

SunSensors®: Corning speeds up!

Following the worldwide launch of their SunSensors® HPC (High Performance Coating) photochromic lens, Corning Ophthalmic carries on with a new, global SunSensors® communication campaign and a completely new website. Philippe Garnier, Plastic Business Manager, tells us more.

Two technologies and three products when others promote a unique photochromic solution; isn't your strategy a bit risky?

PG: On the contrary, we think that photochromic diversity could be the most successful option for several reasons. First because our customers like to be free to choose between an attractively priced, universal, in-mass photochromic lens (SunSensors® by Corning), a high resistance photochromic monomer specifically designed for rimless frames (SunSensors® +), and a high-performance, fast-reacting photochromic coating (SunSensors® HPC) which we introduced in mid-2008 for the high-end lens market, on polycarbonate and high indices.

Our customers can therefore get the SunSensors® quality and communication support at different levels that fit the specific needs and profiles of the various markets they target. Finally, this genuine photochromic range is a unique market positioning, especially in the current economic context: this is why we now describe our SunSensors® range as “the alternative photochromic”.



On the subject of your communication campaign, your new “wild” style is quite a break from what we had seen so far; can you describe its objectives?

PG: A few years ago, when launching SunSensors® by Corning with our “mountain-biker” ad, we had already chosen a very differentiated path to photochromic lens promotion. Pushing further along the same trail, we thought that humor and something out of the ordinary would not harm our “technologist” reputation! A closer look at the concept reveals its logic: these “exotic” and differentiated eyes symbolize the wide variety of lens wearers’ profiles and needs. For example, is there a better analogy than the elephant character for promoting a high resistance in-mass monomer or a more suitable image than the tiger’s to describe our fast-reacting new photochromic coating? Overall, we walk the talk of photochromic diversity, aiming at a high impact on Eye Care Professionals, who should claim and use differentiation, whether in brand or product terms, to better address all kinds of needs among their customers.



Your communication strategy has always been based on customer partnerships; is it still the case?

PG: Yes, we always want to give the priority to collaborative solutions which best serve our customers’ interests. As I explained above, each SunSensors® lens will have its own visual identity, reflecting its precise market positioning. These will be echoed in specific ads and commercial/technical literature. Our customers can either use these individual solutions as such, or they can customize them (HMC treatments, specific progressive designs...).

On our side, under the Corning name, we will promote the whole SunSensors® photochromic range with a global B-to-B communication campaign, as well as through our completely new ophthalmic website, now loaded with useful information and addressing all publics including teachers, students and eyeglass wearers.

Are there any new SunSensors® items planned for 2009 or 2010?

PG: Yes. Corning’s commitment to this market is stronger than ever. Widening our portfolio with innovative technologies will remain our development strategy to make sure SunSensors® remains The Alternative Photochromic.