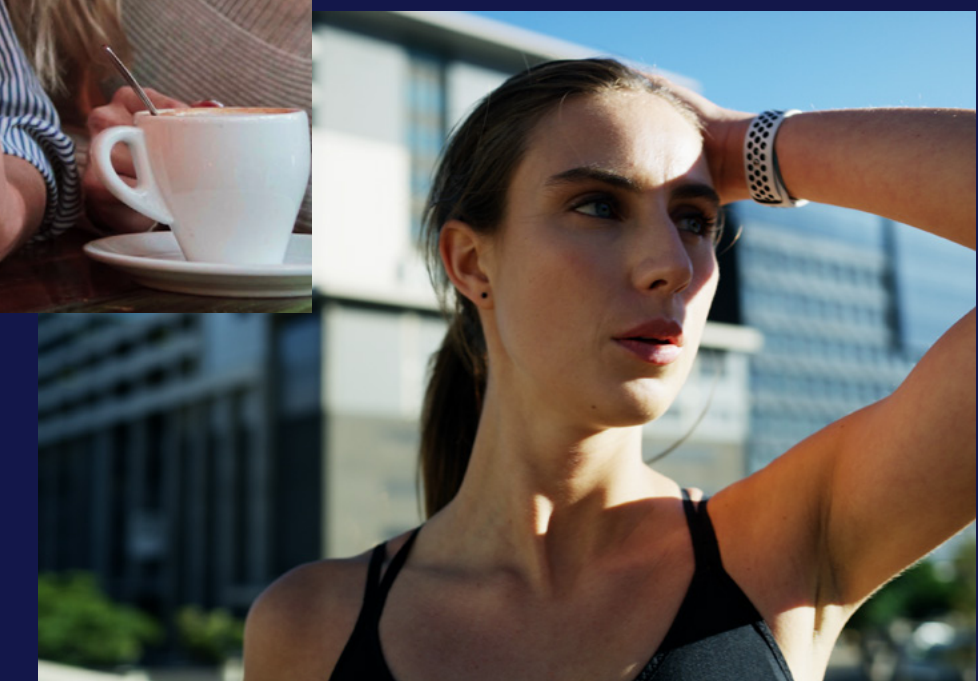
Featuring an unprecedented combination of **two technologies**², ACUVUE® OASYS MAX 1-Day Contact Lenses are designed to provide **all day comfort and visual clarity**^{*1} in **all lighting conditions**.^{*1}

Choose **ACUVUE® OASYS MAX 1-Day Contact Lenses**.



Product image for illustrative purposes only.

ACUVUE® is the **most used brand by Eye Care Professionals for themselves** in the United Kingdom³.



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* n≥449

1. JJV Data on File 2022. TearStable™ Technology Definition.

2. JJV Data on File 2022. CSM Subjective Responses ACUVUE® OASYS MAX 1 Day Contact Lenses - Retrospective Meta-analysis.

3. JJV Data on File 2023: survey among 150 Eye Care Professionals in the United Kingdom between November and December 2023.



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Our assets enable you to reach even more patients

This exciting new campaign to support ACUVUE® OASYS MAX 1-Day has been created with you and your practice in mind. The campaign uses TV, social media and digital media advertising to help **reach a large audience and encourage them to trial ACUVUE®**.

The campaign captures the **emotional sense of freedom and flexibility** of ACUVUE® Contact Lenses, while focusing on the **comfort and clear vision**¹ delivered through the ACUVUE® in-built technologies.



Bringing in more patients to your practice by driving awareness of ACUVUE® OASYS MAX 1-Day, our next level contact lens.²

Campaign assets you can use in-store and online:

- CAMPAIGN VIDEO
- SOCIAL MEDIA ASSETS
- DIGITAL ASSETS
- IN-STORE ASSETS



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Join the campaign

You are an **important** part of the campaign.

It's your **trusted expertise** that will help support patients from trialling ACUVUE® OASYS MAX 1-Day, to becoming **satisfied, confident contact lens wearers who are loyal to you and your practice**. So, we have designed assets to help you and your business support your patients in their journey.

WHAT DO YOU NEED TO DO?

WHY SHOULD PATIENTS BELIEVE?

Make sure your details are all up to date on jnvisionpro.co.uk to be a part of the campaign.

