



WARBY PARKER

2021 Strategic Campaign

with

~~the bar.~~
creative agency



What's The Sitch

- Warby Parker was the pioneer in the ecommerce market for eyewear, and over a decade later, they remain the leader for market trends.
- The company still suffered a net loss of \$55.9 million on net revenue of \$393.7 million in 2020 FY, and \$7.3 million on \$ 273 million so far in 2021.
- While some of this can be attributed to the dampening effects of COVID-19 on customers' buying habits, a more worrisome truth is that Warby Parker is struggling to connect with younger audiences.

QUALITY

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STYLE

Felix Gray

EYEBUYDIRECT

ZENNIO
GlassesUSA
.com

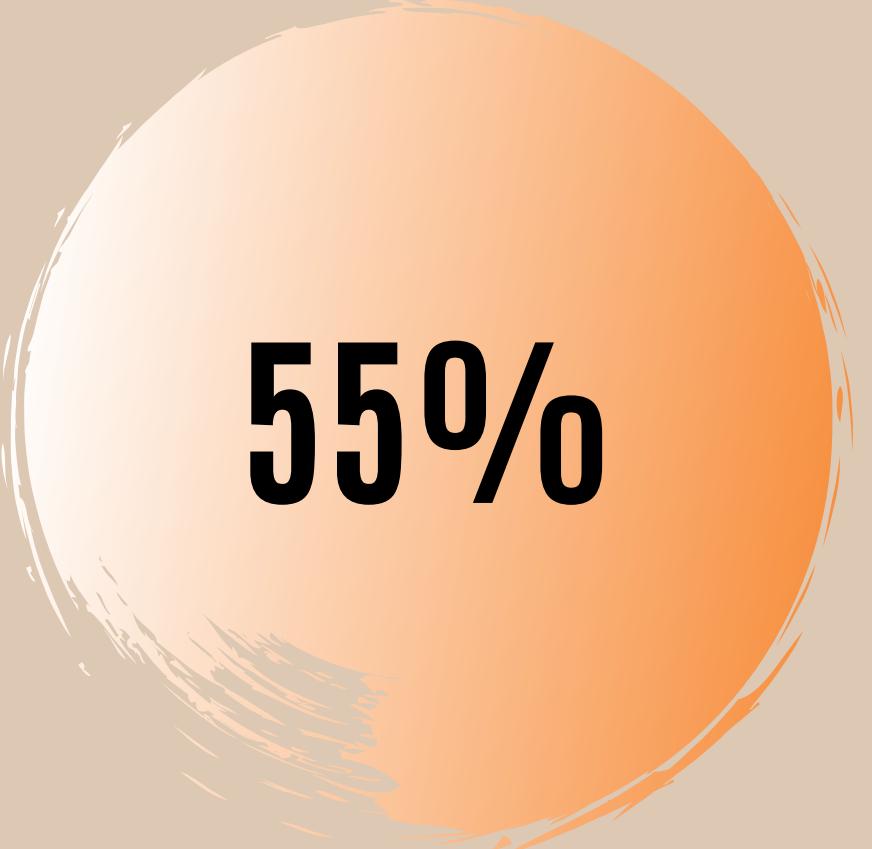
WARBY PARKER
eyewear

LENSCRAFTERS

Warby Parker Revolutionized the market by expanding consumer trends and a focus on millennials.

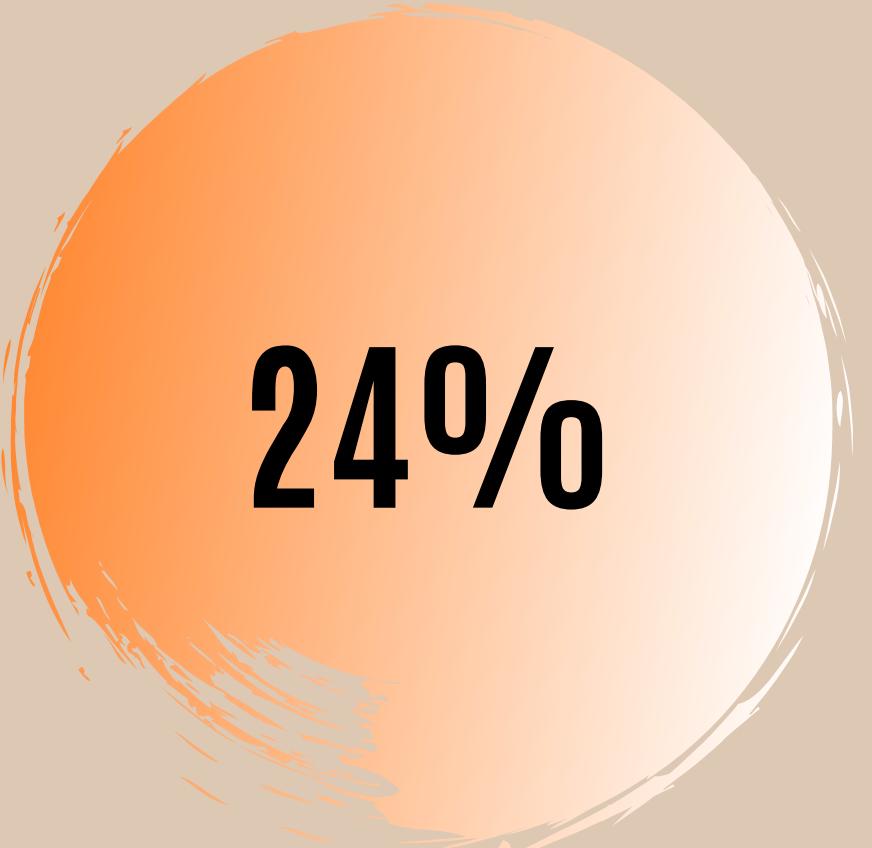
But despite being an established brand, today they face the challenge of relating to the younger generations.

