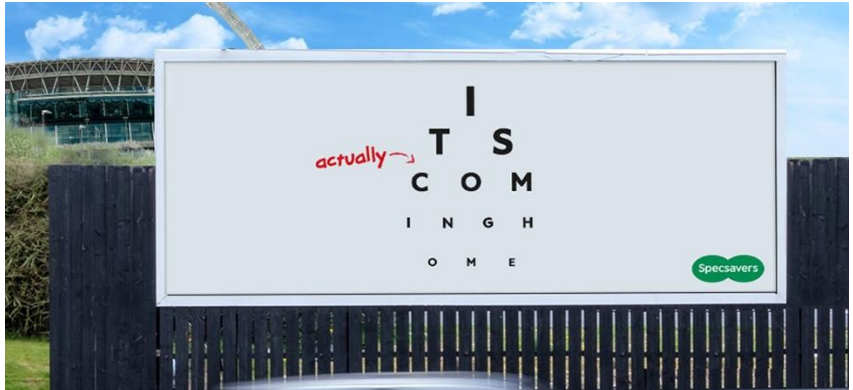


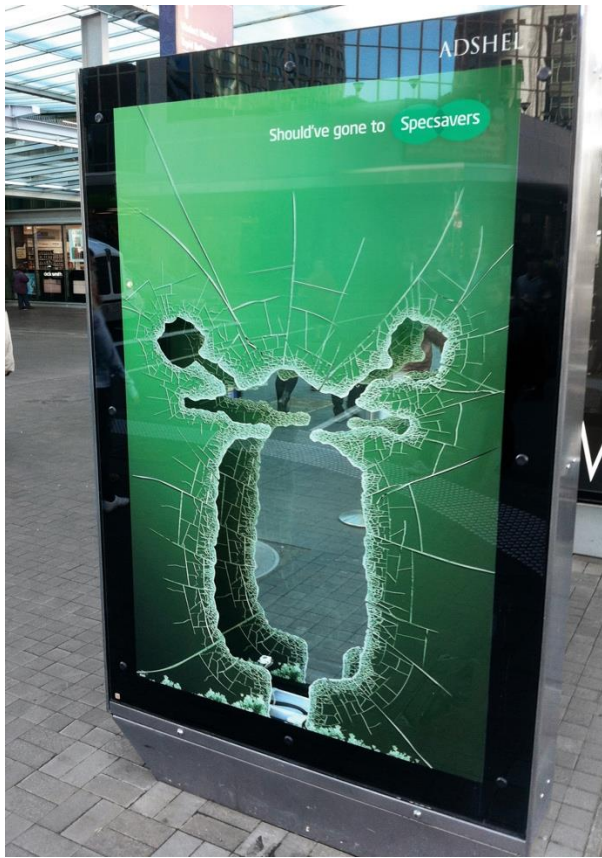
**SHOULD'VE
GONE TO
SPECSAVERS**



Gary Lineker ❤️🔒 @GaryLineker · Jun 18
Game of the tournament so far. Absolute thriller.
4.1K 3.2K 45K

Replies

Specsavers ✅ @Specsavers · Jun 18
Replying to @GaryLineker
Give us a call
411 3.6K 47.1K



 Wäre besser zu Specsavers gegangen!
 Was ie maar naar Specsavers gegaant
 Treballí síte otdí u Specsavers!
 Should've gone to Specsavers!
 Stačilo zanjt do Specsavers!
 Sik' ha' gået til Specsavers!
 Vous auriez dû aller chez Specsavers!
 Specsavers-vingen omå Belgar!
 Wäre besser zu Specsavers gegangen!
 Elmehetett volna a Specsaversbe!
 Doveva andare naar Specsavers gegaant
 Was nou maar naar Specsavers gegaant
 A vystarcyló pójť do Specsavers!
 Devia ter ido a Specsavers!
 Ar fi trebuit să mergă la Specsavers!
 Should've gone to Specsavers!
 Da ste samo otišli u Specsavers!
 Načase iđ do Specsavers!
 Treba bo v Specsavers!
 iDeberías haber ido a Specsavers!
 Wäre besser zu Specsavers gegangen!
 Κεςκε Specsavers'a gitseydi!
 Треба было нн в Specsavers!
 Sikur të kishe shkuar te Specsavers!




Unofficially helping every nation
 prepare for dodgy refereeing decisions



THE PEOPLE



UNEXPECTED

UNEXPECTEDNESS

1

**TINY ISLAND,
MASSIVE REACH**



United Kingdom

English Channel

The Islands
of Guernsey

France



Welcome to Melbourne

Should've gone to



JCOEaux

2

HEADLINE MAKING, HEADLING AVOIDANT

Should've gone to Specsavers



4 x 24 Peter Brooke

Specsavers

Speaker Lindsay Hoyle scolds Boris Johnson in BRUTAL Commons outburst: 'Go to Specsavers!'