Your practice could benefit from **increased footfall, revenue and higher patient satisfaction levels**.



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What do you need to do?

Our campaign aims to enhance awareness of ACUVUE® Contact Lenses, allowing you to:



Provide **more information** to your patients about the benefits of our technologies.



Reinforce the **personalised lifestyle benefits** during the contact lens appointment.



Use your expertise to recommend our **next level contact lens¹ to the patient**, ACUVUE® OASYS MAX 1-Day.



Recommend the **ACUVUE® free[†] trial** to all your patients.

Showcase the assets available in store and through your social media channels and website - this will **help patients understand that your practice is part of the campaign** and **further drive contact lens awareness**.

[†] Professional consultation and fitting fees may apply and are not included. For T&C's visit <https://www.acuvue.com/en-gb/terms-conditions/>
18+ only. Only one trial per person.
¹ JJV Data on File 2022. TearStable™ Technology Definition.



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Why should patients believe?

We are confident that your patients will love the MAX Comfort and MAX Clarity*¹ from ACUVUE® OASYS MAX 1-Day. Use the free[†] trial and ACUVUE® Satisfaction Guarantee to give patients the extra reassurance.

As with all ACUVUE® Contact Lenses, **ACUVUE® OASYS MAX 1-Day** features the following **EYE-INSPIRED™ INNOVATIONS:**

Invisible edge²

Moisture infused²

UV blocking^{^2} for eye health

* Versus ACUVUE® OASYS 1-Day.

