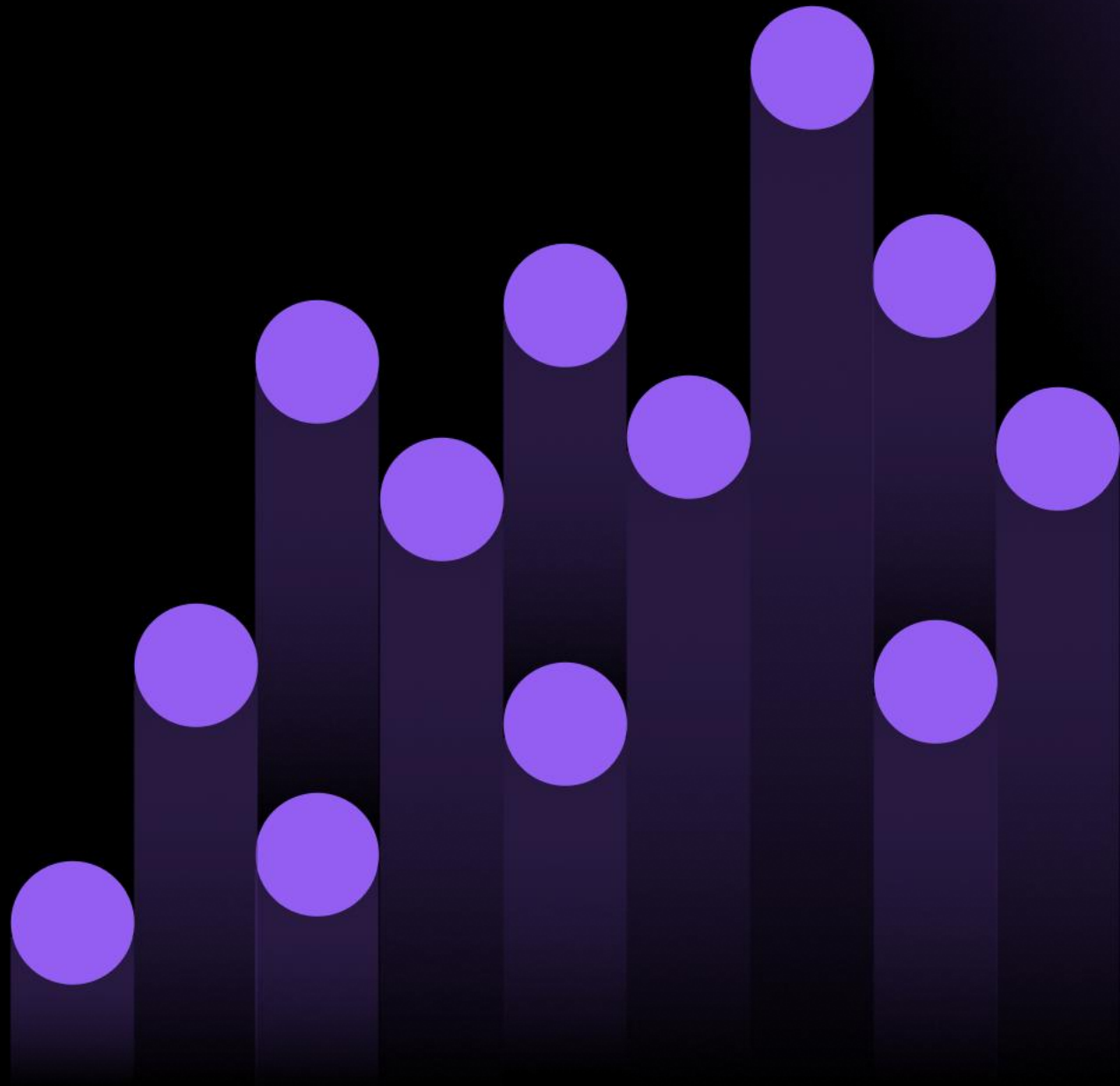
2026 B2B Creative Concept

July - August 2026



Agenda

1 Creative insight and SMIM

2 What is a creative concept?

3 The 4 creative concepts

4 Next steps

Creative Insight

What is an Insight?

An insight is a conclusion rooted in human truth that we use as inspiration for our creative concept.

INDUSTRY CHALLENGE

An industry problem or challenge the market is facing.

CREATIVE INSIGHT

Internal-facing single starting point for creative work to build from and be inspired by.

CUSTOMER TRUTH

The audience truth the organization can build on, fix, or push against.

