

Advertised brand: Top Charoen Optical
Campaign: Welcome Back the Sight
Advertising Agency: JWTConnect / JWT Bangkok,
Thailand

Background:

80% of elderly Thais have eyesight problems, but they cannot afford glasses. TOP CHAROEN, an optical retailer, runs an annual donation drive asking people to donate their old reading glasses BUT People no longer trust that their donations reach the people who need it.

Challenge:

We do need to gain and rebuild trust to increase more donating glasses.

Strategy & Idea:

"Welcome Back the Sight" campaign has to rebuild trust and increase donations. By donating glasses, donors can access to our website. They can type a message that was automatically formatted to look like a standard eye-test chart. These online messages were then used as actual eye test reading charts at our events.

Result:

In only the first 10 days, more than 4,000 Like increasing during the campaign. More than 4,000 greeting eyes test were created. Almost 4,000 seniors got new glasses. Almost 4,000 families came to celebrate together during Thai Traditional show event we arranged after the donation activity in day time. Almost 4,000 thank you were returned back to all donors.