To reach their younger audience, they must embrace them by tapping into their unique needs.



55%

of our target audience has heard of Warby Parker



24%

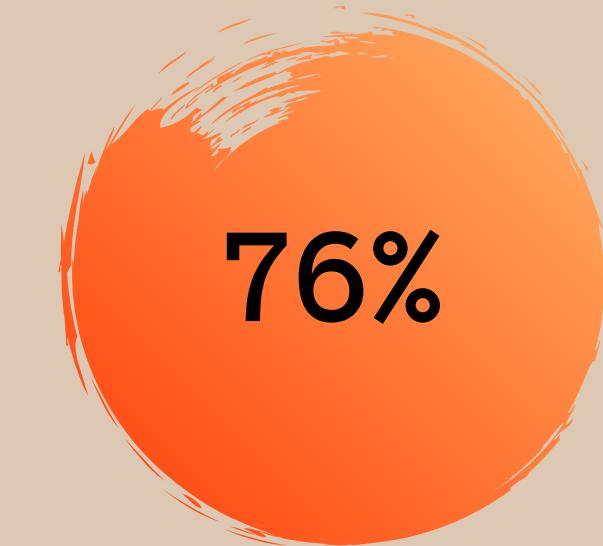
have purchased from Warby Parker

A NEW GENERATION

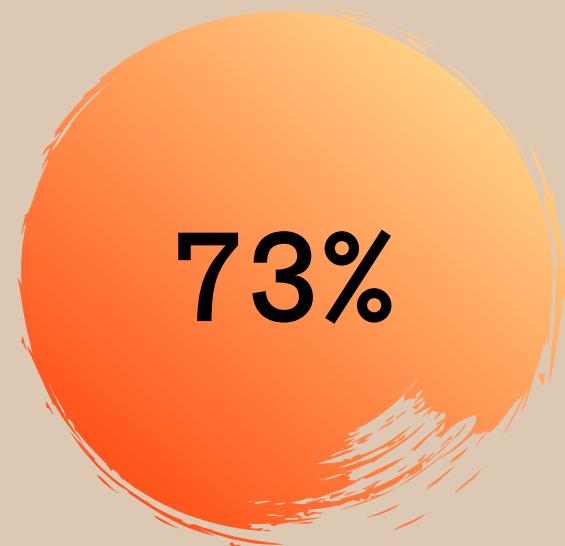
According to data gathered by McKinsey & Company, Gen-Zers embrace an “Undefined ID,” that is, they reject being categorized by any one external factor and instead build their identities autonomously.

Unlike their Gen-X counterparts, they are unconcerned with status and self-image. And unlike their baby-boomer parents, they are realists before idealists, willing to weigh and evaluate before embracing. They are seekers of authenticity above all.

They consider their consumption habits to be a part of their identities, they are selective in which brands they support and attach great importance to ethical considerations when doing so.