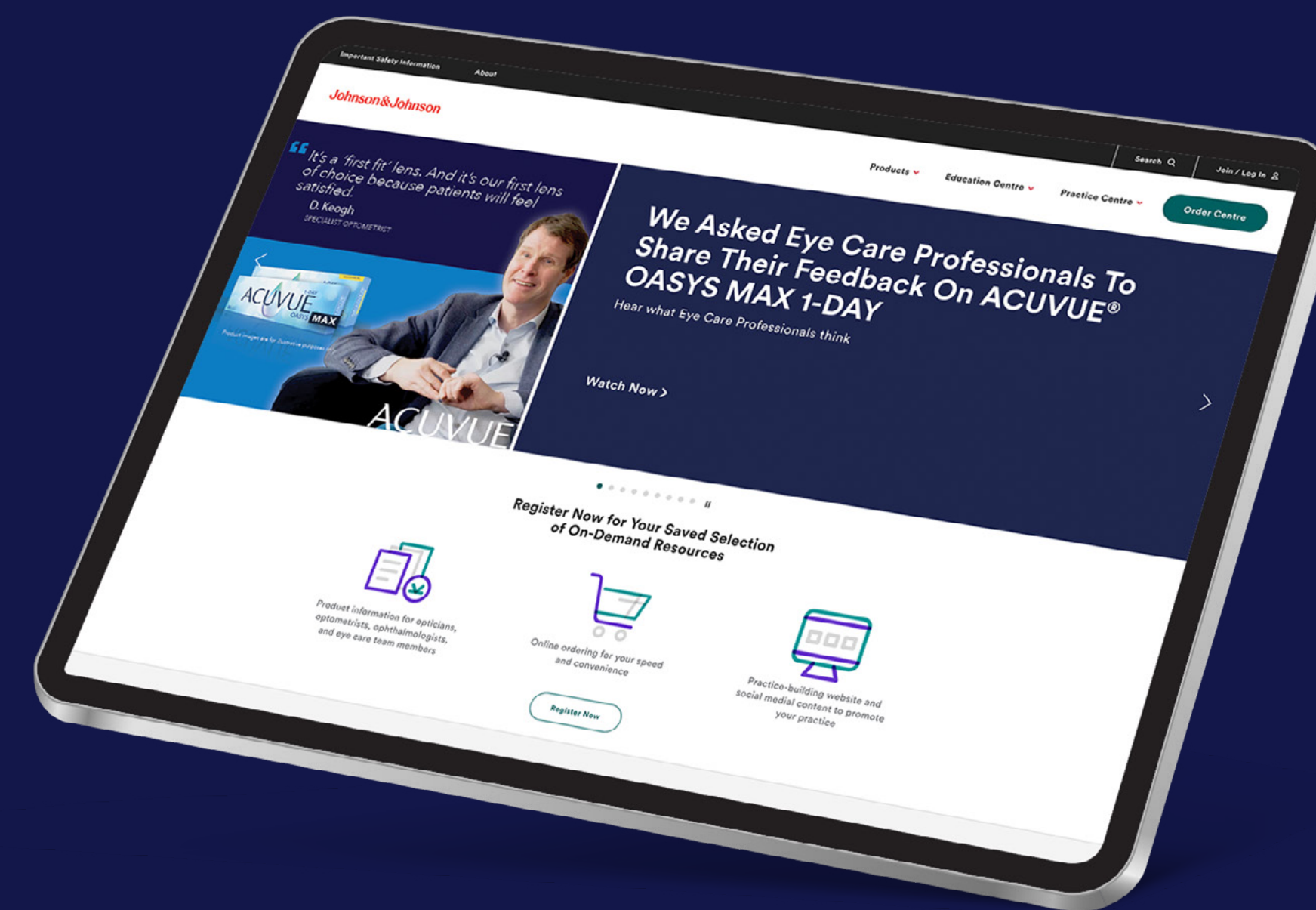
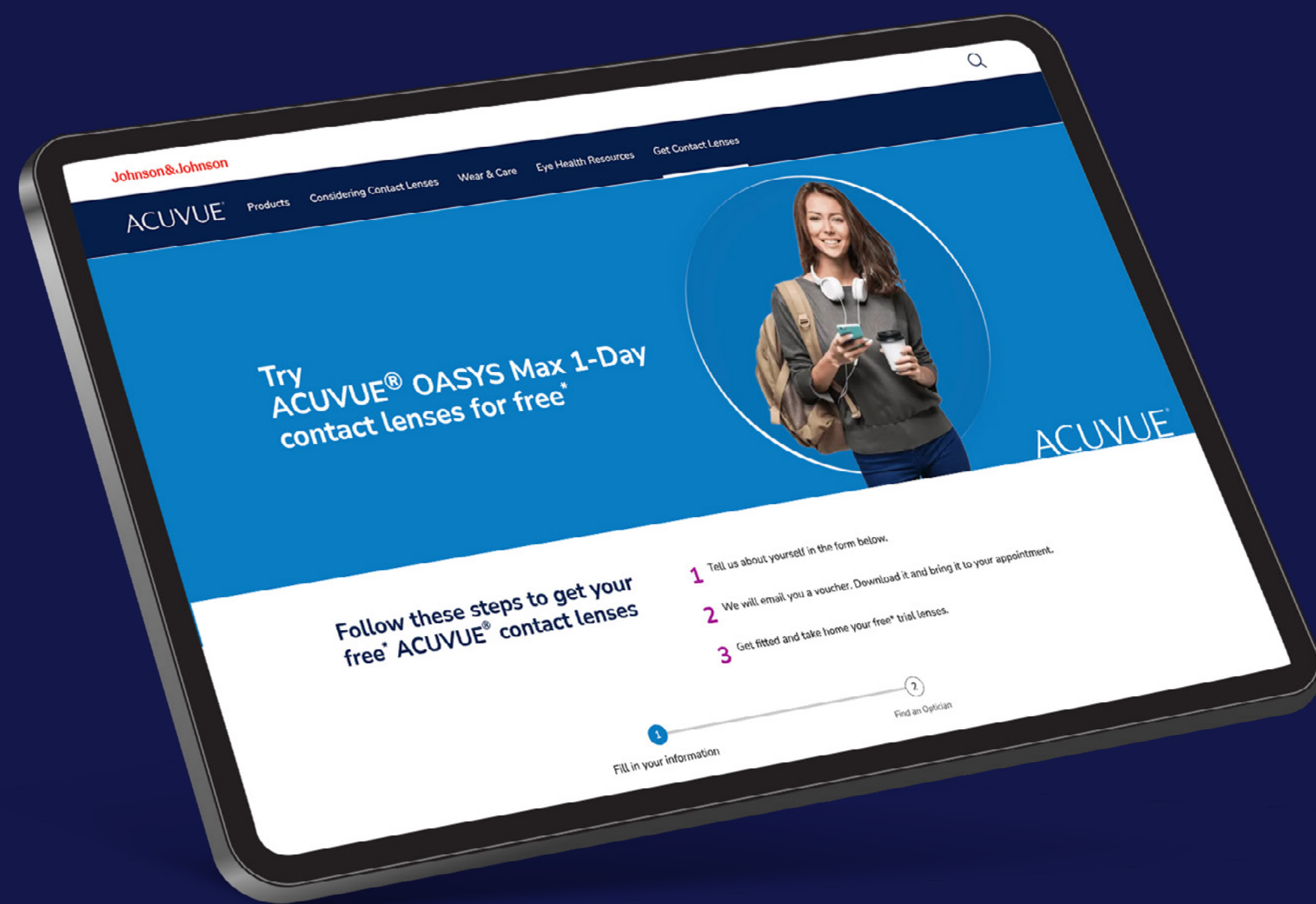
† Professional consultation and fitting fees may apply and are not included. For T&C's visit <https://www.acuvue.com/en-gb/terms-conditions/> 18+ only. Only one trial per person.

