

The Specsavers logo consists of two overlapping green ovals. The word "Specsavers" is written in white, sans-serif font across the center of the ovals. To the left of the logo is a large orange triangle pointing right.

Specsavers



“ Whistl has delivered consistent campaign results for Specsavers. Doordrop media is established as one of our top-performing media channels and their approach to evaluation reveals continuous opportunities to optimise future campaigns. ”

### Specsavers uses intelligent doordrop to drive instore footfall

Doordrop media is a crucial part of the local, regional and national media mix for Specsavers opticians. The use of multi-page doordrop, produced in-house, supports brand engagement at a local, store-specific level in conjunction with national media and drives sales.

Specsavers' doordrop is based around a well-developed, consistent multi-page creative that showcases Specsavers' range, quality and expertise, provides information and incentivises consumers to come instore for an eye test. Our targeting is based on insight from a combination of customer data, geo-demographics and retail catchment.

### Delivering consistent results

Whistl has delivered consistent campaign results for Specsavers. Doordrop media is established as one of their top-performing media channels and our approach to evaluation reveals continuous opportunities to optimise future campaigns.

The whistl logo features the word "whistl" in a bold, orange, lowercase sans-serif font. Above the letter 'i' is a small orange circle with a white smiley face inside.