

# Mario Galbatti™

New 2012 Campaign

## Mario Galbatti's "I AM" Campaign

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Miami, FL., November 2, 2011 – Best Image Optical has started to roll out its 2012 Mario Galbatti campaign – “I AM”. The new marketing campaign includes a new brand site (debuted September 2011), new color scheme, and models. The campaign will support new frames being released in 2012.

### New Brand Site ([www.mariogalbatti.com](http://www.mariogalbatti.com)):

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The website uses dark tones to enhance the mystery of “Who is Mario Galbatti”. Also the dark tones are used to inspire confidence. Dark Red is used throughout as it’s the logo scheme color of the M and G letters of Mario Galbatti. Clean and simple homepage was created to focus on the homepage’s image which proudly displays our eyewear. The easy navigation panel allows easy access to all important content. The news button connects

to a constantly updated blog with news on new collections, press releases, and new updates. Some important content on this website is insight of our brand, our campaign in finding out “Who is Mario Galbatti” and what does it mean to be Mario Galbatti. It also has easy access to our online catalog and corporate page.

### About the Campaign

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Mario Galbatti represents a feeling, state of mind, and mood. Therefore, our 2012 campaign will embody what Mario Galbatti stands for. We believe by designing with confidence, ambition, and creativity we can transfer those characteristics to the wearer. Everybody has a different relationship with our eyewear, depending on our different approaches to life. The “I AM” campaign wishes to succeed in spreading the Mario Galbatti feeling, state of mind, and mood to all those who wish to wear them. This way, we all go through our different paths of life with confidence.

### Who is Mario Galbatti?

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The essence of Mario Galbatti can be attributed to its primary element: **confidence**. Mario Galbatti isn't a man or a woman. Instead it's represented in a feeling, state of mind, and mood. To feel like Mario



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Galbatti is to feel free and ambitious, to have a go-getter attitude, to surpass your own expectations and to want more of life every single day. To have the same state of mind as Mario Galbatti is to want to think outside the box, be creative, rise above what is considered normal, and achieve better understanding of what is around you. Mario Galbatti's mood embodies being cool and confident. It makes other people feel good around you and enhances the best things about you.

## **Merchandising**

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Mario Galbatti's merchandising materials will imitate the same confidence portrayed in its advertisement campaigns. Its primary color: red will appeal to any of MG's frames. All merchandising materials will be shipped with qualifying orders.



## **About the Brand:**



Mario Galbatti delivers plenty of confidence with influences from the 1940's to the 80's. By blending modern edge and chic eyewear fashion into our design, you will get something we like to call Retro-Chic Eyewear Fashion. Mario Galbatti is a distinctive, fashion forward, upscale frames designed for those Men and Women who want to channel pure confidence. This collection has a perfect balance between luxury and casual, retro flare, and modern styling. It features colorful and inspiring temples, impeccable details, and boastful colors.

The manufacturing materials for our frames vary. Some are made out of Zyl to achieve beautiful colors and be lightweight. Others are made with Stainless Steel Metal which allows frames to be durable. Another popular material used on Mario Galbatti frames is TR-90, a lightweight material which allows maximum flexibility to the user while maintaining a high quality design. The Retro-Chic Era of Mario Galbatti is versatile and can be used to achieve different fashion looks while always maintaining a high standard of functionality and excellence.