

HOYA

MIYOSMART

Open Their World

Campaign Toolkit

Myopia care
for children



MIYOSMART



Open Their World With MiYOSMART

We're excited to introduce Open Their World—a new multi-channel campaign designed to inspire families to take action against childhood myopia.

Childhood should be a time of discovery and confidence, but myopia can hold children back. With MiYOSMART spectacle lenses, you can help open up a wider world of opportunities for your young patients.

This guide has been created to give you everything you need to amplify the campaign in your own practice and community. Inside, you'll find a full suite of ready-to-use assets—posters, social media content, videos, template letters, emails and more - to help you raise awareness, educate families, and drive engagement.

You'll also get a snapshot of the activities HOYA is running nationally across digital, print, and PR channels to build awareness and direct parents to MiYOSMART-accredited practices like yours.

Together, let's Open Their World.

Video Adverts

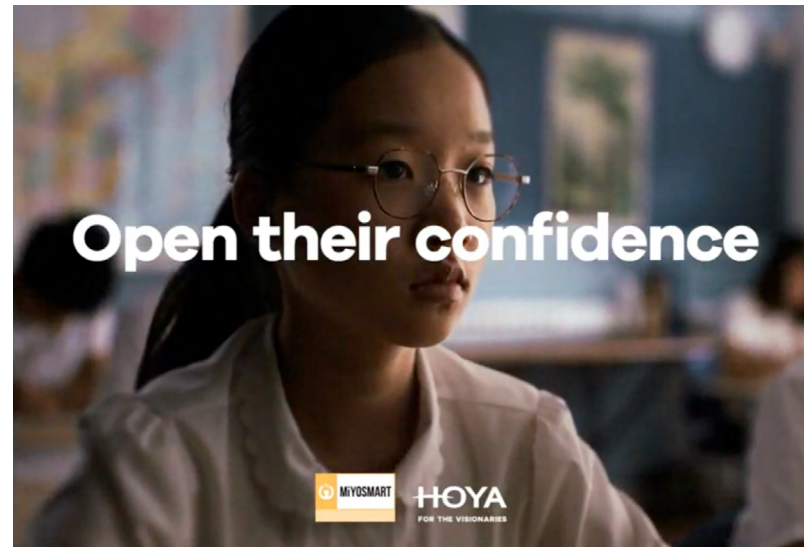
Discover two new high-quality films which lie at the heart of the campaign:

Open their confidence takes place in a classroom setting and follows a young girl as she makes the inspiring journey from frustration and isolation to empowerment and confidence.

Open their talent moves the action outdoors, where a boy rediscovers his passion for his favorite sport – opening up a world in which he's free to shine.

Each video is available in its full 45 second format, as well as a shorter 20 second version which is ideally suited to social media.

Click to watch the videos now on [YouTube](#), then download and share on your own website and social channels.



[Download Full Version](#)

[Download 20s Version](#)



[Download Full Version](#)

[Download 20s Version](#)

Posters

Campaign posters are available to download in high resolution using the links provided. They can also be ordered as A1-sized hard copies via the HOYA Hub.



Download File



Download File

Images

These are the 'hero' images used throughout this campaign.

These images are available in a wide range of formats and resolutions – suitable for print, online or social channels.

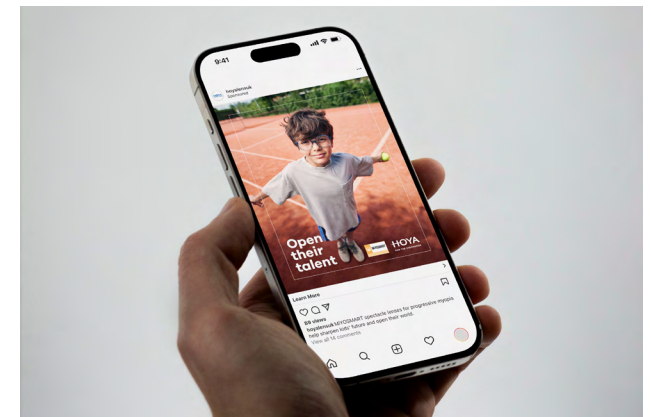
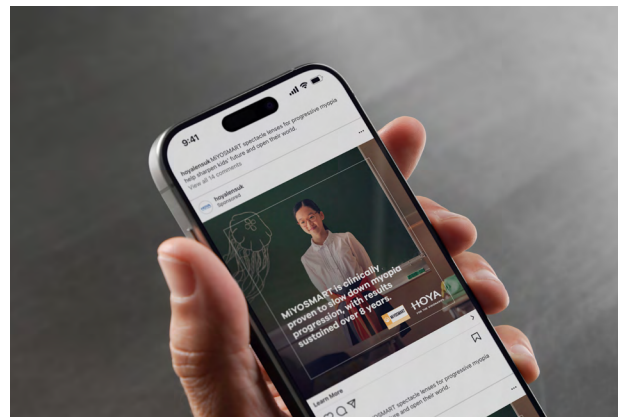
[Download Images](#)



Social Media Assets

A full suite of social media assets is available in a range of sizes to suit all the major platforms, along with template text for you to edit and use as required.

