

# Warby Parker

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FRAME YOUR WORLD

Taylor Batson

COM 4470 - Multimedia Desktop

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# AGENDA

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- Client Overview
  - Who the client is
  - Target Audience
  - Client Goals
  - Competitors
- Print Project
- Website Overview

# CLIENT OVERVIEW

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## Overview -

- Founded in 2010 as an online-only, New York City-based company.
- Mission: Make vision accessible to everyone.
- Transitioned from online-only to opening 200+ physical stores in the U.S. and Canada.
- Direct-to-consumer model: Eliminates the middleman, offering affordable eyewear.
- Buy a Pair, Give a Pair initiative: Donates a pair of glasses for every pair sold.
- Warby Parker Impact Foundation: Promotes vision equality as a separate entity.

## Strengths -

- Lower price points via direct-to-consumer model.
- B-Corp status: Appeals to socially conscious consumers.

## Weaknesses -

- Limited global presence compared to competitors.
- Competition from brands like EyeBuyDirect and Zenni Optical with lower-priced products.
- Increased overhead costs due to physical store operations.

# TARGET AUDIENCE

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## **Demographic -**

- Age range: 25–45 years old.
- Generations: Socially conscious, tech-savvy Millennials and Gen Z.
- Gender: Mix of men and women.
- Education: Highly educated, often with college or advanced degrees.
- Income: Middle to upper-middle-class brackets.

## **Interests -**

- Values fashion-forward, affordable eyewear.
- Appreciates high-quality design and ethical business practices (e.g., “Buy a Pair, Give a Pair” initiative).

## **Content access -**

- Online channels like the website, mobile app, and social media.
- Accessibility features such as alternative text for images and color contrast are essential.

## **Messaging tone -**

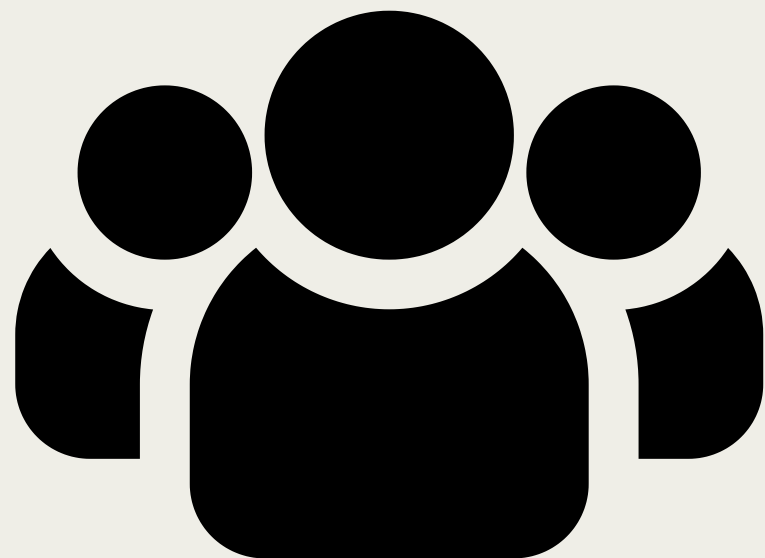
- Playful yet professional.
- Incorporates subtle humor and light wordplay.
- Friendly and customer-focused communication style.

# CLIENT GOALS

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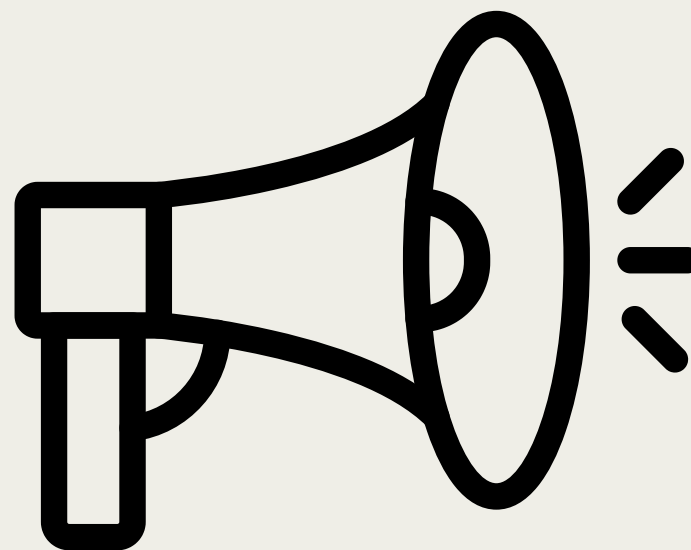
## Attract More Customers

