

Warby Parker Taglines
Colton Johnson

TOP 3 Taglines:

1. "Make eyesight hindsight."
 - a. This is by far my favorite and best tagline. "Make eyesight hindsight" means that the customer will no longer have to worry about their eyesight needs because Warby Parker is here to help. "Make eyesight hindsight" also means that Warby Parker will help improve the customer's eyesight because "Hindsight is 20/20." Therefore, "Make eyesight hindsight" is to "Make eyesight 20/20."
2. "Fashion your vision."
 - a. Similar to the first tagline, "Fashion your vision" has a double meaning. Since Warby Parker markets themselves as stylish eyewear, the correlation between "fashion" and "vision" works on a physical eyeglasses level. However, "fashion" can also be used as a verb "to make." "Vision," outside of its *seeing* context, is often used to mean "a goal for the future." Therefore, "Fashion your vision" can mean "make your future." Eyesight and entrepreneurship wrapped into one.
3. "Glasses. Made easy."
 - a. This tagline most perfectly satisfies the prompt of this assignment: "Write a tagline that succinctly describes [Warby Parker's] business." WP makes shopping for glasses easy. There's no fluff. There's no double meaning. People will know exactly what Warby Parker does. If the prompt is true, and people need help understanding what WP does, this is a simple tagline fulfilling that need.

Warby Parker Taglines

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While successful, Warby Parker still has a problem with people understanding exactly what they do. Write a tagline that succinctly describes their business.

- (Looking for a descriptive tagline)

Steps:

1. Research the brand
2. Start writing ideas
3. Submit 10 taglines for workshop on BB (4/2)
4. Get feedback
5. Narrow down and submit 3 taglines with a paragraph of rationale for each by 4/9

Warby Parker Brand Research

- “Try 5 frames at home for free” - Website Home Page
- “Buying eyewear should leave you happy and good-looking, with money in your pocket. Glasses, sunglasses, and contacts--we’ve got your eyes covered.” - Website Home Page
- “Virtually try on frames: Instantly see how you look in frames using the Virtual Try-On tool in our app--available on iPhone X and above.” - Website Home Page

Sentences / Words about Warby Parker

- Glasses (and sunglasses) for all face types and personalities
- Glasses shopping made easy and hassle-free
- Glasses
- Sunglasses
- Frames
- Framing
- Eyesight
- Fashion
- Clarity
- Easy
- Online
- Modern
- User-friendly
- Hassle-free
- Sight
- Eyesight
- Vision

10 Taglines (3-5 words, unless absolutely brilliant)

1. Looking forward

2. Look towards the future.
3. Making foresight 20/20
- ~~4. Don't wait. Sight is 20/20~~
5. Glasses for the modern age
6. Glasses. Made easy.
7. Glasses shopping made easy.
- ~~8. The king of glasses~~
9. High quality. Low budget. Glasses.
10. Shopping for glasses. Made easy.
11. Make eyesight hindsight. (20/20)
12. Glasses. Quality for less.
13. Better eyesight. Better style.
14. Better eyesight. Better framing.
15. Better eyesight. Better fashion.
- 16.