[Download Files](#)

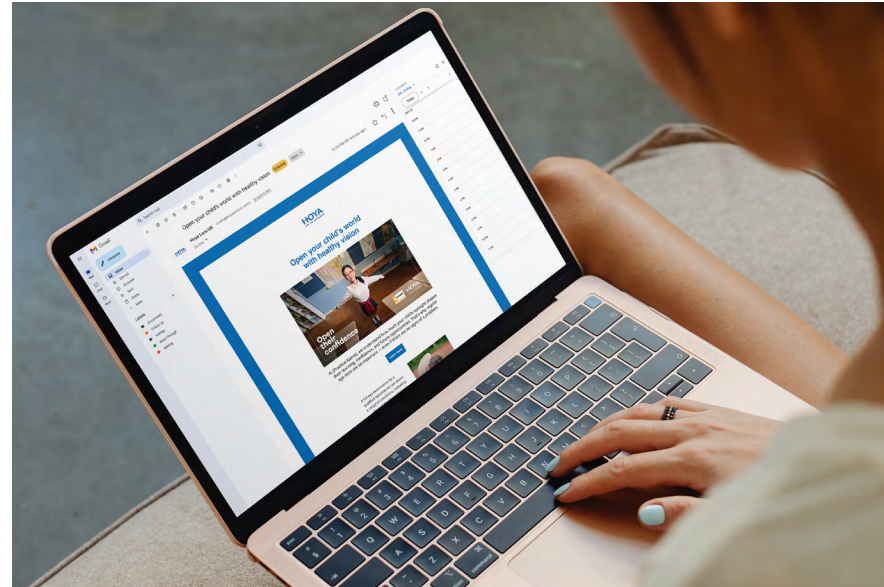


Template Email and Letter to Parents

Email and letter templates are available to help you get the word out to your own practice database.

Sadly, we know that many parents and their families remain unaware about the importance of early eye testing and the life-changing impact that interventions like MiYOSMART can make.

Regular communication to your database can help to bridge that gap and will cement your reputation as the trusted expert in your community.



[Download Email Template](#)



[Download Letter Template](#)

Practice Press Release Template

Download a fully-editable press release for you to tailor with your practice details and share to local news outlets.



[Download File](#)

National Activity

How HOYA will be
promoting the
campaign



National Social Media Advertising

We've joined forces with our international colleagues to create one of HOYA's largest ever co-ordinated social media advertising campaigns, targeting parents in key demographics and directing them to **independent** MiYOSMART accredited practices just like yours.

With YouTube we're building on a track-record of success that's seen more than 6 million watch and interact with our MiYOSMART ads in the past year.

With Open their World we'll be reaching even more parents and families on their TVs, phones and tablets, right across the UK and Ireland.



The UK campaign is part of HOYA's global 'Open Their World' communication strategy reaching parents across three continents this autumn.



Primary Times National Partnership

One of the UK's largest circulation magazines - Primary Times is printed and distributed across the country to the parents of 4-11 year old children.

MiYOSMART will have print advertising and editorial in 22 editions of their Back-to-School issue, **reaching over 1m UK parents.**

Ads will use key campaign visuals whilst supporting editorial will highlight the importance of early eye testing.

Parents will be directed to the 'Find an Optician' page on the HOYA website where they can easily find their nearest local **independent** MiYOSMART accredited practice.

primary
times



**"Reaching
over 1 million
UK parents
this autumn."**

National PR Campaign

We're proud to be working with **Ketchum**, one of the world's leading PR agencies, to deliver a national campaign that puts MiYOSMART firmly on the public agenda.

Together, we are creating compelling stories that highlight the importance of early eye exams and the life-changing benefits of myopia management.

The campaign will engage both expert voices and parent perspectives to spark conversations in trusted media outlets across the UK. By combining clinical credibility with real-life experiences, we'll ensure MiYOSMART is seen as the smart solution for families looking to protect their child's vision. This high-profile activity will raise awareness at scale, strengthen your practice conversations, and direct more parents towards MiYOSMART-accredited opticians.



Our latest MiYOSMART offers

To further support your practice in promoting MiYOSMART, we're making it easier than ever for families to experience the benefits of proven myopia management.

Choose from our **Buy One, Get a Second Pair for £40** incentive, or share the benefits of MiYOSMART polarised (Sunbird) and photochromic (Chameleon) options with our **MiYOSMART Sun 2-4-1 offer**.

Contact your HOYA representative or customer service buddy for more information.

Offer Name:	Second Pair for £40	MS Sun BOGOF
First Pair	Clear/Chameleon/Sunbird	Clear/Chameleon
First Pair Price	Full Price	Full Price
Second Pair	Clear/Chameleon/Sunbird	Chameleon/Sunbird
Second Pair Price	£40/€40	FREE
Order 2nd pair by	Within 12 months	31/10/2025
Valid Until	Ongoing	31/10/2025

Disclaimer:

All materials supplied by HOYA can be used to promote MiYOSMART.

Should you wish to edit or create something yourself from the materials we have provided, we MUST approve anything that you produce due to the nature of the product as we must make sure that any clinical claims that are being made are within our guidelines.

Please send any materials you edit or create to **marketing@hoya.co.uk** for approval.

Website links and further reading

MiYOSMART Patient Site:

<https://www.hoyavision.com/uk/for-spectacle-wearers/miyosmart>

MiYOSMART ECP Site:

<https://www.hoyavision.com/uk/vision-products/miyosmart>

BHVI Myopia Calculator:

<https://bhvi.org/myopia-calculator-resources/>

Myopia Profile:

<https://www.myopiaprofile.com/>

My Kids Vision:

www.mykidsvision.org

International Myopia Institute:

www.myopiainstitute.org

Myopia Learning Centre:

<https://myopia.hoyavisionlearningcenter.com/>

Confidence through Evidence:

<https://www.hoyavision.com/vision-products/miyosmart/evidences/>

Please note: HOYA is not responsible for the content of external websites.

MiYOSMART Marketing Guide [LINK]

Includes all the marketing assets and information you need for your day-to-day MiYOSMART communications.

To discuss your personalisation requirements or for more information on any of the marketing materials included in the guide, please speak directly to your Business Development Manager or contact our Marketing team.

Call Customer Services on

UK: 0844 873 1110

ROI: 016950003

or email

marketing@hoya.co.uk



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