





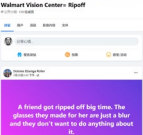
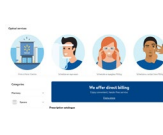
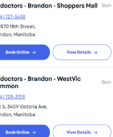
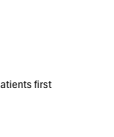
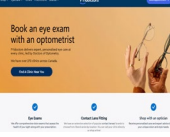
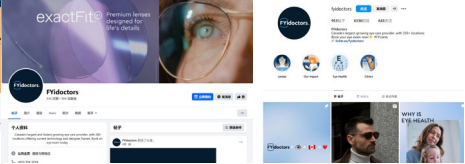
BRAND RESEARCH, STRATEGY & TOUCHPOINTS SCRIPT

BRAND RESEARCH

Cristall Opticians in Comparison to FYiDoctors & Walmart Vision Centre (Brandon, MB)

This section provides a comparative overview of Cristall Opticians alongside two key local competitors: **Walmart Vision Centre** and **FYiDoctors**, both operating in Brandon.

The brand research covers essential factors including **market scope**, **location presence**, **brand tone**, **core values and attributes**, **service offerings**, **pricing models**, **customer feedback**, **shipping options**, and **social media accounts**. This analysis helps position Cristall Opticians within the local optical landscape and identifies opportunities to differentiate the brand.



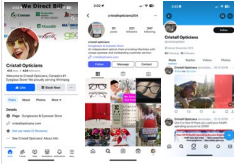





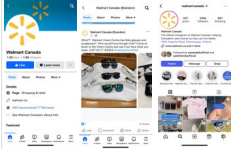
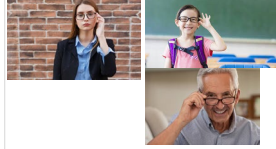




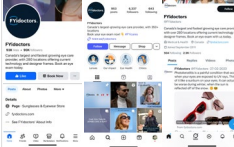





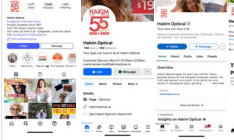
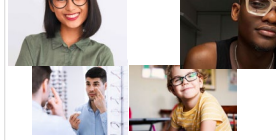
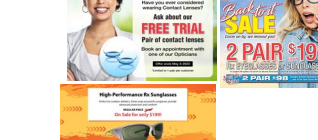
Name	scope	locations	CORE VALUES AND ATTRIBUTES	service	TA	feedback	average price	shipping Service	Brand tone	Social accounts
cristall opticians	two locations in Manitoba.	Brandon (204-729-8307, 1-800-5483523) Winnipeg (204-942-5305, 1-888-239-8046).	at cristall opticians we believe in fabulous & unique eyewear while providing outstanding customer service that can only be achieved in an independent optical boutique.	Provides eye exams and sells contact lenses.	Myopic people living in Brandon	3.8 bad service		Not specified		
Walmart Vision Centre	one in brandon, but 10 in manitoba	903 18th St N, Brandon, MB R7A 7S1, Canada	Enjoy convenient, hassle-free service	direct billing; Offer more international brands; Clear return policy.	Myopic people living in Brandon	3.1 bad service too 	*Available in-store only. Adult frames included up to \$79. Children frames included up to \$29	Delivery; pickup; curbside pickup;		There's no official
FYiDoctors	two in brandon	 	patients first	Canada's largest eye center covering all ophthalmic services.		4.5, much better	frames almost 150	Free shipping and handling on all orders. Most orders are delivered within 2 to 6 business days (some remote locations may take longer).		

[Link to view the original Google Sheet document](#)

BRAND RESEARCH

Competitor Analysis with three other local Brandon optical shops (Walmart Vision Centre & FYiDoctors & HAKIM Optical)

This section presents a detailed competitor analysis comparing Cristall Opticians with three other optical providers in the Brandon market: Walmart Vision Centre, FYiDoctors, and HAKIM Optical. The research focuses on key branding components, including **logo design, colour palette, slogans, core values, and target demographics**. It also examines each brand's **product line, digital presence (website and social media), advertising touchpoints (such as posters and promotions),** and the brand **lifestyle** embedded in their brand communication. This analysis provides strategic insight into how Cristall Opticians can uniquely position itself.

