



Opticians & Audiologists

Opticians launches real-life, feel-good Christmas TV ad

THE magic of Father Christmas has been captured in a heart-warming 'Should've gone to Specsavers' TV advertisement, which features primary school children describing what Santa looks like to them.

The 30-second 'When I saw Santa' ad debuts on 2 December during the X-Factor Final on ITV at 8.30pm.

A second ad creative will be shown during Channel 4's 24 Hours In A&E at 9.10pm the following day. Both commercials will also be available on Specsavers' social media channels, along with other engaging take-outs from filming with the children, in the ten days leading up to Christmas Day.

In the latest iteration of its famous tagline, Specsavers has asked primary school children what the man of the moment looks like.

Specsavers' Creative Director Graham Daldry said that while some brands celebrate Christmas by telling stories, Specsavers has done it by being real.

'Children tend to appreciate the true magic of Christmas more than adults, so we were there to listen and learn,' said Graham. 'They think of Santa as more than someone that just appears once a year to deliver presents. Children see him as having a life, living with his family at the North Pole. In fact, it's only children that can really see Santa, so maybe it is us adults who need an eye test. It's a very simple, heart-felt concept that many families will be able to relate to.'

The adverts were created in-house by Specsavers' film-makers Lenny Lenfesty and Kristin Rathje, with filming taking place at two primary schools in the UK and one in Dublin. The children, aged three to six, appear in groups of two and three and the backdrops are their own schools and nurseries.

Each advert opens with a child who claims to have seen the real Father Christmas before animated discussion ensues, detailing Santa's distinctive features. They close with the remark: 'Never seen Santa? Should've gone to Specsavers.'

Graham continued: 'Specsavers is a very family-orientated brand and it seemed only natural for us to do something at Christmas – it's such a great fit for our brand values. We are confident it will capture the nation's hearts and minds thanks to the "ahh factor" delivered by the wonderful children who took part.'

Filmmaker, Kristin Rathje added: 'We have tried to make it as real and as true to the children's stories as possible. It's not about Specsavers, it's about Santa and Christmas.'

The adverts can be viewed after their TV debut on Specsavers YouTube channel at <https://www.youtube.com/user/SpecsaversOfficial>. Further content - '10 Day Countdown to Christmas' - will feature out-takes from the TV ad filming and will be available from 15 December on Specsavers Facebook page at www.facebook.com/specsavers/.

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Issued by Beattie Communications on behalf of Specsavers

specsavers.com



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Notes to Editors

- Specsavers is a partnership of almost 2,000 locally-run businesses throughout the world -all committed to delivering high quality, affordable optical and hearing care in the communities they serve.
- Each store is part-owned and managed by its own joint venture partners who are supported by key specialists in support offices
- More than 36 million customers are registered with Specsavers and the partnership had a turnover of more than £2.2bn in 2016/17
- More than one in three people who wear glasses in the UK buy them from Specsavers
- Specsavers is a champion of the National Health Service – of its 22.2m customers in the UK, 55% are from the NHS and the company is the largest provider of free NHS digital hearing aids
- Specsavers supports several UK charities and is in partnership with RNIB for a public awareness campaign to transform the nation's eye health.
- Specsavers runs a home-visiting service in the UK and Ireland for those who cannot get to their local store unaccompanied.

Film production details:

'When I saw Santa' was created, filmed and directed by Specsavers in-house Creative team, led by Graham Daldry, alongside Manning Gottlieb OMD for media planning and buying.