



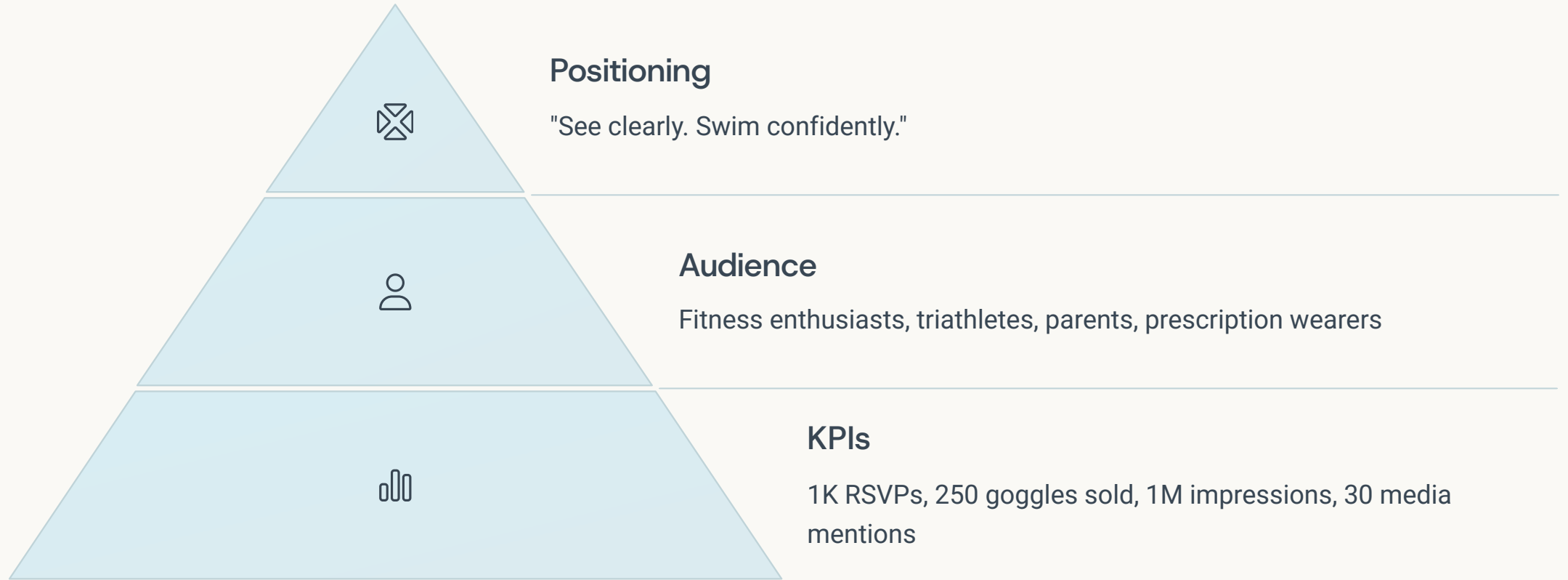
Warby Parker x Speedo: Prescription Pool Pop-Up

Where eyewear meets swimwear. Our innovative pop-up merges eye care with swim performance.

Customers can test prescription goggles in a stylish pool setting. The experience bridges fashion and function in an immersive brand activation.

J by Jordan Bock

Strategy & Planning



Our foundation begins with clear positioning and partnerships. Both brands will align marketing and legal teams early.



Pre-Launch Activities



Creative Development

Design "Prescription Pool" branding, signage, and swim passes



Digital Platform

Build RSVP site with timeslot booking and opt-in features



Content Creation

Shoot lifestyle videos and product stills



Influencer & PR Outreach

Prepare press kits and brief swim/fitness influencers



Launch Execution

Pop-Up Activation

3-day indoor pool event in NYC or LA with try-on stations and lounge area

Curated Experiences

Invite-only swim sessions, expert fittings, and brand swim clinics

Content Capture

On-site UGC stations, photo booths, and testimonial collection

Media Amplification

VIP previews, influencer takeovers, and geo-targeted paid media

Post-Launch Strategy



Content Rollout

Launch cinematic highlight reel and UGC mashup videos



Retargeting

"Didn't make it to the pool? Shop your fit online."



Product Drops

Release limited-edition Speedo x WP goggles online



Expansion

Plan activations in new cities and potential gym partnerships





Campaign Taglines

Emotional Appeal

"The clearest lane is yours."

Focuses on personal achievement and the confidence that comes with perfect vision.

Product Fusion

"Prescription Meets Precision."

Highlights the intersection of eyewear expertise and swimming performance technology.

Call to Action

"Test the water. See the difference."

Invites direct participation while emphasizing visual clarity benefits.