SPEAKER Sir Lindsay Hoyle erupted at Boris Johnson for the second time in two weeks to remind the Prime Minister he must address him during PMQs.

By **AURORA BOSOTTI**

12:21, Wed, Jul 22, 2020 | UPDATED: 13:22, Wed, Jul 22, 2020



BOOKMARK 

0





“Comparison is the thief of joy”

Theodore Roosevelt (and many others)

**When
everybody
zigs, zag.**

3

**TWO WORLDS
UNITING**



Ad Land Legends



Home Grown Legends



SCHOOL OF
COMMUNICATION
ARTS 2.0

Specsavers

Creative
ROOTS
Nurturing
local talent



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Academy of
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SCHOOL OF
COMMUNICATION
ARTS 2.0

4

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plus care

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SPECSAVERS

GROUND FLOOR SHOWROOM TEL 470945

SPECS TO BE
SEEN IN

COME IN AND SEE

SAVE ON SPECS

THE SPECSAVER GUARANTEE
No Price Increases After April 1st
From £7.50 to £25.00
GUARANTEED THE LOWEST
PRICE FASHION
COLLECTION IN THE U.K.

Right tests free on the N.H.S.
Two qualified opticians in attendance
Worked on premises
500 frames £450.00

M. PERKINS
OPHTHALMIC OPTICIAN
FIRST FLOOR
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1 HOUR
SPECTACLE
SERVICE

On call
SINGLE VISION
SPECTACLE
LENS

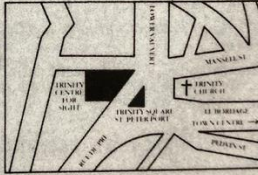
SAVE ON SPECS



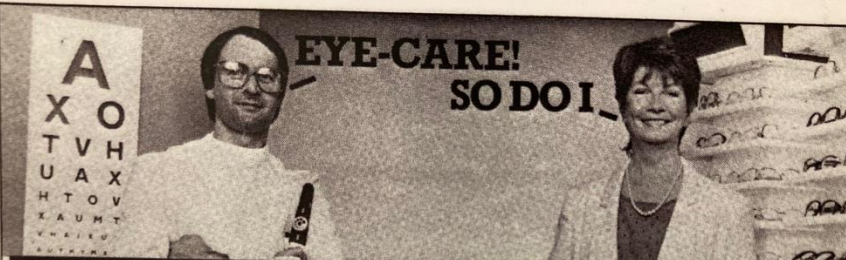
COME AND SEE OUR NEW SHOWROOM AT
Trinity Centre
for Sight
Trinity Square
St Peter Port
Guernsey

100's OF FRAMES ON DISPLAY FROM £7.50 to £20

SPECSAVERS
"WE LOOK FORWARD TO SEEING YOU, SEEING US!"
Tel. 23586




EYE-CARE! SO DO I.



The eyecare experts **SPECSAVERS** **The fashion frame specialists**

At Specsavers we have qualified opticians, so we care. That means that your eyes will be tested free of charge by one of our experienced registered opticians, giving your eyes the care they really need. We will find out what's right for you - Glasses, contact lenses, or bifocals - and answer any questions you may have.

Our laboratory with the most up-to-date equipment will ensure that your new lenses are made to the highest standards. Because our service is so popular, we can buy materials in large quantities and pass the savings on to you. In fact, a top fashion pair of glasses can cost as little as £25.00.

At Specsavers we're determined to carry as wide a range of different styles as possible, to give you the best choice. The Specsavers guarantee means that every Specsavers branch has over 800 fashion frames in stock, and these are constantly being changed to keep pace with fashion - ask about our 1986 ranges - in stock now.

At Specsavers we don't hire you in with special offers, then try to sell you expensive frames. Every one of our frames is budget priced so it won't cost a fortune to be fashionable. In fact, our prices are so keen you can afford a different pair of glasses for every occasion.

And choosing your frames is so easy. There's no rush, no pressure and no one hovering over your shoulder. You're free to try as many as you like, and if you need the benefit of our advice and experience, we're there to help.

FOR SPECS TO BE SEEN IN
SPECSAVERS

286 The Kingsway (Nr Dragon Hotel) SWANSEA Tel: (0782) 470945 27-28 Blue Street CARMARTHEN Tel: (0267) 235080 31a Riverside Walk PORT TALBOT Tel: (0639) 886370
89 Holton Road BARRY Tel: (0448) 745606 19 Lower Borough Walls BATH Tel: (0225) 65104 11 High Street CARDIFF Tel: (0222) 390297

**“Comedy is simply a funny way of
being serious ”**

Peter Ustinov

5

**MARKET LEADER,
CHALLENGER
BEHAVIOUR**

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SUNEMPLOYMENT Jobs market is hotter than ever – from Specsavers to BT – set your sights on a new career

Edited by Jane Hamilton
22:56, 4 Nov 2021 | Updated: 22:57, 4 Nov 2021

PUT a rocket under your career this fireworks season.