Creative Insight

INDUSTRY CHALLENGE

Vision is one of the most widely offered benefits, yet it's consistently treated as a low-stakes, low-priority line item.

CREATIVE INSIGHT

What's easy to overlook often impacts far more than we realize.

CUSTOMER TRUTH

Employers often underestimate the broader impact of vision care.

What is a SMIM?

A term the creative team uses during ideation to keep on track to their ultimate messaging goal while discussing different messaging variants

The **Single Most Important Message (SMIM)** lives at the intersection of the insight and the brand differentiator. This highlights the brand's value proposition and advantage over the competition.

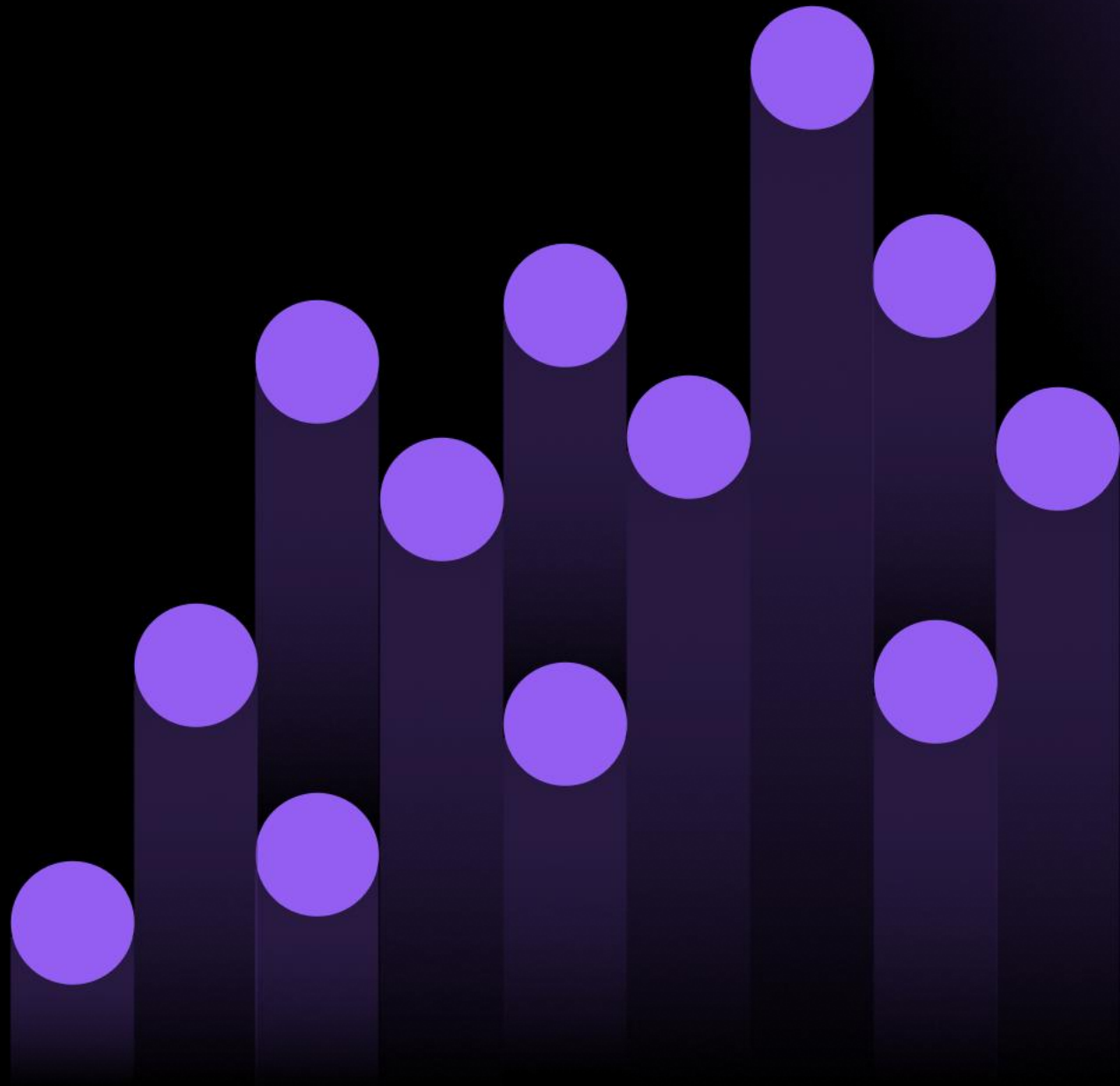
Single Most Important Message

SMIM

VSP elevates vision care from an afterthought to an advantage.