Name	Brand Logo	Color	Slogan/Mission	Values/Goles	Demographics	Product Line	Website	Social Media Platforms	Lifestyle	Posters, Ads
Cristall Opticians	NO LOGO!		"Fabulous & Unique Eyewear"	Focuses on providing outstanding customer service in an independent boutique setting	Individuals seeking high quality, stylish eyewear in a boutique setting. Likely appeals to middle to upper income groups who value personalized service	Glasses, Contact lenses, Coatings, Lenses				
Walmart Vision Centre			"Save Money. Live Better"	Aims to deliver quality products at the lowest prices to help customers save money and live better lives. Their values center around convenience, affordability, and community impact	Serves a broad demographic focused on affordability and convenience. Appeals to families and individuals across all income levels looking for value-driven solutions	Glasses, Contact lenses, Eye exams, Basic frames for everyday use. Focuses on accessibility over luxury.				
FYiDoctors			"Enhancing Lives"	Committed to patient-first care, innovation in technology, diversity, equity, and inclusion. Their mission is to enhance lives through cutting-edge eye care solutions	Attracts health-conscious individuals who prioritize advanced technology and professional care. Appeals to middle to upper-income groups who value comprehensive eye health services	Advanced lens technology (Freeform lenses), Diagnostic tools (Optional retinal scanners), Designer frames, contact lenses, and comprehensive eye exams tailored to individual needs				
Hakim Optical			"Your Eyes Can Have It All"	Aims to provide high-quality eyewear at competitive prices while delivering excellent customer service.	A wide range of customers, including budget-conscious individuals and those seeking fashionable eyewear. Their target audience includes families, professionals, and individuals across various income levels who value both affordability and style	Designer frames (both in-house and branded), Prescription lenses, Contact lenses, On-site fitting services, Frames for all face shapes and lifestyles				

[Link to view the original Google Sheet document](#)

Cristall Opticians / Brand Brief

Brand Name :Cristall Opticians

With over 13 years of trusted service in Brandon, Cristall Optician is more than just a business – it's a legacy. In a community of 50,000 where word-of-mouth reputations, familiarity matters. Changing the name would erase that legacy, while a brand refresh honors and celebrates it.

Vision & Mission

To provide trustworthy, people-centered eye care for Brandon and surrounding communities.

While we can't compete with national chains on price or inventory, we rely on trust, warmth, and genuine human connection. We remember your name, not just your order number.

Target Audience & Market

50,000 residents of Brandon and surrounding towns within a 100 km radius.

Targeting families, working professionals and seniors who value authentic service, relationship-driven care and supporting local businesses.

Big Idea

Local • Familiar • Personal

Tagline

Your neighborhood optician

Core Beliefs & Values

- Our customers aren't just clients—they're our neighbors, family and friends.
- We may not offer the lowest prices or biggest brands, but we provide the most thoughtful service.
- True care isn't fast or flashy. It's thoughtful, sincere and heartfelt.
- We don't work for the community—we are the community.
- 13 years of support isn't just history. It's a responsibility. One we uphold and honor with every visit.

Value Proposition

- We may not be the cheapest, but we're the ones who know you
- We're not a chain—we're your neighbors.
- We offer more than service—we offer genuine care to make your life better.
- We're from Brandon, for Brandon
- We don't just support your vision, we build relationships.

Key Competitors

FYI Doctors &
Walmart Vision Cen-
ter



BRAND STRATEGY

An Overview of Cristall Opticians' Brand Brief

This image represents the **Brand Brief for Cristall Opticians**, outlining the key elements that define the brand's identity and purpose.

It includes the brand name, vision and mission statements, target audience and market positioning, tagline, brand essence, and core beliefs and values.

The brief also highlights the brand's value proposition (what sets Cristall apart in a competitive optical market) and identifies its key competitors within the Brandon region.

This foundational overview helped us guide all branding, messaging, and design decisions moving forward.

BRAND STRATEGY

An Overview of Cristall Opticians' Creative Brief


Project Scope, Deliverables, and Workflow for Cristall Opticians' Brand Refresh

This image outlines the **Creative Brief** developed for the Cristall Opticians rebrand. It defines the team goals, including project objectives and core deliverables, such as the complete visual identity package, brand usage guidelines, and website layouts.

The brief also details the creative process and timeline, from brand strategy proposal through to execution, and includes key legal and project management elements such as intellectual property rights and confidentiality agreements.


This brief ensures that all team members align with the project's direction and expectations.

Cristall Opticians / Creative Brief



Team Goals

Increase the client's local market share by **20%**.
Achieve at least **80%** user satisfaction based on post-launch survey feedback.



Team Deliverables

1. Complete Visual Identity Package:

- Full logo set in all required formats
- Two social media banners (e.g., Facebook, Instagram)
- Designed services list
- One promotional flyer
- Three branded giveaways (e.g., mug, tee, paper bag)

2. Guidelines:

One-Sheet Visual Identity for the Logo

3. Website Layout:

Homepage sketch & layouts for mobile, tablet, and desktop views

Work Processes

Phase 1: Brand Strategy Proposal (2 weeks)

- Team submits a comprehensive Brand Strategy Proposal

Phase 2: Logo & Visual Concepts (2 weeks)

- After the strategy is approved by the client, develop and submit initial logo and main visual design concepts.

Phase 3: Touchpoint & Website Development (3 weeks)



- Once concepts are approved, build out remaining brand touchpoints and website layouts based on approved concepts.

Phase 4: Final Deliverables (1 week)

- Submit the complete visual identity package, one-page guidelines, and all website design layouts.

