



# Polaroid

## BRAND TRAINING





# Polaroid

**#polaroidheritage**

**#polaroidstories**

**#polaroidtechnology**

- **The original Polarised Lens – before Polaroid there was no Polarised!**
- **Best quality technical lens at an affordable price point**
- **Designed in Italy by Safilo Design Team**
- **Wide range of styles for wide range of customers from Essential classic to Millennial Cool**





# OUR LEGACY - WE INVENTED THE POLARISED LENSES



IT STARTED WAY BACK IN 1929.

EDWIN LAND INVENTED THE POLARIZED LENS IN 1929, AND IN 1937 HE FOUNDED POLAROID INC. STILL TO THIS DAY THE POLARIZED LENS IS AT THE FOREFRONT OF EYEWEAR TECHNOLOGY.



Air Force and sport goggles. (Celebrities and war heroes)



Windsor rimmed for 60's lifestyle.



Aviator with interchangeable lenses. Boris Becker's collaboration.



Thermofusion™ Technology. UltraSight™ premium polarized lenses.

30s A ROCKET START	40s POLARIZATION IN THE AIR	50s STATE OF THE ART	60s SHAPING THE 20 <sup>th</sup> CENTURY	70s MORE INVETIONS	80s STYLE ICONS	90s GREATER VISIONS	2000s ULTIMATE TECHNOLGY
In 1937, first pair of polarized lens sunglasses is sold.		Cool Ray sunglass.		Premium optical. Scotland - Lens manufacturing. 1st Polamatic and pol. gradient lens.		Polaroid's unique Press polishing Technology.	



# OUR LENSES IN A NUTSHELL

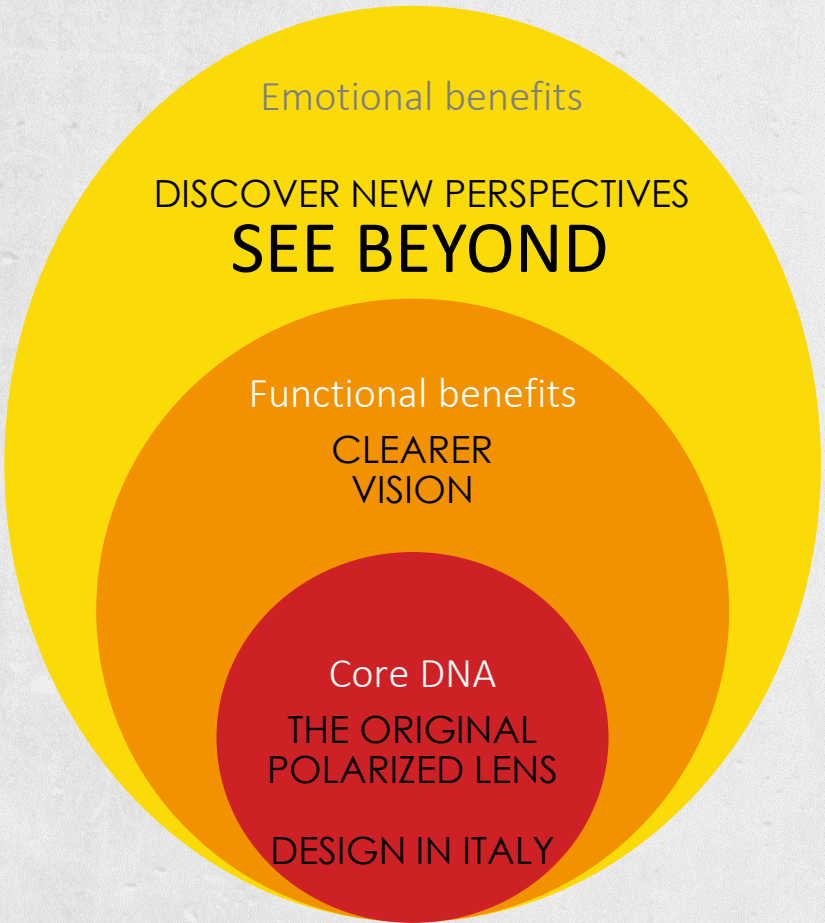
LENS NAME	TAC 0.8	TAC 1.2	INJ 2.0
THICKNESS	0.8 mm	1.2 mm	2.2 mm
CONSUMER PROMISE / PROS	EXTREME-LIGHTNESS FLEXIBILITY ENTRY PRICE RANGE	LIGHTNESS HIGHER IMPACT RESISTANCE HIGHER THOUGHNESS RX-ABLE	HIGHER QUALITY EXCELLENT IMPACT RESISTANCE HIGHER THOUGHNESS IDEAL FOR SPORTS RX-ABLE
CONS	NON RX-ABLE	MORE EXPENSIVE	MORE EXPENSIVE HEAVIER & THICKER
PRICE	ENTRY	MEDIUM HIGH	MEDIUM HIGH

NEW



# POLAROID OFFER ALSO OFFERS EMOTIONAL BENEFITS

## BRAND DNA



## BRAND PURPOSE

By encouraging, inspiring and giving them the right tools.