Creative Concepts

July 2026



What is a Creative Concept?

An overarching idea centered around a human truth that communicates our message instantly and memorably to our audience.

What we're going to see

Four Campaign Concepts

For each concept:

- **The manifesto (conceptual writeup)**
  - Manifestos serve as the verbal "mood board" for the campaign
  - Potentially outward-facing language
- **Proof of concept**
  - Representative visuals to convey the concept
  - Representative campaign language that captures the concept

How will these concepts be used?

The chosen concept can be iterated on and turned into campaign assets, like ads, emails, and landing pages, across all programs.

Feedback & what to look for

Rubric for review:

- Does this concept evoke the ethos of our brand and the intention behind our campaigns?
- Does this concept align with our strategic goals and objectives?
- Can it apply to B2B initiatives, personas, placements, and journey stages?
- Does it feel fresh and distinct?

The Assignment

PROBLEM

Vision benefits are often treated as a commodity, making it difficult for employers to distinguish meaningful differences between providers.

With competing priorities, cost pressures, and limited time, benefits leaders must justify their recommendations while balancing employee well-being and business value.

Because many of VSP's strongest advantages aren't obvious upfront, vision care is often undervalued despite its outsized impact on employees and organizational performance.

OBJECTIVE

This campaign should reposition vision care from a routine, low-priority benefit to a strategic investment in employee health and business performance.

The creative should challenge assumptions that all vision providers are the same, reinforce VSP's differentiated value, and inspire employers to make a more intentional benefits decision by seeing vision care differently.

CREATIVE INSIGHT

What's easy to overlook often impacts far more than we realize.

Concept One

CONCEPT 1

See the Whole Story

We’ve all mistaken a glimpse for the whole story.
A single photograph. A first impression. A quick glance.

Sometimes, what we see feels complete, so we stop looking.

And that’s when assumptions take over.
Not because we’re careless. Because we don’t know what we don’t know.

Vision benefits are often viewed the same way.

A routine exam. A pair of glasses. A familiar benefit that feels simple on the surface. **But there’s more happening than meets the eye.**

Because vision care can catch signs of serious health conditions before symptoms appear. It can keep people focused and comfortable through long days. And it can make care easier to reach for the people who need it most.

What looks like a simple benefit is actually an opportunity to support healthier people, stronger teams, and more productive businesses.

The value was always there.
All it takes is a second look to see the whole story.

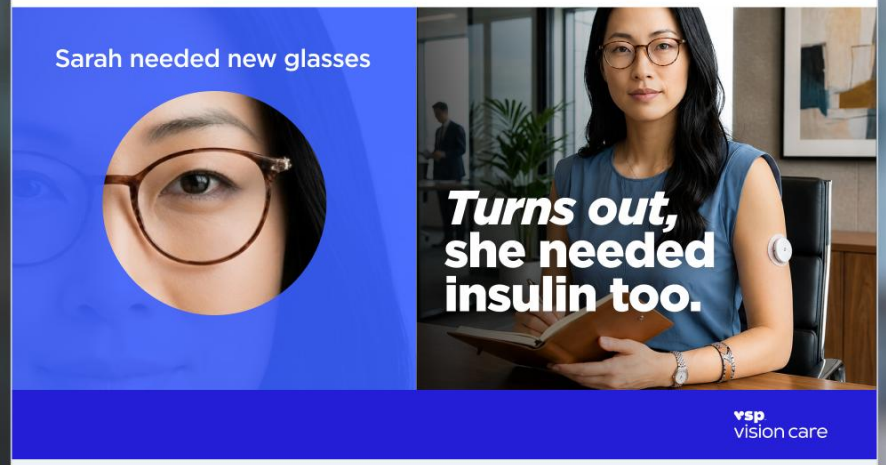

Sarah needed
new glasses
Turns out,
she needed
insulin too.
See the whole story.


Today, your CEO
isn’t squinting.
He’s smiling.
Now that’s new.
See the whole story.


This isn't just a vision plan.
+4.00
+3.50
+3.00
+2.50
+2.50
+2.00
+1.50
+1.00
+0.75
+0.50
+0.25
-0.00
0.00
-0.25
-0.50
-0.75
-1.00
-1.20
-1.25
-1.50
-1.75
-2.00
-2.25
-2.50
-3.00
-3.50
-4.00
TEST STRIPS
50
For use with Glucose Meter
Insulin
It's a "catch diabetes early" plan.
See the whole story.

