

GEORGETOWN OPTICIAN
ADVENTURES IN A-EYE

—
CAMPAIGN BY DESIGN ARMY

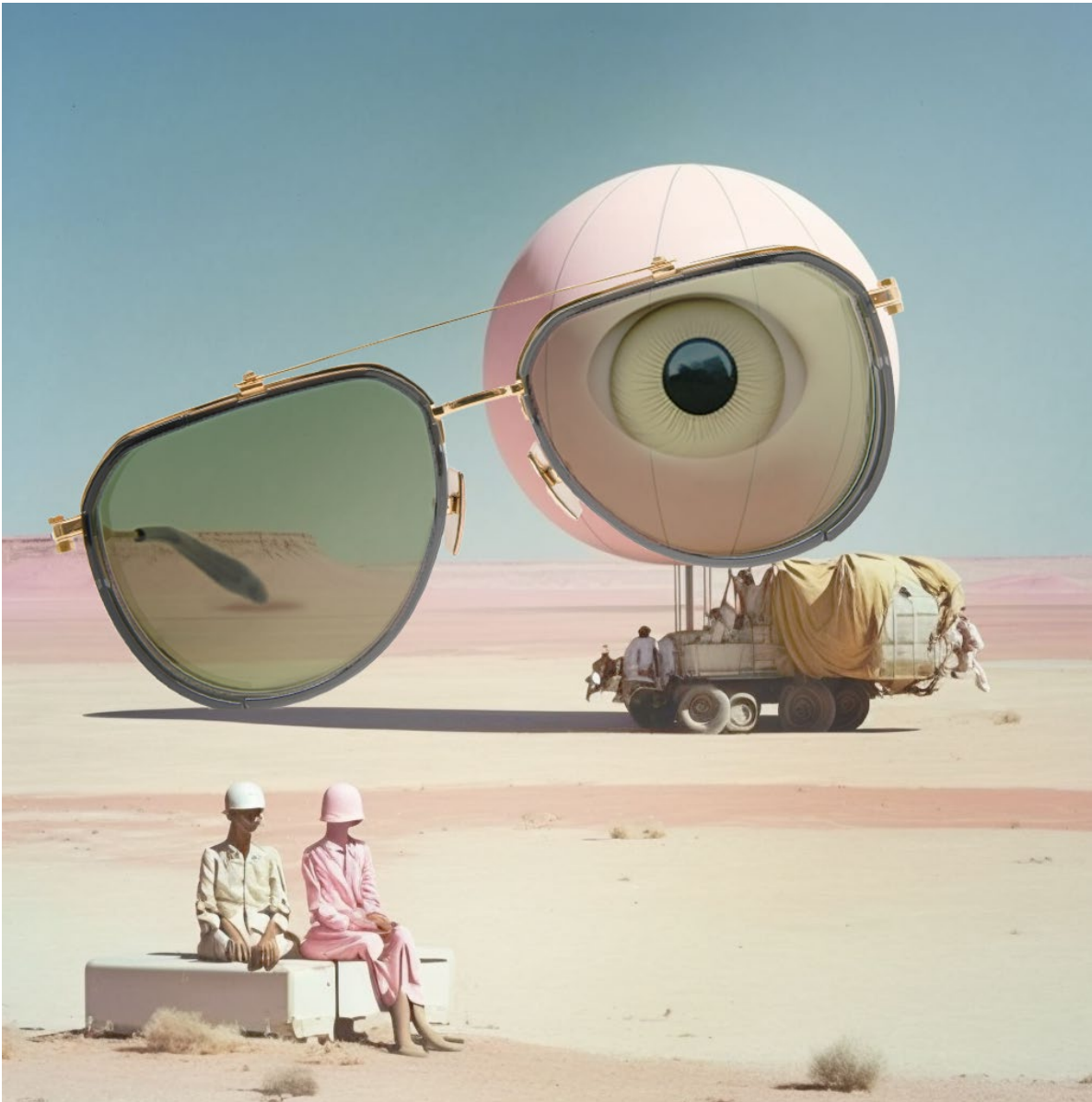


Adventures in A-EYE — created with **AI technology** — is Design Army's NEW wildly inventive social campaign for Georgetown Optician, a Washington DC-based optician with a 40+ year family legacy at the forefront of ocular science and fashionable frames. The super-fresh **experimental campaign** takes a sci-fi movie bent — a fictional planet rife with extra-terrestrial eyeball life (including the all-seeing main character, *Eyelian*). A cheeky wink to all things ocular, Adventures In A-Eye was made with AI (**a first for Design Army!**) — from talent to wardrobe, locations and landscapes — while the (very real) eyewear was added in post-production to complete this super surreal, unearthly world.

