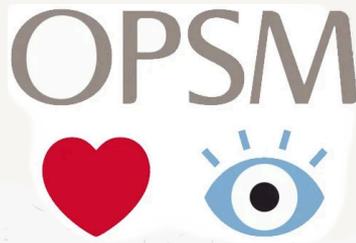


# Rebuilding Trust with OPSM Luxottica



## The Problem

When working with OPSM, a subsidiary of Luxottica, the account was suffering from a lack of perceived strategic direction. The client expressed concerns over the absence of a clear plan and felt underserved by a junior team that struggled to meet their expectations. This dynamic risked undermining the client's confidence and commitment to the partnership.

## The Solution

To address this challenge, proactive and direct action was taken to rebuild trust and establish a strong foundation for collaboration:

- 1. Engagement Across Levels:** Invested significant time engaging with clients at all levels, from junior team members to senior stakeholders, to build rapport and understand their needs comprehensively.
- 2. Taking Ownership:** Assumed a leadership role, overseeing the account's strategic direction and client communication. This included leading regular strategic and operational meetings to ensure alignment and accountability.
- 3. Guiding the Team:** Provided clear guidance and mentorship to the junior team, elevating their capabilities and ensuring they could deliver the high standard of work expected by the client.



## The Results

The newly implemented performance media strategy not only reestablished the client's confidence but also propelled their success within the OPSM organization. The initiative achieved remarkable recognition:

- Transformed the client into a "superstar" within OPSM.
- Garnered multiple global and Asia-Pacific awards for excellence in media and marketing.
- Secured a prestigious Cannes Lion award, a testament to the groundbreaking and strategic approach.

This case exemplifies the power of strategic leadership, client-centric collaboration, and innovation in media performance. It highlights the importance of not just delivering results but also nurturing trust and ensuring all stakeholders feel supported and empowered. Let me know if you'd like to refine or expand this further!