^ All ACUVUE® Contact Lenses have Class 1 or Class 2 UV-blocking to help provide protection against transmission of harmful UV radiation to the cornea and into the eye. UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. UV transmission measured with -1.00 lens.

1. JJV Data on File, 2022. CSM Subjective Responses ACUVUE® OASYS MAX 1-Day Contact Lenses- Retrospective Meta-analysis.

2. JJV Data on File 2020. ACUVUE® Brand - EYE-INSPIRED™ Innovations.

Get more from our websites



ACUVUE.COM



Make sure your practice is registered on our 'Find an Optician' page and that all your practice details are up to date.

[CHECK NOW](#)



Make sure you have stock of trial lenses as we will be driving patients to take a free[†] trial.

[LEARN MORE](#)

JNJVISIONPRO.CO.UK



To maximise the benefits of the ACUVUE[®] OASYS MAX 1-Day campaign for your business, and to stay informed about news and updates that will help your practice thrive, please ensure that you are registered.

[LEARN MORE](#)

If you need any help or assistance **please contact your ACUVUE[®] Account Manager** who will be able to help you.



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ASSETS MADE FOR YOU



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The campaign look

The campaign assets are designed to provide easy understanding for patients and flexibility for you, while always providing a clear call to action to drive patients into your practice:

Ask in store about a free[†] trial of ACUVUE[®] OASYS MAX 1-Day.

Alongside the other assets available, the visual shown on this page can be used to **enhance your communications**, and adapted to other formats including **press/magazine ads, leaflets, flashcards** and more.

DOWNLOAD THE ASSETS

Add your logo and print your own posters or ask your ACUVUE[®] Account Manager for ACUVUE[®] branded posters in larger sizes for your practice.



Choose
freedom

Choose
ACUVUE[®]
Contact Lenses

ACUVUE[®] OASYS MAX 1-DAY
30 CONTACT LENSES
ALSO AVAILABLE IN MULTIFOCAL

Ask in-store about a **free[†] trial** of
ACUVUE[®] OASYS MAX 1-Day.

YOUR LOGO **ACUVUE[®]**

† Professional consultation and fitting fees may apply and are not included. For T&Cs visit <https://www.acuvue.com/en-gb/terms-conditions/> 18+ only. Only one trial per person. ACUVUE[®] Contact Lenses can be used for vision correction. For detailed information on the proper wear, care and safety, please talk to your Eye Care Professional and read the Instructions for Use available on the Johnson & Johnson website www.e-ifu.com. ACUVUE[®] and ACUVUE[®] OASYS MAX 1-Day are registered trademarks of Johnson & Johnson. © Johnson & Johnson Medical Ltd. 2024. 2024PP15717

