



M&CSAATCHI

PRESS RELEASE

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What if we can give people eyeglasses that rectifies their eye problem on the spot, the moment we diagnosed it?

Simply See – a CSR campaign by M&C Saatchi Kuala Lumpur in partnership with Save Ones Sight Missions (SOSM) to combat unnecessary blindness – is making its debut in the “give-back-to-society” scene with its first initiative, dubbed “No More Refractive Blindness”. This is done in conjunction with World Sight Day 2014, with support from UK-based Centre for Vision in the Developing World. Lord Maurice Saatchi – a founding partner of M&C Saatchi, has worn his pair of large, iconic, tortoiseshell spectacles for the past several decades. It was his famous spectacles that inspired the team at M&C Saatchi Kuala Lumpur to found Simply See.

Refractive errors, which cause refractive blindness, refer to eye conditions which can be corrected with prescription eyeglasses. Refractive errors are the main cause of low vision worldwide and the second cause of preventable blindness worldwide, after cataracts. The conditions are more familiarly known as short-sightedness and astigmatism. To urbanites, these conditions may not seem to be a problem, given the fact that we have enough optician chains to visit in the various malls in the city. However, in rural areas, tens of thousands of Malaysian children and senior citizens suffer from low vision as a result of refractive errors, mainly due to low awareness, as well as a lack of knowledge and resources to rectify the situation.

SOSM has been actively trying to provide free prescription glasses to these underprivileged communities for years. But conventional methods and processes require a trained optometrist, can only turn around a pair of glasses after 2–3 weeks, and is not cost-effective. In Malaysia, there is only 1 optometrist available for every 20,000 Malaysians which makes the process extremely time consuming.

However, with the Simply See Adspecs which are self adjustable, community workers and teachers can churn out prescription glasses on the spot when those in need visit our on-ground campaign site, thus eliminating the logistical issues and reducing the workload of optometrists, not to mention cutting down a patient’s waiting time for a pair of prescription spectacles.

This is the start of a meaningful journey between M&C Saatchi and SOSM, along with various other partners such as Centre for Vision in the Developing World and UNHCR, which are present with us today. SOSM’s goal is to distribute 10,000 pairs Simply See Adspecs to communities that need them in Malaysia by 2015. It is therefore one of M&C Saatchi’s CSR missions to try and help SOSM reach this target via fundraising, raising awareness as well as achieving other ambitious feats that we already have in the pipelines.

M&C Saatchi is confident that, with our expertise in advertising, marketing and branding, coupled with SOSM’s vision, professionalism and experience in working with and for the blind community, Simply See will be a successful CSR initiative. This is the beginning of a promising partnership that could well transform the way the Malaysian public gets involved and contributes to those who need aid in our society, and we urge all of you to keep an eye out for what’s about to come from Simply See in the near future.

But for now, SOSM will kick off in Sabah from 22nd to 27th October 2014 with 400 pairs of these self-regulated and self-refractive Simply See Adspecs. With that, and all the future plans that we already have in place, we believe that together, we can make Malaysians, Simply See.