VSP Vision Care
51,117 followers
3h •

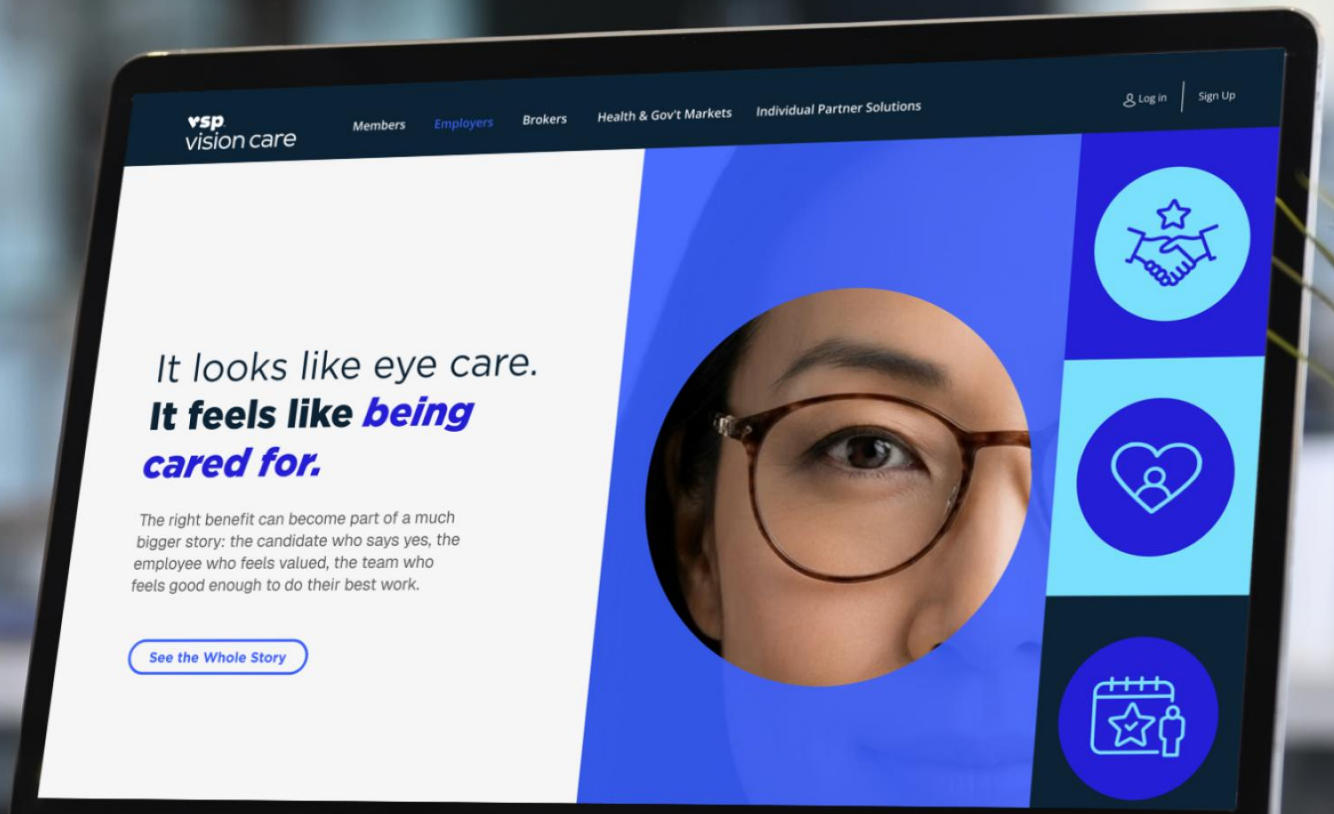
Good vision benefits go beyond glasses. A VSP WellVision Exam® can detect signs of 270+ conditions—so you can support employee health more fully.