TRAILER ▶

ADVENTURES IN A-EYE

THE STORY



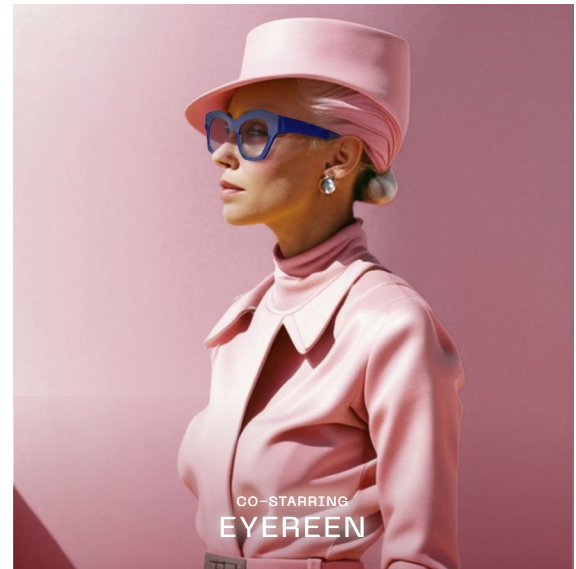
By the late '50s (though in precisely which century is unclear) space tourism had become all the rage among the fashionable set, with the more avant-garde venturing to far-flung uncharted locales. **Adventures in A-EYE** recounts the story of one such group of visionary travelers on their epic — and optic — journey to an unknown planet — where reality itself is often artificial, but emotions are real. We'll follow their exploits as they discover romance and intrigue in an alien world where each new encounter is more than meets the eye.

TRAILER ▶

ADVENTURES IN A-EYE

THE CAST

Adventures In A-EYE is inspired by the endless quest to see something wholly new — **the mind and the eyes must travel!** With that in mind, we invented a supernatural story where travelers visit a planet to no man's land. Meet the peeping pioneers who probe the land, including the "Eyeliens" who keeps a watchful eye on the planet.



ADVENTURES IN A-EYE RETAIL POSTERS

Mashing old-school 1950s sci-fi movie vibes and future-forward hues, the visuals and typography blur past and present to create an otherworldly era.



ADVENTURES IN A-EYE
RETAIL POSTERS



ADVENTURES IN A-EYE
RETAIL POSTERS



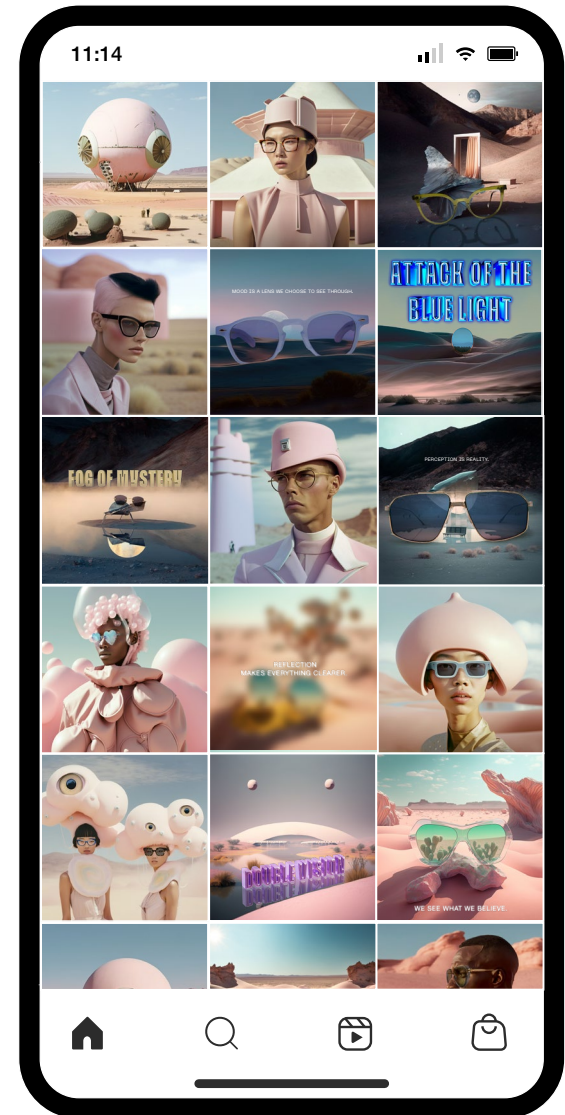
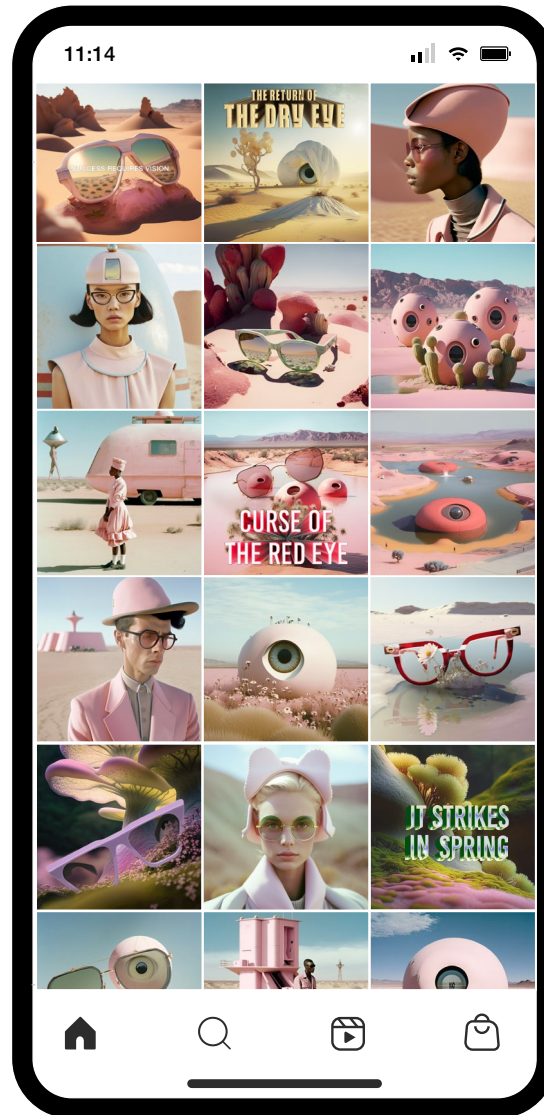
ADVENTURES IN A-EYE
EPISODES: EYE PROBLEMS