**WE ENABLE PEOPLE  
TO SEE BEYOND**

The attitude to see the world with new points of view, beyond the glares, beyond the differences, beyond the already seen, in order to inspire creativity, challenge the ordinary and find new possibilities.



INSTANT, PLAYFUL, POP, INCLUSIVE → COOL!  
WELL SUMMED UP BY THE “COLORS OF JOY” OF OUR PIXEL LOGO!





# AN «INCLUSIVE» OFFER – SUNGLASSES FOR ALL!

## TARGET

### CONSOLIDATE GENERATION X



THE PARENTS  
SARA & ALEX 34



THE CHEF  
EMILY 42



THE EMPLOYEE  
MATTHEW 43

### ADD MILLENNIALS



THE BARMAN  
MIKE 23



THE TRAVELERS  
LUCA & FRANCESCA 27



THE FOUNDER  
DANIEL 30

## PRODUCT OFFER

### ESSENTIAL

Comfort,  
functionality



### COOL

Design,  
color



## COMMUNICATION STRATEGY

At POS level

Traditional touchpoints:  
PR, Media, Trade

Ecommerce

Social Media and digitalized  
touchpoints: PR, Media, Trade



# OUR DRIVERS



## OPEN

We believe in people. You will find us close to them, among them, always accessible and ready to be part of their life. You will find us in the middle of pop culture, beyond every difference, inequality and every barrier, in the name of inclusivity.



## PIONEER

Following the footsteps of our visionary founder, we believe in the power of dreams and competence to find new and authentic points of view which inspire ideas and innovation. Because originals never follow.



## CREATIVE

We believe creativity is the answer to human curiosity. It's what makes us different, brilliant and able to see things that others can't see. We're creative also because we embody a playful attitude and an instant and smart approach.



# OUR BRAND VOICE

IRONIC.  
CONFIDENT.  
FRESH.  
EMPATHIC.





# OUR TERRITORIES

## GAMING

MAKE FRIENDS,  
HAVE FUN,  
ACCEPT A CHALLENGE,  
FIND A NEW ROLE,  
FACE ANOTHER MISSION:  
GO BEYOND BEING HOME.  
WE LOVE VIDEO GAMES  
AS A CHANCE TO BE  
TOGETHER  
AND ADD SOMETHING NEW  
TO THE ORDINARY.  
BECAUSE WE SEE REALITY  
AS A WONDERFUL STARTING  
POINT.



## PERFORMING STREET ART

TRANSFORM THE URBAN  
ENVIRONMENT. REVEAL IDEAS.  
FIND THE BEAUTY WHEREVER  
YOU ARE.  
WE LOVE THIS INCLUSIVE AND  
ACCESSIBLE FORM OF ART,  
AND WE WANT TO SPEAK  
ITS LANGUAGE, TO LET PEOPLE  
SEE BEYOND THE ORDINARY.



## SUSTAINABLE STARTUPS

BELIEVE IN THE POWER OF  
IDEAS.  
BUILD A BETTER FUTURE.  
CHANGE THE WORLD  
AROUND YOU.  
WE BELIEVE IN VISIONARIES,  
SUSTAINABLE STARTUPS,  
SHARING AND CIRCULAR  
ECONOMY.



## OUTDOOR LEISURE & FUN

SEE THE WORLD AS A HUGE  
PLAYGROUND. DISCOVER  
ITS WONDER AND ALL ITS  
SHAPES.  
LIVE TO THE FULLEST.  
WE LOVE PEOPLE  
WHO WANT TO LIVE AND  
PLAY MORE OUTDOOR,  
WHO EXPLORE, WHO FIND  
THE UNEXPECTED AND SPARK  
WONDER AROUND EVERY DAY.