See the whole story behind VSP Vision Care
www.vsp.com
Learn more

88 4 Comments • 20 reposts

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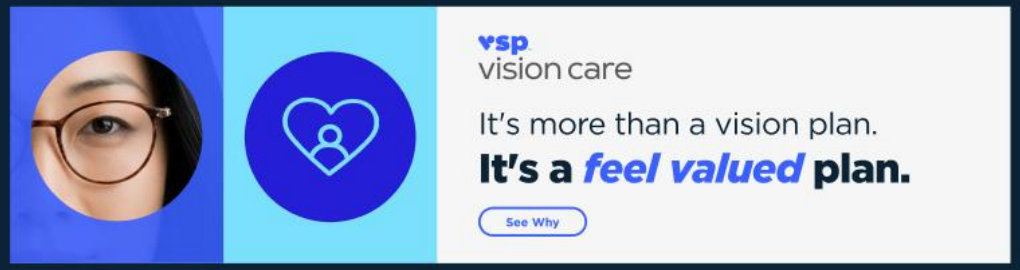
Frame 1



Frame 2

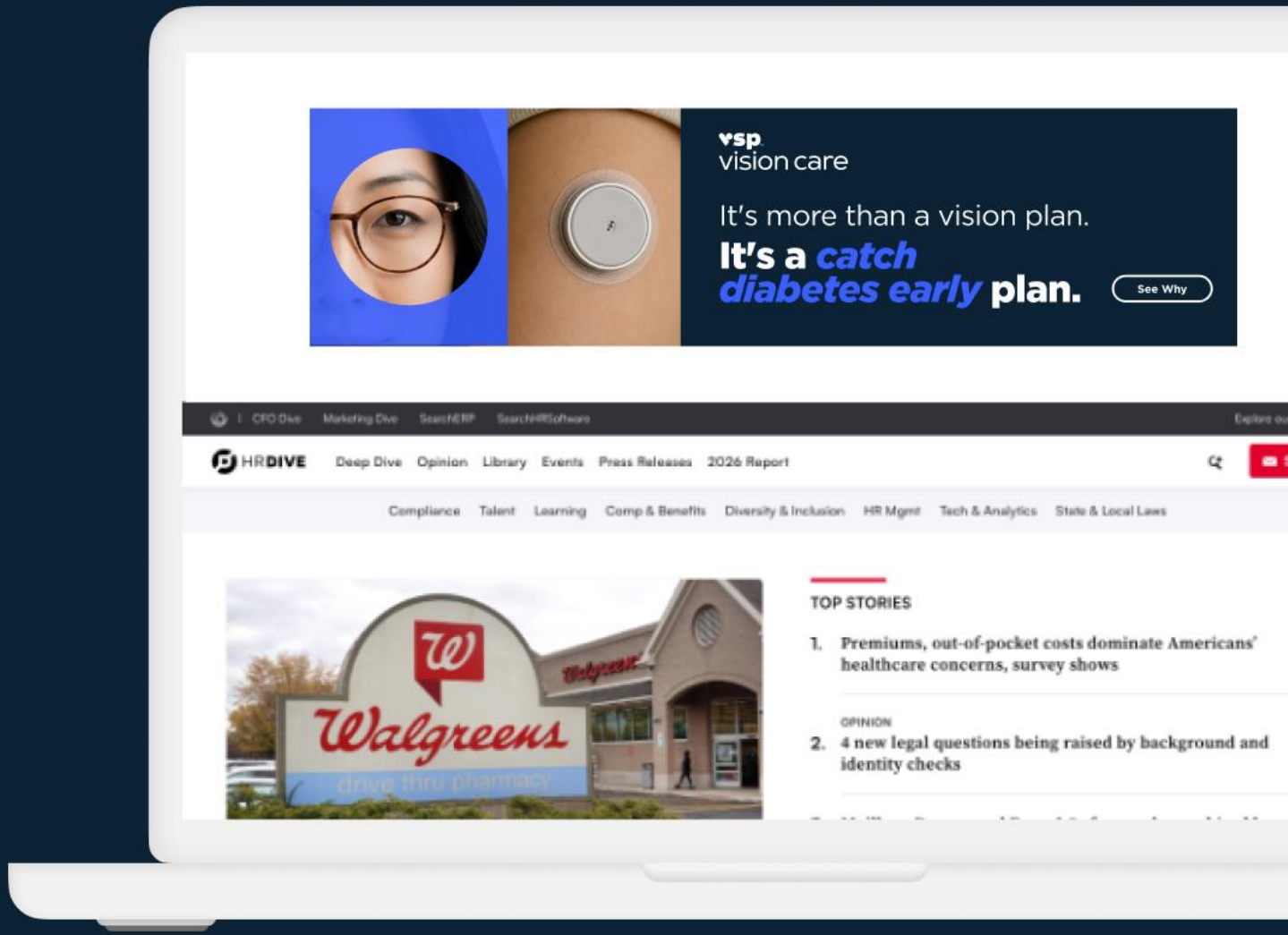


Frame 3



Frame 4





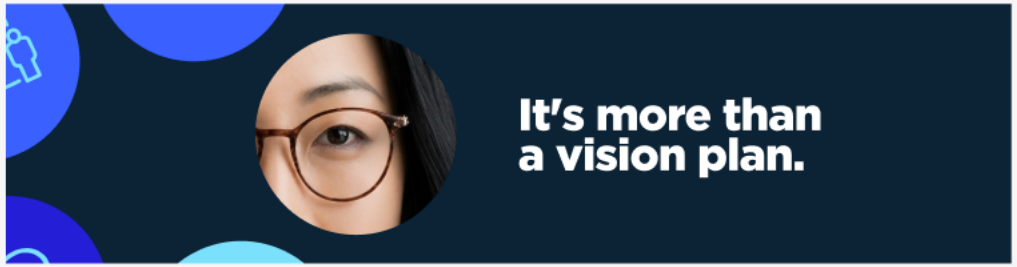
Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



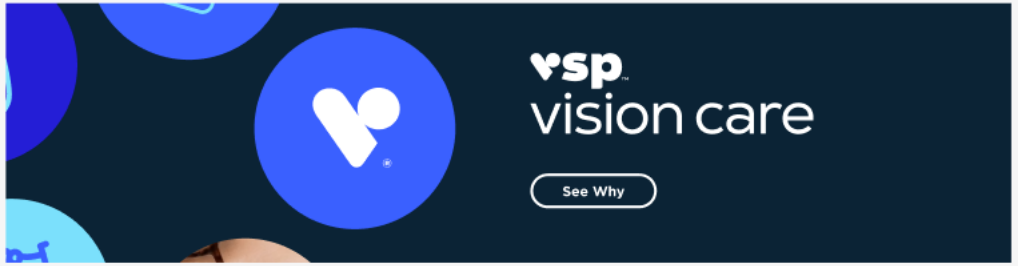
Frame 6



Frame 7



Frame 8




vsp
vision care
See the
whole story.


See the whole story.
vsp vision care
The real value of an eye exam may be what happens next.
vsp vision care

Concept Two

CONCEPT 2

See More with Seymore



Meet Seymore. He's a goldfish. The office pet.
People smile at him. Wave. Sometimes smear his glass (Seymore doesn't love that).

Most of the time, people barely notice him.

But Seymore always notices them—never misses a thing actually—thanks to his 360-degree view and the fact that he *literally* can't blink.

And he's watched humans do some pretty interesting things…

Like moving closer and closer to a screen instead of getting their vision checked. Like walking past safety signs they can't quite read and hoping for the best.
Like keeping the same glasses for years because they're "good enough."

Hey, Seymore doesn't judge. He's a fish.

But he does wish they could see what he sees…
That vision care matters way more than humans realize.

That's why Seymore is on a mission to help people notice what he's seen all along. Because vision care isn't just about reading an eye chart.

And after years of watching, Seymore knows this:
When businesses take vision care seriously, everyone sees the difference.

VSP Vision Care
51,117 followers
3h •

With a 360-degree view, Seymore sees a lot. Like how taking care of your team's eyes with VSP Vision Care helps take care of your organization too.

vsp vision care

We should probably explain the fish.

