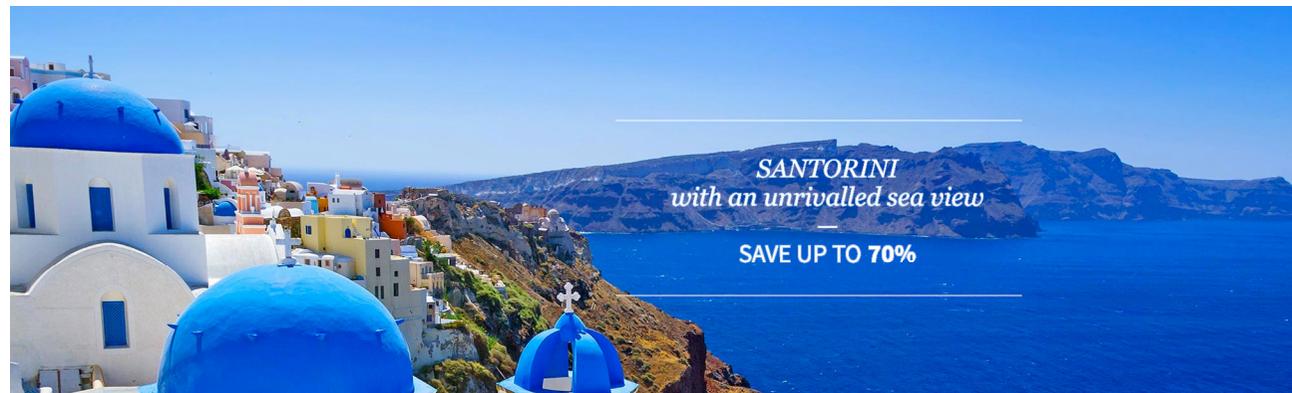


NANA
WOODY
& JOHN

NanaWoody&John launches new page with special offers for consumers

Wrongly, people (in this industry) sometimes still like to think promotions and special offers aren't chic and for discounters only. Something which is definitely not true anymore. High end stores in other branches continuously try to seduce new clients with smart promotions. In the Netherlands stores like De Bijenkorf and Oger are good examples, but also an initiative like the Restaurant Week or a site like Voyage Privé which offers luxury five stars accommodations for very special prices.



The main goal is to attract new clients to visit the store, restaurant or hotel because only when in the store those potential clients can learn about the owner, the employees, the collection, the services and everything else. Clients who never enter the store can not be seduced. This is definitely true for the optical branch where too many people, based on false or incomplete information, don't visit 'expensive' independent opticians anymore and have no idea about what they really offer.

This is why NanaWoody&John at its new website launches a page that more or less resembles the Voyage Privé pages. In a stylish and classy way, totally in line with the look and feel of NanaWoody&John we will offer limited promotions (in time and quantities) with branded eyewear and lenses at selected opticians.



How does it work?

Buy in and preparation of the promotions

- Supplier/brand in collaboration with NW&J select one model (RX or sunglasses)
- Supplier/agent sells every interested dealer/point of sale about 5 pieces of this particular style. Preferable in one or maybe two colors like 5 x 1 or 2 x 3 colors. In case of very expensive/exclusive styles we can decide to go for 3 pieces. Definitely never 1 piece as it is useless to make promotion for a style of which you have only 1 piece available instore.
- Discount for this particular 5/6 pieces at least 30%.
- The participating optician agrees that NW&J (and the shop itself) will promote sales of this particular style in the participating stores during a limited time (max 1 month) and as long as available (max 5/6 per store) for a fixed special and transparent price (at least 30% discount in the store as well)
- In case of an RX style, lenses will be included in the promotion.
- Supplier agrees to deliver all participating opticians at the same time which is also the moment the promotion will start.



The promotion

- At the moment of supply NanaWoody&John publishes the offer in a nice and stylish way including text and images + a storelocator leading to the participating opticians at its special promotion page.
- At the same time it sends a newsletter/mail to all members of its VIP Club which will become active as soon as the new website is online.
- NW&J shares the promotion post at its Facebook page
- And starts an online promotion campaign on social media for at least 500 euro
- In case it is relevant social influencers can be included in the campaign
- NanaWoody&John delivers all participating opticians a ready to use promotion package for their own social media pages and will do this again a few times during the time of the promotion.
- If necessary NW&J will photograph the particular frame or sunglasses itself to make sure enough material to promote this specific style is available.
- During the promotion NW&J will publish other blogs and posts to keep the attention alive.



PORTRAIT OF A LADY
The clothes are the museum
in Meisell's photographs.
as in this image (right) of a
model in a John Galiano
dress published in March
press and included in the
book.



In addition

- Of course NanaWoody&John will make general promotion for the VIP Club and the offers at its website (PR, social media, influencers)
- The final goal is to have 2 promotions a week in order to make it interesting for everyone to visit the promotion page regularly or to tell others about the page.
- Opticians that want to participate don't need to be members of NanaWoody&John as we listed all independent opticians and can easily connect them to your brand/promotion.
- We offer a range of other interesting advantages to our member opticians.
- NanaWoody&John assures a good planning and promotion schedule in order to have relevant promotions throughout the year.

Business to business

- The development of the promotion page provides brands with an interesting business to business opportunity
- The promotions can be used as 'premiums' like in: opticians buy 20/30 frames/sunglasses and as a reward are invited to join a promotion for which they are offered to buy the 5/6 'promotion frames' for very special conditions/discount.

Costs

- Costs for each promotion are 1.500 euro of which 500 euro will be used for an online social media campaign.