WANT TO SEE
ACCEPTANCE OF
IDENTITY & EXPERIENCE



WANT TO BE UNDERSTOOD

**" FOR GEN Z, BRAND CHOICE IS AN EXTENSION OF WHO
THEY ARE AND WHAT THEY STAND FOR --- IT'S PERSONAL "**

Emma Chiu,
Wunderman Thompson Intelligence



**"I LIKE THE
FUNKY STUFF."**

VCU student about his choices in eyewear

**STYLE WAS OVERWHELMINGLY THE LEAD
FACTOR IN EYEWEAR PURCHASING
DECISIONS**

**EXPRESSING ONE'S CREATIVITY AND
INDIVIDUALITY IS MORE IMPORTANT THAN
WEARING POPULAR NAME BRANDS**

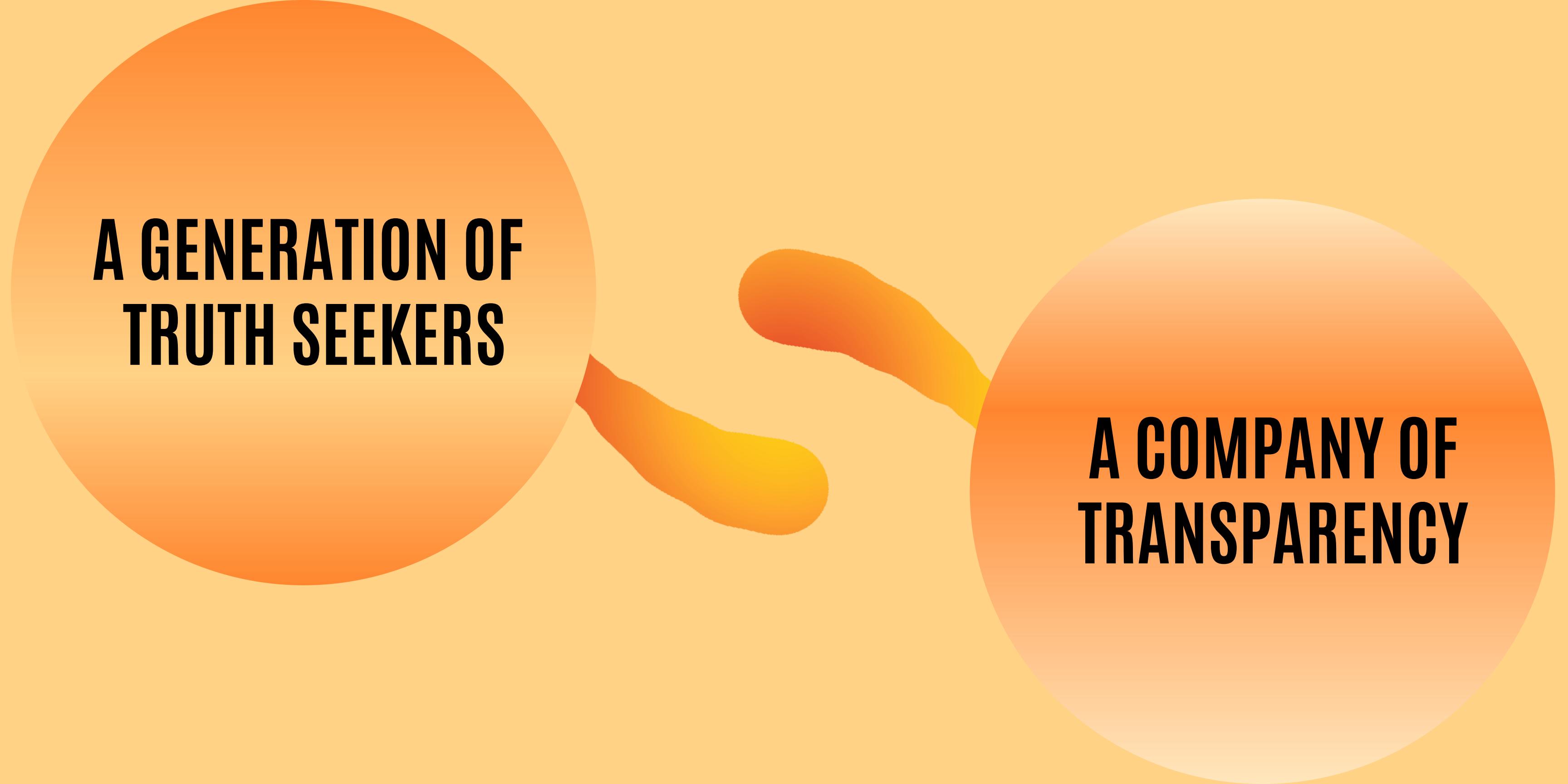
**THERE IS MORE EMPHASIS ON THE NEED
FOR BRANDS' UNDERSTANDING AND
ACCEPTANCE OF IDENTITY**

ENEMY

DRIVER

THE STATUS QUO

INDIVIDUALITY



**A GENERATION OF
TRUTH SEEKERS**

**A COMPANY OF
TRANSPARENCY**



"Offer an alternative to the overpriced and underwhelming eyewear that was available to us."



"Offer an alternative to the overpriced and underwhelming eyewear that was available to us."