Meet Seymore →

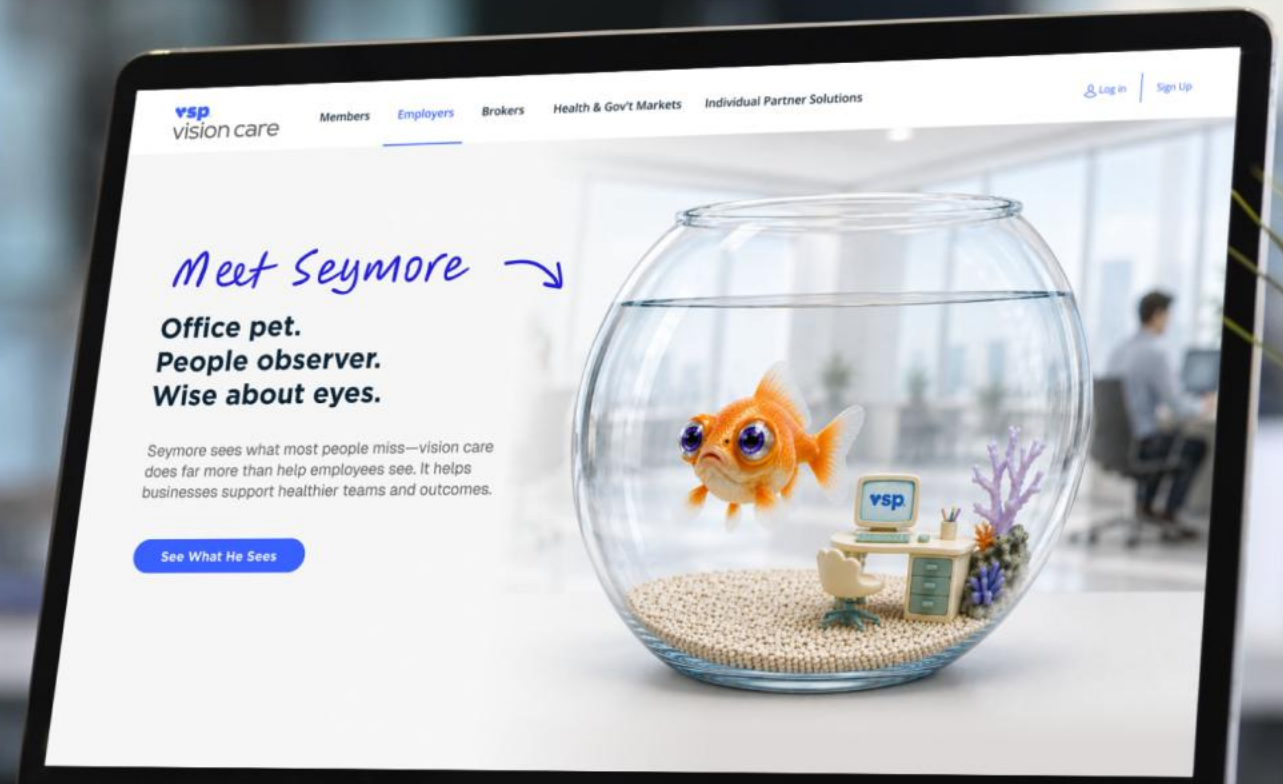


There's a lot to learn about vision care from life inside a bowl. Learn more

www.vsp.com

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THE LATEST



Union Pacific conductor who recovered from stroke still posed 'direct threat' to safety, court rules

Under the ADA, the railway made an "objectively reasonable" decision to restrict the conductor from driving a train, the 8th Circuit held.

Compliance



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6 questions the C-suite and HR must align on

Disconnects between the C-suite and HR may be limiting HR's ability to operate as a key business partner. Here's how to close the gap.

HR Management



1 in 5 Gen Xers don't think they'll ever retire, study suggests

Rising costs and inflation have derailed the retirement plans of many workers, according to a Zety report.

Comp & Benefits



Week in review: When saying 'please' can lead to late turn-ins

vsp vision care

We should probably explain the fish.

Meet Seymore

See vision care differently.



vsp vision care

We should probably explain the fish.

Meet Seymore

See vision care differently.



Frame 1

vsp vision care

Hi, I'm Seymore.



See What Seymore Sees

Frame 2

vsp vision care

I have a *360°* office view.



See What Seymore Sees

Frame 3

vsp vision care

Mostly because I can't blink.



See What Seymore Sees

Frame 4

vsp vision care

Your employees barely do either.



See What Seymore Sees

Frame5

vsp vision care

But good vision care helps.



See What Seymore Sees


vsp
vision care


vsp
vision care


vsp
vision care
Better vision.
Better outcomes.
See what Seymore sees.
Take one for your team
Healthier employees
Better business results
Vision care that works

Concept Three

CONCEPT 3

The Unbelievable, at Work

Some things you never expect to see at work.

A unicorn in a blazer at the morning standup.
Nessie circling the office lobby aquarium.
A yeti filling up a mug at the water cooler.

And yet, there they are. No one points. No one panics. No one even stops to look.

