



The Problem

In 2015, Sunglass Hut ANZ aimed to enhance its brand appeal among millennials, aged 25–34, with a strong emphasis on the outdoor-focused lifestyles of Australian and New Zealand audiences. Millennials, driven by a love for adventure, sports, and fashion, sought eyewear that balanced style and functionality.

To position itself as the ultimate destination for sunglasses enthusiasts, Sunglass Hut needed to highlight its wide selection of iconic brands—such as Ray-Ban, Prada, Oakley, Versace, Persol, Michael Kors, and Burberry—while simultaneously celebrating its 50th anniversary in a way that would resonate with this dynamic audience.

The Solution

Sunglass Hut designed a vibrant campaign that aligned with summer themes, outdoor lifestyles, and its milestone 50th anniversary. The campaign included the following strategic initiatives:

Iman as the Face of the Campaign: Supermodel Iman starred in the campaign, which featured a capsule collection and her image prominently displayed on the tail of a Jetstar A320 plane. This high-profile endorsement amplified the campaign's aspirational appeal.

"Find Every Shade of You" Tagline: Highlighted Sunglass Hut's status as the ultimate destination for sunglasses enthusiasts, emphasizing personal expression and individuality.

Summer-Themed Focus: Content celebrated summer activities, including Iman's summer plans and tips on how to stand out at festivals, reinforcing Sunglass Hut's relevance during the peak season for outdoor activities.

Sports & Local Influencers: Partnered with Olympic athletes and cricket stars, aligning with the outdoor-centric culture of ANZ millennials.

Station Domination: Transformed Martin Place in Sydney with immersive summer-themed visuals, creating a standout brand presence underground.

Adshel Campaign: Innovatively removed the glass covering at selected bus stops in Sydney and Melbourne, encouraging commuters to take free books, extending the campaign's impact beyond eyewear.

50th Anniversary Celebrations:

- Launched six exclusive frames from brands like Ray-Ban, Versace, Oakley, and Prada.
- Featured a special summer campaign, "Don't Stop The Feeling," which included:
- A TV commercial highlighting the campaign's festive energy.
- Personalized influencer mailers and a social media dance challenge to foster engagement.
- Roller-skating pop-ups, blending nostalgia with contemporary fun.

Client: Sunglass Hut ANZ

Industry: Retail (Eyewear)

Campaign: Summer Eyewear Showcase Celebration & 50th Anniversary

The Results

The campaign was a resounding success:

Brand Awareness: A significant uplift in recognition of Sunglass Hut's extensive brand portfolio and its association with outdoor, summertime activities (e.g., XX% increase).

Engagement: Substantial interaction across social media platforms, particularly with the "Find Every Shade of You" messaging and the dance challenge.

Sales Impact: Increased demand for the 50th anniversary exclusive frames and higher in-store and online foot traffic attributed to the campaign.

By embracing summer themes, leveraging high-profile partnerships, and celebrating its rich heritage, Sunglass Hut solidified its position as the preferred eyewear destination for millennials in ANZ.

Conclusion:

Through bold storytelling and experiential activations, Sunglass Hut ANZ successfully tapped into its audience's passion for outdoor lifestyles and individuality. The campaign's innovative approach ensured that the 50th anniversary was celebrated memorably, all while fostering lasting connections with its millennial audience.