+

Create a bridge between customer and culture by addressing their needs for identity & individuality.

SELF-EXPRESSION IS PERSONAL

The younger generation is less focused on how their outward image is perceived, and more on their individual expression and the truth of their identity. Brand choice is important to them: they recognize it as an extension of who they are, and want to support brands that reflect their personal values and beliefs.



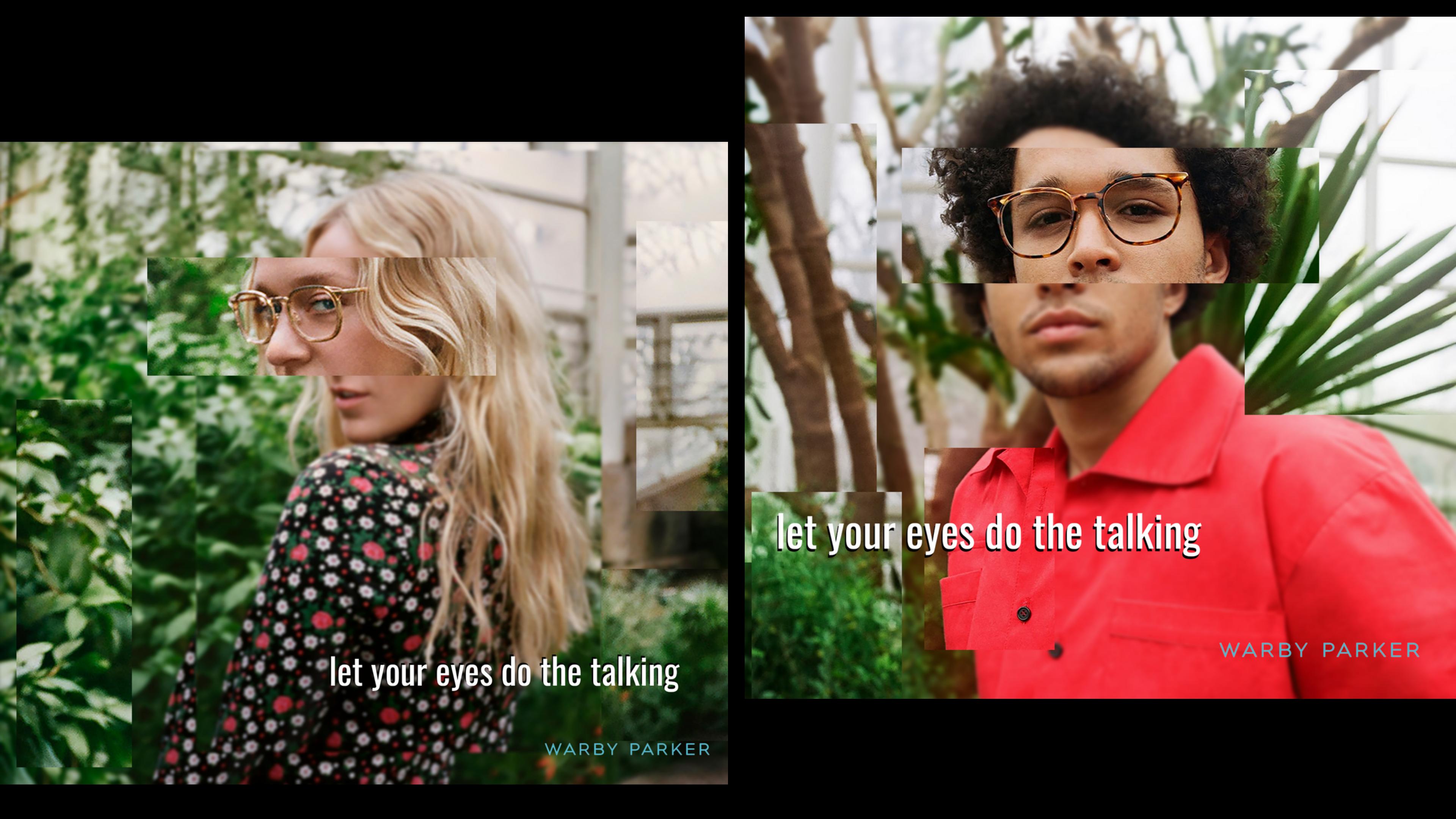
let your eyes do the talking.

Warby Parker appreciates the unique identities of our customers, and is committed to their needs of expressing their true selves. In order to seek truth, you must see clearly and allow people to see you for who you are. Let your eyes do the talking.



City Street Event





let your eyes do the talking

WARBY PARKER

let your eyes do the talking

WARBY PARKER

TikTok Infiltration



"Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style."