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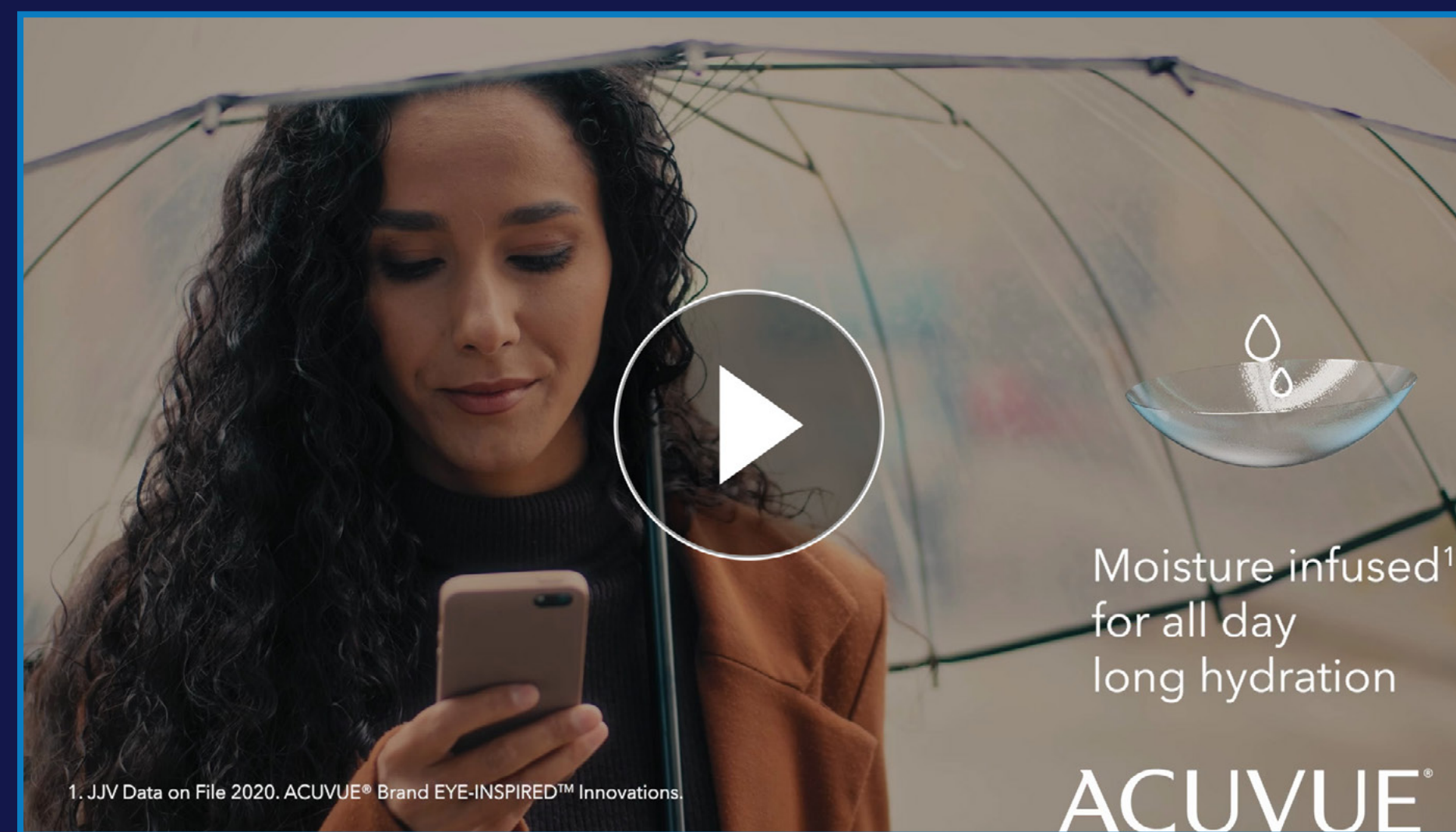
Campaign videos

These are the longer-form videos that have been created as part of the campaign to showcase key moments that resonate with our audience, whilst highlighting our next level contact lens¹, **ACUVUE® OASYS MAX 1-Day**.

DOWNLOAD VIDEO ASSETS



MAIN VIDEO In all formats, ideal for your social media



OUR TV ADVERT 20 seconds, can also be played in your practice



20 SECONDS VIDEO Social asset / in-practice screens



20 SECONDS VIDEO Social asset / in-practice screens

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Making it social

Specially designed social assets in all formats will help you deliver the key messages of ACUVUE® OASYS MAX 1-Day to your practices' followers on your social channels.

DOWNLOAD SOCIAL ASSETS



1x1 social posts



9x16 social story

Each video focuses on key moments to deliver the key message of ACUVUE® OASYS MAX 1-Day that will resonate with your patients.