Taking a cue from space odyssey films/novels, each episode (like "Return of the Dry Eye") over-the-top thrills, chills, entertains, and educates – complete with eye-popping 3D titles.



ADVENTURES IN A-EYE SOCIAL CAMPAIGN

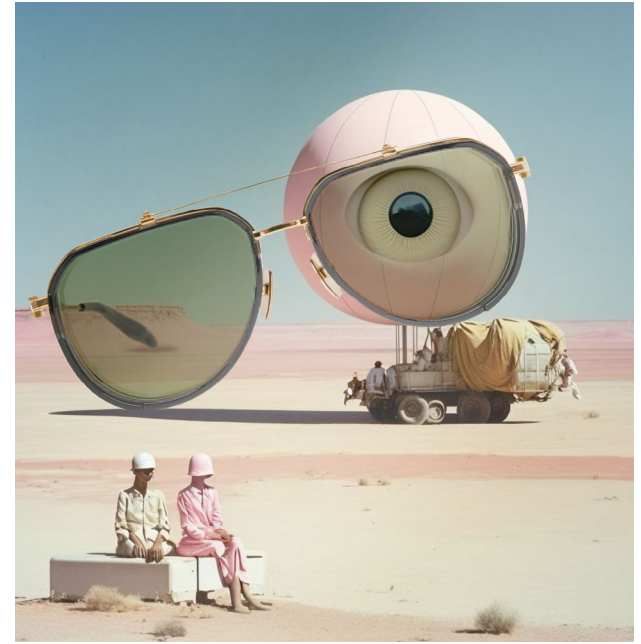
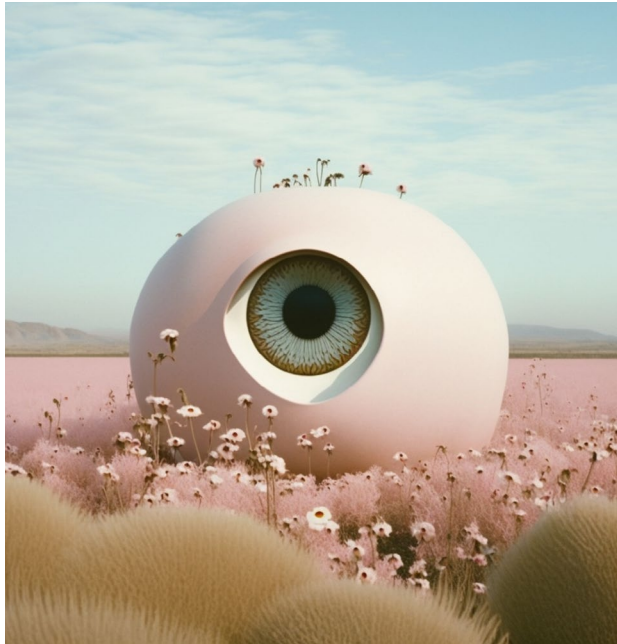
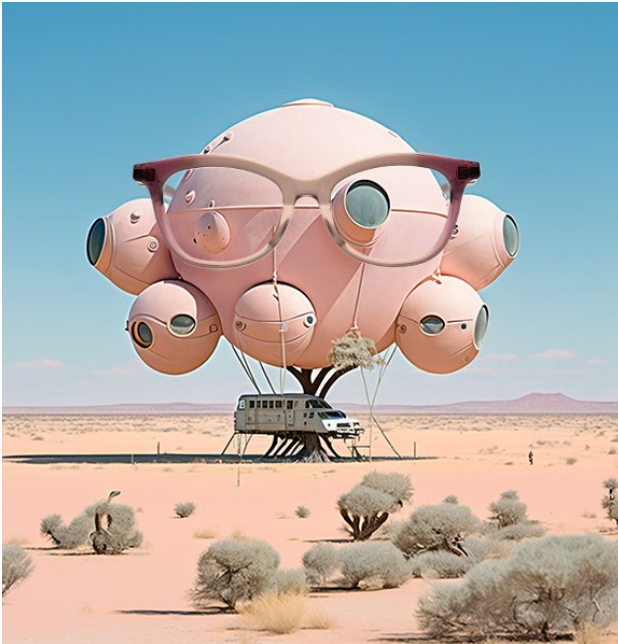
With wildly witty creative and copy, **Adventures In A-EYE** launches its first social campaign season in **Spring 2023**. And will continue throughout the year, introducing new characters, imaginary lands, and the season's must-haves in prescription and fashion eyewear.