The jobs market is hotter than a bonfire, with more than a million people looking for work.

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23rd May 2021

Big investment plans for Leigh Specsavers

Specsavers

Free eye test

Specsavers' Matthew Avera and Runit Patel

By Heidi Summerfield
Reporter

Specsavers in Leigh will be getting a makeover thanks to the company's expansion which will include three new test rooms and as improved availability.

Wichartdale Observer

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Local news | UK News

Ilkley opticians invests in £250k store expansion

12th March 2021

Ilkley Specsavers is investing in an OCT machine at the end of April

By Claire Lomax

SPECSAVERS Ilkley has invested over £250,000 in a store improvement programme, which will allow the store to expand and include a hear care centre for its customers. The expansion will offer a new test room, allowing the store to increase its capacity for customers along with greater availability.

Roger Copley, store director at Ilkley, said: "We are delighted to be able to enhance our hearing services and offer our customers a better experience."

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Specsavers reveals plans to open 200 stores in Canada by 2024

The investment is expected to create 2,000 jobs in the country.

By Eliza Williams 31/01/2022

Specsavers

Free eye test

Specsavers' Matthew Avera and Runit Patel

By Heidi Summerfield
Reporter

Specsavers in Leigh will be getting a makeover thanks to the company's expansion which will include three new test rooms and as improved availability.

INVISION

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HEADLINES

Specsavers to Open 200 Locations in Canada by 2024

Founded in the U.K., the company entered the Canadian market in November. The investment is expected to create 2,000 jobs in the country.

Published 5 months ago on January 19, 2022
By INVISION Staff

VANCOUVER, BC — Specsavers has announced a \$100 million investment plan to support the opening of 200 locations across Canada by 2024.

The funds will cover 100 percent of start-up costs for independent Canadian optometrists and opticians to launch community-based clinics and stores while creating 2,000 jobs across the country, according to a press release.

Founded in the U.K., Specsavers entered the Canadian market in November. The company describes itself as "the world's largest optometrist-owned and -led business," with 2,300 locations across 11 countries caring for 41 million patients and customers.

"We are placing a significant investment behind our offer of an alternative model that enables Canadian optometrists to put patients' needs first while owning a thriving business and gaining access to cutting-edge technology," said Bill Moir, general manager, Specsavers Canada.

CREATIVE REVIEW

Specsavers launches in Canada with witty new campaign

That Specsavers Love is a more glamorous spot than we're used to from the optometrist brand but still contains its trademark humour

By Eliza Williams 31/01/2022

Creative Inspiration

Created by The Agency, the in-house creative team at Specsavers, the brand's first ad for the Canadian market sees its deadpan wit exported overseas, though with a new look and feel.

The spot, which is directed by Matt Piedmont – known for his work on Saturday Night Live – features a retro 70s vibe complete with a 'sexy' voiceover which initially appears to be trying to seduce you with mere in fact offering insights on complex eye care.

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Logolounge's 2022 report card



**“We celebrate success, but we don’t
dwell on it.
We never think we’ve got to where
we want to be”**

Dame Mary Perkins

UNCLENCHING

Change Journey

Metalogue
Strategic change partners



creativity is the thing
that we bring to the business
that no-one else can.

creative
dept.

- too small
- going back

Specsavers
creative

Part 1:
what does
everyone
think?

The Agency

- 'others' us as a team
- loaded coz of 'the'
- doesn't describe what we do

creativity
+ our business

~~creative
business
partners~~

~~collaborators~~

creative heart of
Specsavers.

our decisions
are based on the
care we have for
the business that
we're proud to be
part of.

creative
compass

in the past, present
and future

Client Partners = Creative Business
Partners

Part 2: what does this
mean for how we
live the Specsavers
behaviour

THE SHIFT

**“In the Business, not for the
Business”**

UNLEARNING LEADERSHIP



SHQTS Brief '13.

Date:

| vet mistakes cat for hat

Sharpie

FINE
POINT

AT

PURPOSE IS EVERYTHING

**MAKING QUALITY EYE CARE AFFORDABLE AND
ACCESSIBLE TO ALL**

THE
INFINITE
GAME

THE
INFINITE
GAME

SIMON
SINEK

THE
INFINITE
GAME

THE
BESTSELLING
BOOK OF

**“Care for your people like you care
about the work”**

**Constancy
Nurturing
Clarity**



The background consists of several overlapping, curved, organic shapes in various shades of green, ranging from a vibrant lime green to a deep forest green. The shapes create a sense of depth and movement, with some areas appearing more prominent than others due to the layering.

QUESTION TIME