## DISCOVERY JOURNEY

SEE BEYOND THE ORDINARY  
AND THE ALREADY SEEN.  
DISCOVER NEW PLACES,  
NEW WAYS OF THINKING,  
NEW EXPERIENCES.  
WE DON'T NEED TO WALK A  
THOUSAND MILES:  
EVERY MOMENT IS A CHANCE  
TO DEEPEN A STORY, A CULTURE,  
TO CHANGE A POINT OF VIEW  
AND SEE THINGS WITH NEW EYES.



## LIVE MUSIC

MUSIC FESTIVALS ARE PLACES WHERE EMOTIONS  
GO BEYOND BARRIERS,  
BONDING PEOPLE TOGETHER:  
MUSIC HAS THIS POWER.  
WE ARE WHERE THAT POWER STARTS,  
WHERE WE CAN FEEL ITS STRENGTH AROUND,  
WHERE PEOPLE CAN LET THEIR PASSION EXPLODE  
WITH THAT PLAYFUL ATTITUDE  
WHICH IS PART OF THEIR LIFESTYLE.



SPRING SUMMER'19 CAMPAIGN

SEE BEYOND

SEE BEYOND

SEE BEYOND





# SPRING SUMMER'19 CAMPAIGN

## IDEA : DAY DREAMERS

**For those who daydream. Even beyond reality.**

REALITY HAS ITS OWN RULES AND LIMITS  
BUT NOT FOR ALL  
THERE ARE PEOPLE THAT GO BEYOND THE BORDERS, CHANGING THE RULES, OPEN NEW WAYS,  
MAKING THE IMPOSSIBLE POSSIBLE.  
THOSE PEOPLE ARE THE DAYDREAMERS





# SPRING SUMMER'19 CAMPAIGN

## VIDEO HERO 1

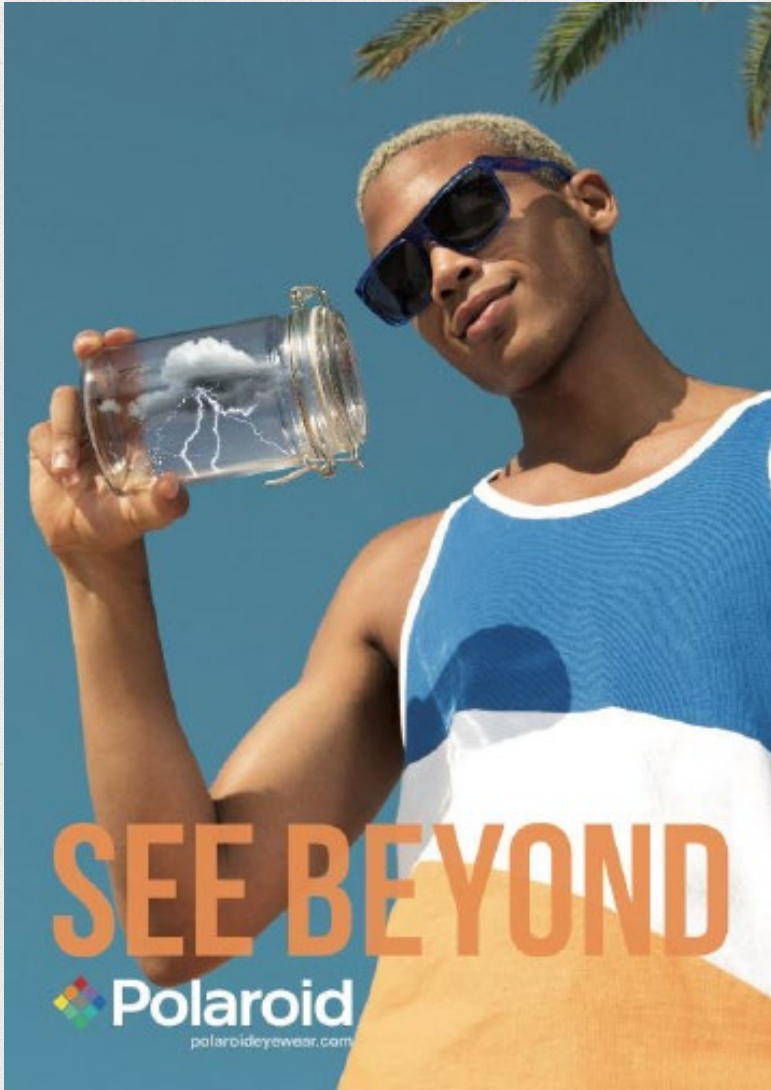


## VIDEO HERO 2





# SPRING SUMMER'19 CAMPAIGN







**Polaroid**