Legal & Project Management Elements

- A Non-Disclosure Agreement (NDA) must be signed by both parties. The team is not allowed to disclose any progress or client's core business data before the rebranding is publicly launched. The client must also keep the project pricing confidential.
- An Intellectual Property Agreement must be signed. The intellectual property rights of the brand design belong to the team, and the team is allowed to use this project for commercial promotion. The usage rights of the design outputs belong to the client, who may use the assets as a basis for future derivative designs, though ownership of the original design remains with the team.

BRAND TOUCHPOINTS



Brand Posters



BRAND TOUCHPOINTS

Brand Ephemera



BRAND TOUCHPOINTS

Brand Flyer

See the Difference In Style Comfort and Care



Free exams are now available

From timeless frames to custom-fitted lenses, we offer curated styles that reflect your personality and needs—without the pressure or upsell.



Which Look Is Yours?

At Cristall Opticians, we carry a wide range of brand-name eyeglass frames, sunglasses, and contact lenses. As a proud part of the community, we're committed to offering the most affordable prices as a way to give back for your continued support.



Emily, Optical Assistant

“I've been with Cristall Opticians for over seven years. In that time, I've watched many children grow coming in year after year for new frames. It's a quiet joy to be part of their journey, not just helping with vision, but standing beside the community as it grows.”

We don't just work in the community
we're part of it

Want to explore a bit more before you book?
Visit our website
www.cristallopticians.com



Lucas, Proud dad

“My daughter helped me pick out a pair of sunglasses at Cristall Opticians, and now she insists I wear them every time we go out. She says, 'Daddy only looks cool with those!' It's become our little thing—and seeing her smile is the best part of wearing them.”

Discover the Cristall difference

13+ Years
Serving Brandon's Vision

EYE CARE

THE WAY IT
WAS MEANT
TO BE

**At Cristall Opticians,
you're more than just
an order number.**

We offer trusted, people-first care—rooted in community, conversation, and clarity.

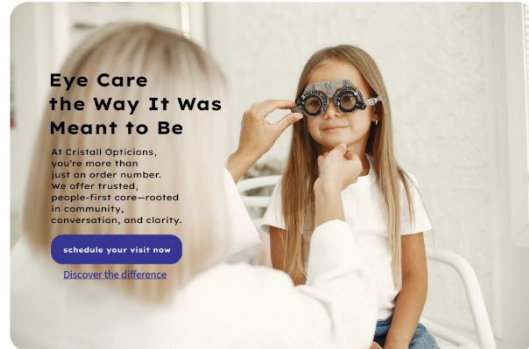


BRAND TOUCHPOINTS

Social Media



BRAND TOUCHPOINTS



Tired of being rushed and overcharged?


"Big chains treat you like a transaction. Cristall treats you like a neighbor. We know how frustrating impersonal appointments and expensive eyewear can be—so we've created an experience built on warmth, honesty, and long-term care."



13+ Years Serving
Brandon's Vision

We don't just work in the community
—we're part of it

With over 13 years of serving Brandon, we're the opticians who know your name and understand your needs. We've built real relationships with our community, providing thoughtful service and honest value.

 Experience eye care the way it was meant to be.

 Leave with confidence—your vision is in caring, experienced hands.

 Brandon families have trusted us for 13+ years.

Getting Clear Personalized Eye Care Is Simple

1

Book your visit online or by phone



2

Enjoy a relaxed no-pressure exam with clear guidance



3

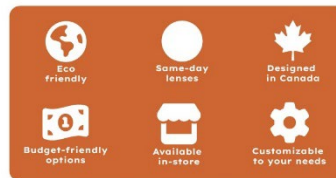
Leave with eyewear that fits your life—and your budget



Website

SEE THE DIFFERENCE IN STYLE, COMFORT, AND CARE

From timeless frames to custom-fitted lenses, we offer curated styles that reflect your personality and needs—without the pressure or upsell.



Your vision matters. Let's take care of it



Want to explore a bit more before you book?

-  See what's included in a comprehensive exam
-  Take a look at our newest eyewear arrivals
-  Discover why Brandon families have trusted us for 13+ years

You Deserve to Feel Seen Clearly and Personally

Whether it's your first pair or your tenth, we'll help you feel confident in your vision, your look, and your care provider.

“I've been wearing glasses for over 40 years, and I've never felt more genuinely cared for than I did at Cristall. They took their time, never rushed me, and never pressured me into anything. Just honest service and a pair of frames that finally feel like me. It's the kind of place where you feel truly welcomed and looked after.”



George R.
Retired School Principal



Maya T.
Parent of a 9-year-old

Stay Updated with Our Latest News and Offers

We'll only send you what matters.
No spam, just style and updates.

First Name

Email Address



SERVICES ABOUT US
BOOK NOW FAQ
EYEWEAR CONTACT

1112 ROSSER AVE, BRANDON, MB R7A 0L4

(204) 729-8307

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