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Invite patients who already know you

This co-branded email template is perfect for **getting in touch with your patients** and **inviting them to experience the next level contact lens² from ACUVUE[®], ACUVUE[®] OASYS MAX 1-Day.**

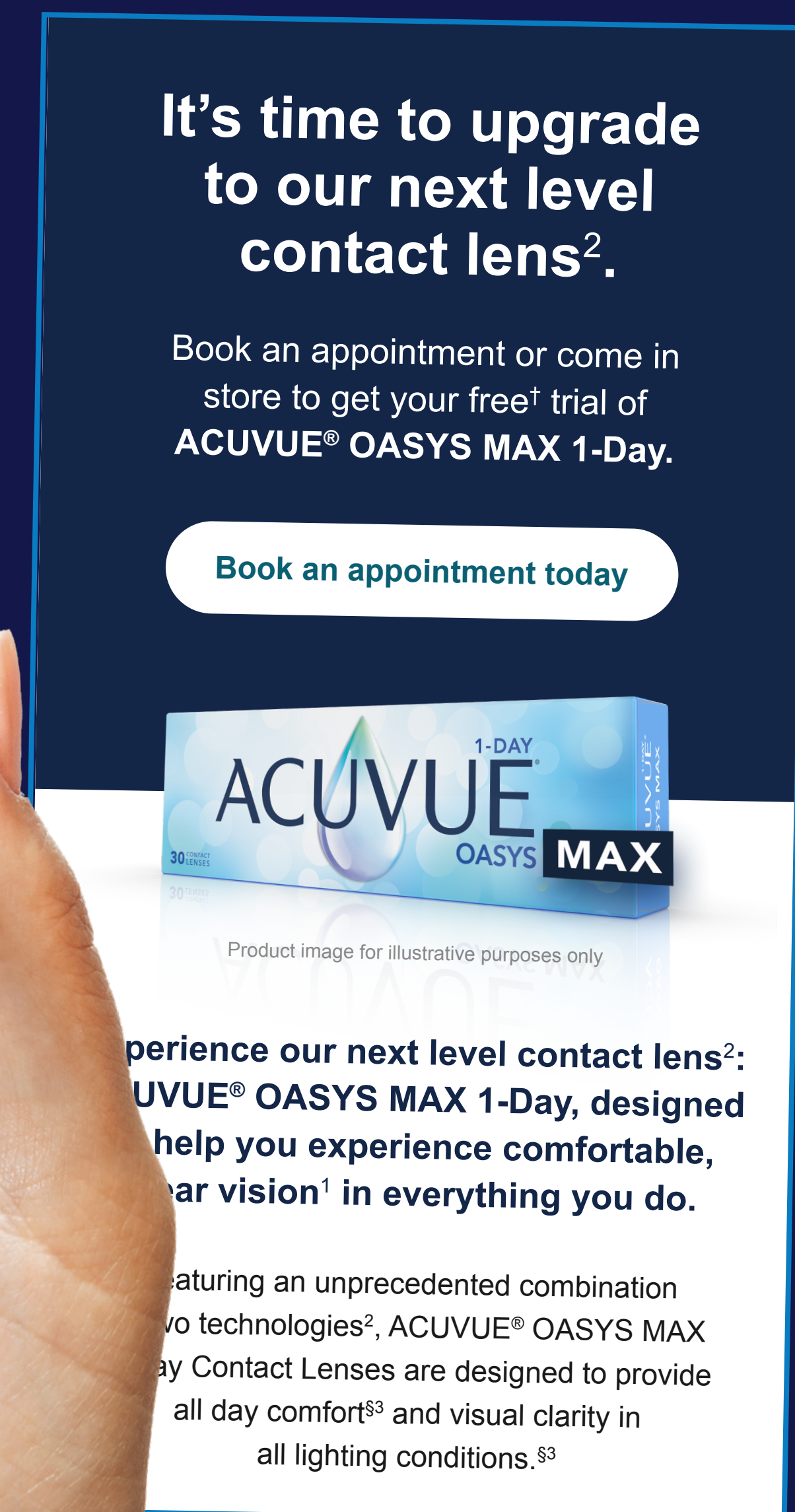
DOWNLOAD EMAIL ASSETS

Subject line: Get the next level contact lens² from ACUVUE[®] in store today.

