

Brand Strategy and Guideline

Brand strategy

Our brand strategy is at the heart of everything we do.
It summarises what we believe and why we exist.

Mission

Our mission defines why Lenskart exists. This simple message drives everything we do and underpins all of our decisions as a brand.

Transform the way people see and
experience the world

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- We want to retain and elevate our transformative spirit.
- We're trying to transform an industry.
- We rated this as most important out of transformation, inspiration, exploration

Transform the way people see and
experience the world

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The way = 'the conduit'

Through experiences, through access to products and advice, through care.

Transform **the way** people see and
experience the world

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Transform the way people see and
experience the world

Experience is the physical transformation – it represents your ability to do more than you were able to before. To experience the world without limitations or barriers. To do more, be more.

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Transform the way people see and
experience the world

A bigger aspiration. To be able to see and experience life more than before.

Behaviours

This is how we bring our purpose to life. It's how we action our brand on a daily basis.



Sense of Play

An eyewear company doesn't
have to be clinical

Agile Minds & Swift Actions

Keeping our fingers, thumbs,
and eyes on the pulse

Behaviours

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Obsessive Dedication

We love what we do and we are
committed to do it well

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Proposition

Our proposition is our foundational concept that highlights what makes Lenskart unique. It's what makes us stand out from our competitors.

We deliver eyewear experiences for everyone and every purpose

Creative platform

Our creative platform is a concept that separates us from the competition.



Overview

Here is an overview of our strategy. This outlines how our strategic platform and creative platform work in unity.