- Leverage brand identity and commitment to accessibility and affordability.
- Appeal to socially conscious Millennials and Gen Z.
- Emphasize unique offerings like the “Buy a Pair, Give a Pair” initiative and B-Corp status.
- Use innovative marketing to reach style, sustainability, and affordability-focused audiences.



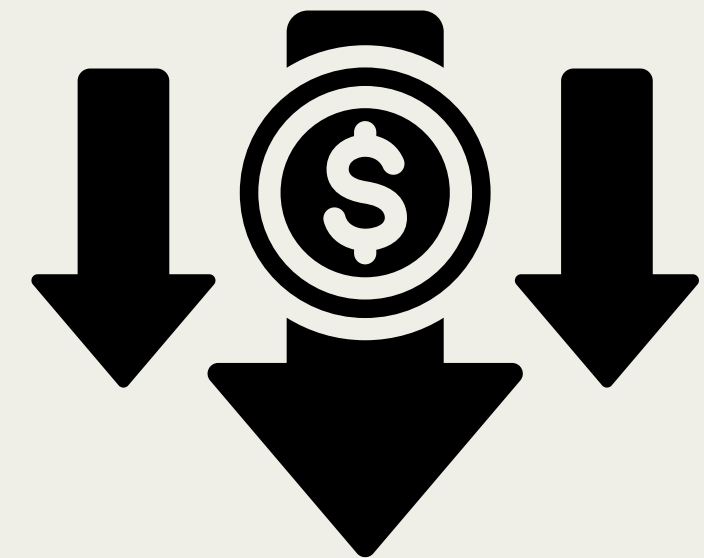
## Bring Awareness

- Promote Warby Parker’s shift to an omnichannel strategy.
- Highlight convenience and personalized shopping experiences at 200+ store locations.
- Drive foot traffic through targeted campaigns.



## Low Price Point

- Continue eliminating middlemen with the direct-to-consumer model.
- Offer stylish, affordable eyewear without compromising quality.
- Compete effectively with brands like EyeBuyDirect and Zenni Optical.
- Balance affordability with ethical and fashionable designs to attract budget-conscious shoppers.



# COMPETITORS

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## EyeBuyDirect

- Business Model: Direct-to-consumer.
- Strengths: Extremely low prices, frequent promotions, and a wide range of styles.
- Target Audience: Budget-conscious customers seeking affordable, stylish eyewear.
- Challenges: Less focus on physical retail presence and ethical initiatives compared to Warby Parker.



## SpecSavers

- Business Model: Brick-and-mortar focused with an online presence.
- Strengths: Global presence, in-store optometry services, and extensive product offerings.
- Target Audience: Broad demographics, including families and older customers.
- Challenges: Higher price points and less emphasis on innovative, digital-first marketing.



## Zenni Optical

- Business Model: Direct-to-consumer.
- Strengths: Extremely affordable eyewear, customization options, and virtual try-on technology.
- Target Audience: Price-sensitive shoppers looking for variety and convenience.
- Challenges: Limited focus on physical retail and social impact initiatives.



# PRINT PROJECT

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WARBY PARKER

FRAME YOUR WORLD

WITH WARBY PARKER EYEWEAR




Lupe  
*Tamarind Tortoise*



Rufus  
*Amalfi Tortoise*




Tatiana  
*Saddle Tortoise*



Brimmer  
*Jet Black with Polished Gold*



Broome  
*Jet Black with Polished Gold*



Duncan  
*Oak Barrel with Riesling*

WARBY PARKER

# Thank you!

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FOR WATCHING AND LISTENING

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