Because once something becomes part of the workday, even the unbelievable can start to feel ordinary. Which is funny, considering one of the most unbelievable things here isn't the magic genie in accounting…

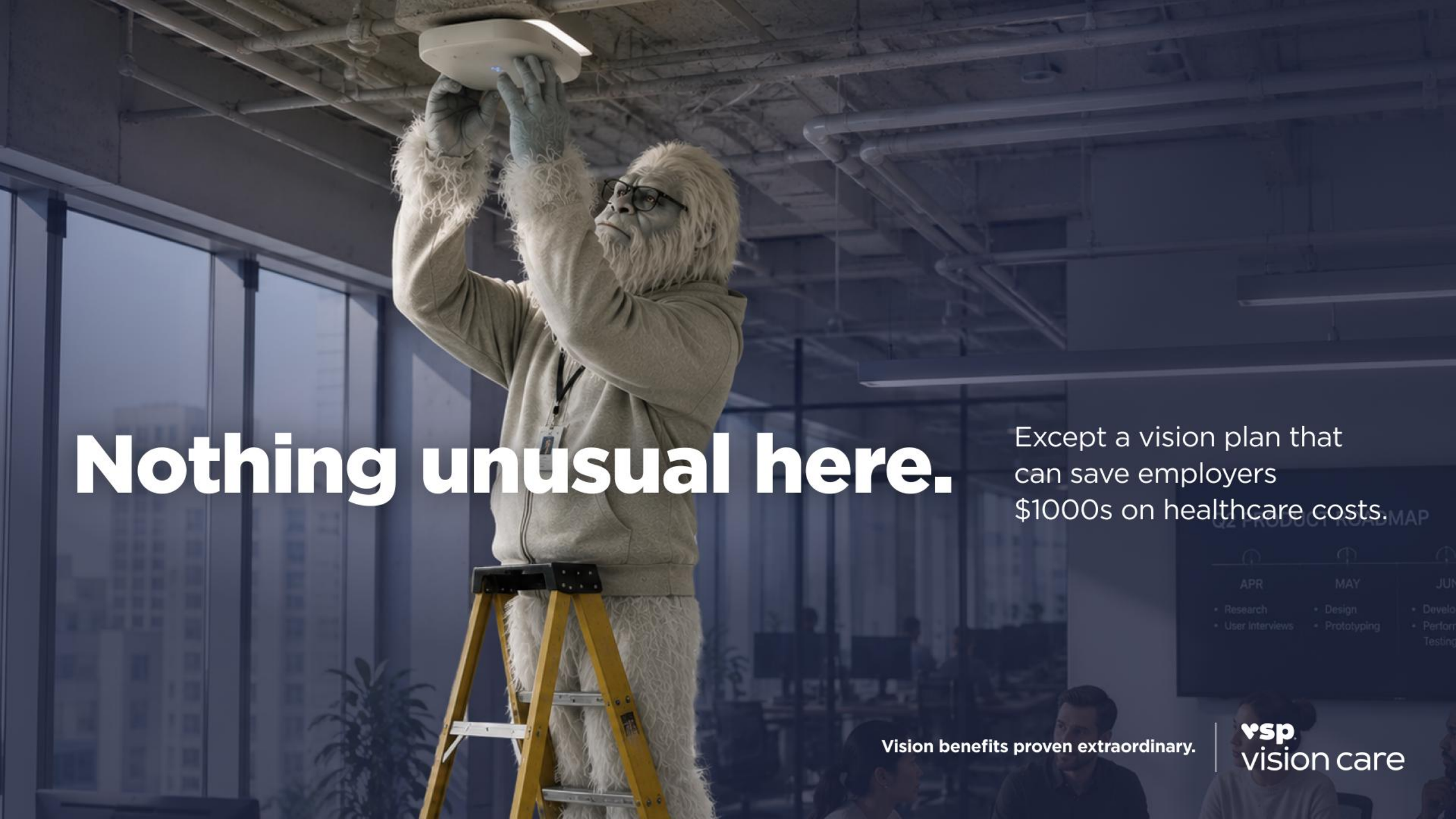
It's the vision benefit in your enrollment packet.

Because when one benefit can help detect signs of more than 270 health conditions before symptoms appear, help people see and feel their best, and create real value for your employees and your business… it sounds a little hard to believe.

The difference is, this one comes with proof.
Not a blurry sighting. Not office folklore. Not something someone swears they saw once. **Real exams. Real care. Real value. From VSP.**

So yes, there may be a Bigfoot by the copier. **But the most surprising thing at work might be how much your vision benefits can truly do.**


Yep, it's real.
A VSP WellVision Exam® can detect signs of 270+ health conditions.
Vision benefits proven extraordinary.
vsp vision care


Nothing unusual here.
Except a vision plan that can save employers $1000s on healthcare costs.
APR
MAY
Research
User Interviews
Design
Prototyping
Vision benefits proven extraordinary.
vsp vision care


Isn’t it amazing?
No matter how spread out your team is, a VSP doctor is close by.
Vision benefits proven extraordinary.
vsp vision care

