



assignment

assignment: **Big Idea Brainstorm + Ways In**
due: **March 17th**

DESCRIPTION:

Your assignment is to break into groups of 3 to group brainstorm about Ciba Vision Contact Lenses. At this point you should be focused on rapid idea development, learning to work with your team and using the OIIC to generate concepts.

These concepts should be channel independent. Meaning, you are focused on the 'big idea', not the creative execution in a single medium. Explore alternative 'ways in' and thought starters to the ones presented in the OIIC. Use the mind map or any of the exercises discussed to get started.

DELIVERY:

Your final output will be a pdf of concepts (one for each team member), including descriptions, copy if necessary, doodles, swipe and anything your group feels is necessary to convey the concept.

I would like to see evidence of your brainstorm process (ie tools to arrive at ideas). There should also be a written explanation of your submission.

Submit into blackboard, and additionally, bring copies of your ideas to class, one for review and one to turn in.

GRADING:

For this assignment, you will be given a grade for your group. Your group's grade will be based on your ability to brainstorm concepts in a group setting and to show your process. It will be judged on the criteria below:

(100 points total)

20 pts — Big Idea (written)

15 pts — Audience resonance (Will they 'get it'?)

10 pts — Brand appropriate—in line with OIIC (makes sense for brand)

20 pts — Creative strategy (group statement + background thinking/brainstorm)

20 pts — Demonstration of concepts and support of Big Idea

15 pts — Group effort + cooperation/ presentation

This is an *assignment*, and will go towards your cumulative *assignment grade*. Any assignment that is not turned in on the day due and in the manner requested above will decrease this assignment's grade by **2 points per calendar day**.



FreshLook

Ciba Vision

Objective

Reinvent FreshLook with a compelling Idea

- integrates the brand into consumers lives
- accelerates growth of the global cosmetic CL segment

Issue

“Appearance” (more so than beauty) is the primary driver that motivates consumers to enter the CL category and become a color lens wearers.

Insight

As they search for ways to express themselves, young women “try on” new identities as easily, and as often, as they do shoes. For them, changing and experimenting with their appearance is an important way to assert their individuality and express themselves.

Challenge

You come up with the ONE Big Idea/Way In that is the umbrella idea for your creative.
Each concept (creative execution) must support your big idea



Business Overview:

Headquartered in Atlanta, CIBA Vision is a global leader in the research, development and manufacturing of optical and ophthalmic products and services, including contact lenses and lens care products.

CIBA Vision was formed in 1980 and in 1996 merged with Sandoz to form Novartis Pharmaceuticals. CIBA products are available in more than 70 countries worldwide.

In 2000, Novartis expanded CIBA with the acquisition of Wesley Jessen Vision Care, INC., a leading developer of color contact lenses. The addition of Wesley Jessen's assets includes key patents for lenses that change or enhance eye color. These assets strongly complement CIBA's range of contact lenses and strengthen their position as the world's second largest contact lens company and the global leader of color contact lenses.

Category Overview:

The estimated \$700 MM specialty lens category is comprised of 88% female consumers. According to CIBA's research, 80% of women aged 12-24 are interested in getting lenses. There are currently 2.2 million US wearers of color contacts, 60% of whom are under 24. CIBA has looked to shore up their sizeable market share lead on the category by increasing product awareness.

Product Line:

CIBAVision's Fashion Wear line offers the widest variety of colors, modalities and cosmetic contact lens styles—more than 85 combinations in all—of any contact lens manufacturer. CIBA Vision enables consumers to change, enhance or illuminate their appearance with subtle color alterations through a patented, three-in-one color burst pattern. CIBA's product line offers a variety of stylized lenses for all different eye types:

-FreshLook ColorBlends: Uses patented 3-in-1 color technology to create subtle, natural depth for dark eyes. FreshLook lenses incorporate new technology that embeds an ultra-violet absorber which helps protect against UV rays.

-FreshLook Radiance: First lens to add beautiful pearlescent effects to both light and dark eyes. Illuminates and brightens natural eye color without changing it, in four different effects:

1. "Moonlight" – silver shimmer
2. "Eden" – glimmer of green
3. "Autumn" – bronzy shine
4. "Sunrise" – sparkle of gold

-FreshLook Dimensions: Enhances and defines eye color with an innovative outer starburst pattern on the lens that instantly gives eyes a bigger, brighter, younger – and natural – look. New colors made especially for light eyes: Pacific Blue, Sea Green and Caribbean Aqua.

-WildEyes: Variety of 20 unique and eye-catching designs and colors to match your mood. New: zebra, jaguar, black-out.

Strategy:

CIBA's marketing of the color lenses as a fashion item is an attempt to create awareness of color lenses beyond people with eye problems. Users need not have problem vision to wear the lenses, however a visit to an eye professional is required by the FDA.

CIBA has taken the tried-and-true multi-tiered cosmetics marketing approach. With specifically targeted executions, CIBA has focused on teens at large, twenty-something women, African American teens and Hispanic teens. According to Julie Collins, group director of consumer marketing at CIBA, these demos have been segmented further to include psychographics like "identity seeking experimenters" and "image-conscious fashion seekers."

CIBA is attempting to increase sales by reaching new users by appealing to fashion-conscious consumers who ordinarily would not consider colored lenses as a fashion accessory.

Target:

CIBA's primary Fashion Wear target is female, teenage through twenty-something. The colored contact lens consumer may be a high school girl looking to express her budding fashion sense, a hip college student looking to stand out from the crowd or a twenty-five year-old working woman who has always wished her hazel eyes had a glimmer of green. She need not have visual problems.

While this audience seems to be very differentiated by many respects, they all have in common their proclivity for accessorizing, expressing their individuality and experimenting with various looks. The CIBA Fashion Wear woman is a whimsical, fashion-forward and carefree young woman who is up for having a good time and looks for products that enhance her appearance and reflect her vibrant inner spirit.