ADVENTURES IN A-EYE

CAMPAIGN ANIMATIONS

Great work never lacks emotion. AI on its own can feel soulless and stiff, requiring the human touch. Design Army brought the campaign's eerie eyeballs to life — and even made them lovable — through photo manipulation, animation, sound design, and typography to create an optician campaign like you've never seen.



[VIEW ►](#)

ADVENTURES IN A-EYE
CAMPAIGN ANIMATIONS



VIEW ▶

GEORGETOWN OPTICIAN X DESIGN ARMY

ABOUT



With stores in the heart of Historic Georgetown on Wisconsin Avenue, the bustling 14th Street Corridor, Tysons Galleria, Eastern Market and The Wharf, Georgetown Optician services the local and international community with an exceptional eyewear experience. A highly-trained team is focused on helping customers find & fit the perfect frames and lenses. Doctors on site also provide comprehensive exams so customers have the convenience of one stop. Learn more at www.georgetownoptician.com.

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From its Washington, D.C. headquarters, Design Army is making its mark on the world, while winning acclaim from clients and peers in the process. The multi-disciplinary brand and creative agency has forged alliances with industry leaders and connected with global audiences. Their projects range in size and scope for clients that span across industries – from hospitality to the arts and entertainment to consumer-packaged goods and retail. Additional clients include Adobe, Netflix, Neenah Paper, The Ritz Carlton, PepsiCo, Saucony, Hong Kong Ballet, and the Smithsonian. Design Army has been featured in numerous online and print publications, including Adweek, Fastco, Huffington Post, Forbes and The Guardian. Additionally, Design Army has been recognized by the AIGA 365, AAF, CLIO Awards, London International Awards, D&AD Awards, ADC Global, The One Show, and the EMMYs.

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Tiktok: www.tiktok.com/@designarmyofficial

DESIGN ARMY

ARTIST STATEMENT



Design Army is known for its creative and imaginative images – from flying ballerinas to giraffes with typewriters – we are always pushing the boundaries of creativity, seeking out new ways to express our ideas. Artificial Intelligence is a new trend in visual creation that we embraced to see if it can be utilized just like any other design tool – and we were surprised by the results. Yet as trends come and go, one thing remains constant: our commitment to exploring creativity no matter what form it takes. Design Army is always ready to take on the unknown and embrace innovation.

ADVENTURES IN A-EYE

CREDITS



CLIENT: Georgetown Optician

CREATIVE AGENCY: Design Army

Chief Creative Officer: Pum Lefebure

Chief Executive Officer: Jake Lefebure

Executive Creative Director: Sucha Becky

Creative Director: Heloise Condroyer

Copywriter: Cory Hansen

Senior Designer/Animator: Jason Chae

Designers & Animator: Yeri Choi, Momo Jiang

Social Media: Molly Stotts

Sound Design: Simon Lister, Squeak E. Clean Studios



In Collaboration with AI: Midjourney

ADVENTURES IN A-EYE
LINKS & RESOURCES



IN DROPBOX

TRAILER

POSTERS

KEY IMAGES

ANIMATIONS

ALL