Preheader: Get your free[†] trial to experience comfortable, clear vision.¹

PLEASE REMEMBER: You will need to ensure that all email communications comply with General Data Protection Regulations and associated e-privacy regulations. You must also ensure that all suppliers working on your behalf are compliant with the regulations.

Don't forget to add your logo to ensure patients know that the email is coming from you. You can also **personalise the subject line** to suit your patients.



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Digital display

The digital display assets can raise awareness of the campaign whilst driving traffic directly to your practice's website.

DOWNLOAD DIGITAL DISPLAY ASSETS

Choose freedom

Connect better

Choose our next level contact lens¹

Book your free[†] trial of ACUVUE[®] OASYS MAX 1-Day today

Book a free[†] trial

Book your free[†] trial of ACUVUE[®] OASYS MAX 1-Day today

320 x 50px Mobile (Static)

300 x 250px MPU

Please ask your ACUVUE[®] Account Manager for assistance in creating a version for your practice with dual-branding.

Digital display banners available as:

- 300 x 250px (MPU)**
- 728 x 90px (Leaderboard)**
- 320 x 50px (Mobile Static)**

Choose freedom

Connect better

Book your free[†] trial of ACUVUE[®] OASYS MAX 1-Day today

Book a free[†] trial

728 x 90px Leaderboard

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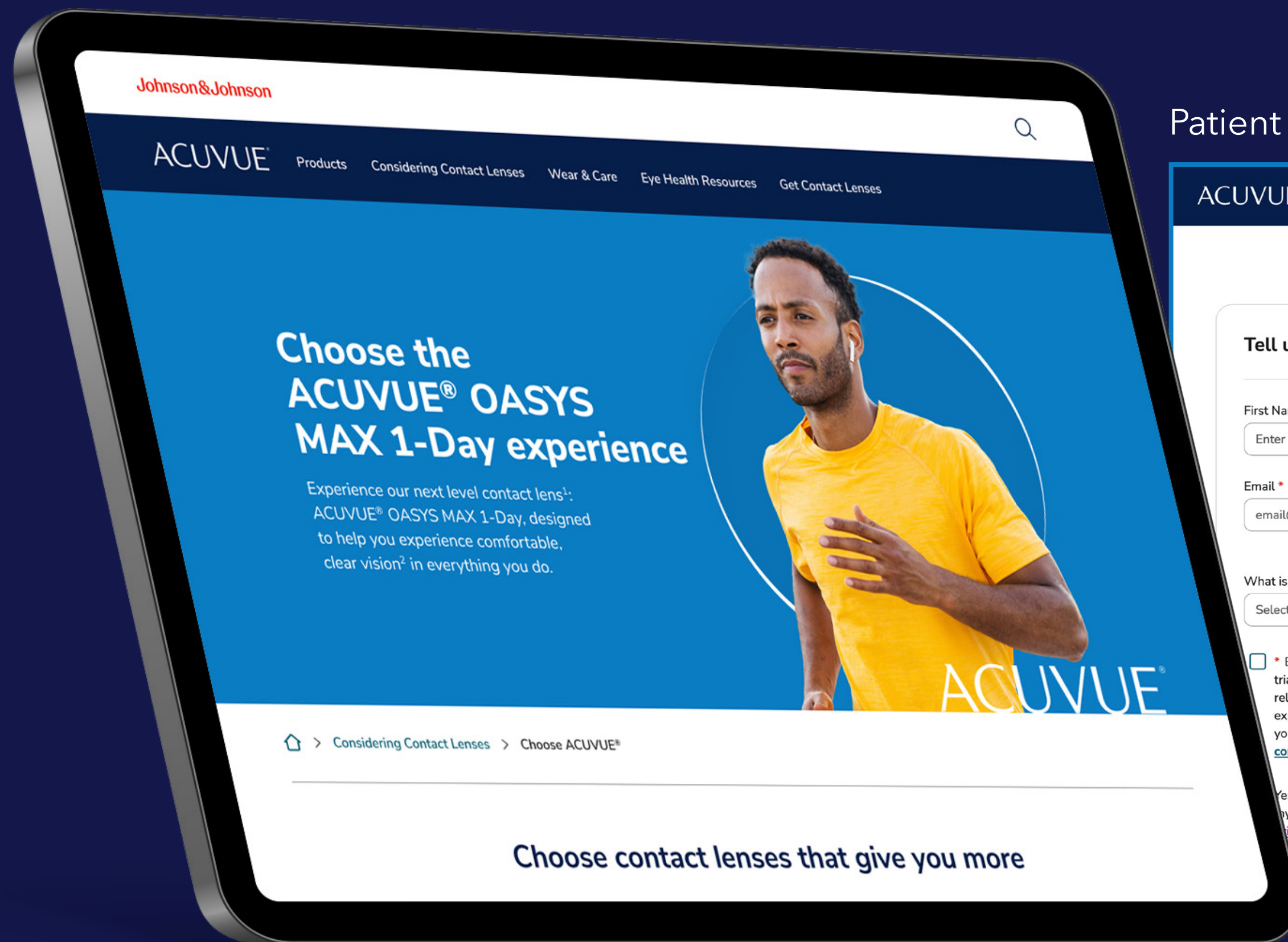




