



“I LOVE THE WAY BERGERON CREATIVE LOOKS AT BELLO OPTICIANS, THEY JUST BRING SUCH A DIFFERENT PERSPECTIVE.”

– Nick Bello, Optician

BELLO OPTICIANS

What's your vision?

The Bello Opticians brand identity was in need of a complete rebranding—while the competition strived to look “clinical,” Bello’s focus is high quality and design.

Bergeron Creative developed an award-winning brand strategy that allows the Bello brand to evolve naturally as eyewear trends change, including a new website, social media channels and in-store merchandising.

Bello has reported a sharp increase in business since the launch of the site; so much so that they are considering offering contact lens sales online to reduce foot traffic in the store.

TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Media
- > Interactive
- > Social Media