Landing page

Our campaign drives through to the ACUVUE.com campaign landing page, either to **start a free[†] trial**, or to **encourage communication with you directly**. The assets in this toolkit are available for your own co-branded campaign to drive bookings for a contact lens consultation.

SEE THE FIND AN OPTICIAN TOOL



Patient information for free[†] trial

Find an Optician

Ensure that you are on the ACUVUE.com directory and your **details are all up to date to benefit from the campaign.**

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In-store assets

To be used as additional touchpoints and prompts within your practice, our in-store posters and mirror clings can **encourage patients to speak to you** about trialling ACUVUE® OASYS MAX 1-Day Contact Lenses.

DOWNLOAD IN-STORE POSTERS

In-store poster

Mirror cling sticker



Bespoke sizes and formats for in-store assets can be provided for maximum impact. Please contact your ACUVUE® Account Manager to discuss.



Speak to your ACUVUE® Account Manager about our mirror clings.

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† Professional consultation and fitting fees may apply and are not included. For T&Cs visit <https://www.acuvue.com/en-gb/terms-conditions/> 18+ only. Only one trial per person. ACUVUE® Contact Lenses can be used for vision correction. For detailed information on the proper wear, care and safety, please talk to your Eye Care Professional and read the Instructions for Use available on the Johnson & Johnson website www.j-j.com. ACUVUE® and ACUVUE® OASYS MAX 1-Day are registered trademarks of Johnson & Johnson © Johnson & Johnson and its affiliates 2024. 2024PP15717



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Window mesh

Window meshes create maximum impact to new potential customers walking past your store, they can act as a **reinforcement and reminder to pop in and ask about a free[†] trial** or to **speak to you** about ACUVUE® OASYS MAX 1-Day Contact Lenses.



Bespoke sizes and formats for window meshes can be provided for **maximum impact**. Please contact your ACUVUE® Account Manager to discuss.

[†] Professional consultation and fitting fees may apply and are not included. For T&Cs visit <https://www.acuvue.com/en-gb/terms-conditions/> 18+ only. Only one trial per person.





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Downloads

Files are provided ready to use with the addition of your practice logo if preferred. Consistency of assets and usage will provide you with the best campaign exposure for your practice and your patients.

Campaign look

[Campaign look - working file](#)
Adobe InDesign (32MB)

Email

[B2B2C email - working file](#)
HTML / Adobe XD (17MB)

In-store

[In-store poster - working file](#)
INDD (44MB)

Campaign videos

[Main video \(30s\) - working file](#)
Adobe Premiere (7.53GB)

[Main video \(30s\)](#)
MP4 (52MB)

[TV ad \(20s\) - working file](#)
Adobe Premiere (9.41GB)

[TV ad \(20s\)](#)
MP4 (29MB)

[20 seconds videos - working file](#)
Adobe Premiere (12.62GB)

[20 seconds videos](#)
MP4 (60MB)

Digital Display

[Banners - working file](#)
HTML (1MB)

Social

[Social - working file](#)
Adobe Premiere (10.56GB)



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ANY QUESTIONS? GET IN TOUCH

If you require any guidance please contact
your **ACUVUE® Account Manager** or
Key Account Manager