



SPRINTO

Case Study by  EOI.DIGITAL

How Creative and Innovative Solutions Reshaped a Minimalist Brand

Brand: Sprinto World

Industry: Fashion

Solutions: Web Development, Creative Social Media Feed & Animations

Overview

Sprinto is an eyewear brand that caters to trendy fashion while providing modern technologies for glasses. A popular eyewear brand for men, Sprinto has grown tremendously with creative branding and online presence. Key elements to the company creative outlet are engaging animations, a creative social media feed and minimalistic web development. Sprinto has many physical stalls, billboard ads, and print ads across the country. But digital is more supporting of their campaigns.



Check out **Sprinto's** website!

Challenges

Sprinto has various physical stores, and they are everywhere. Modern eyewear has a trend of combining technological advances with style. Sprinto has a wide collection of features and accessories for their eyewear.

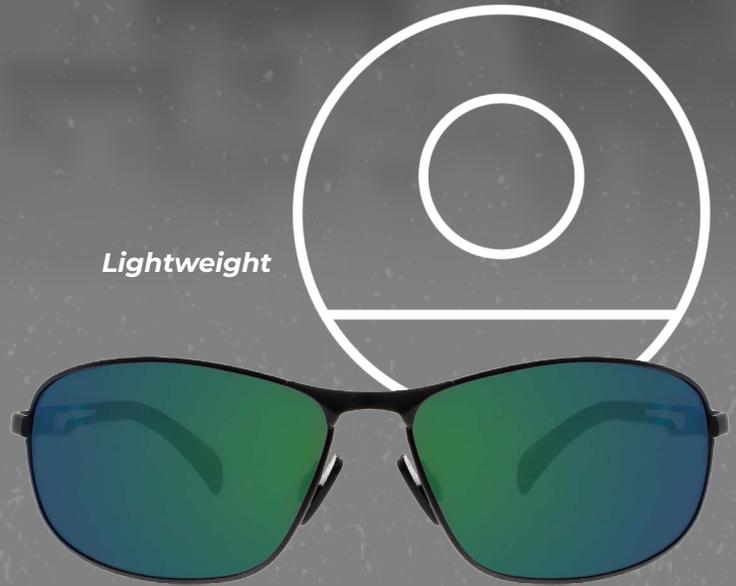
They also dabbled in traditional advertising. They can be seen in print, billboards, and physical stalls. They are placed strategically in shopping malls where bypassers can see them but Sprinto wanted to expand their creativity to their online profile and support their branding and image.

The eyewear company needed creative solutions to help their digital presence. Sprinto catered to a younger audience—a group of people who are into influencers, social media content, and eye-catching visuals and animations. These were the aspects that needed to be provided by professional services.

Solutions

The initial step was to make it easy for a company who has a colossal amount of products integrated into a website. Sprinto collaborated with EOI Digital and came up with a straightforward design for their web development. A clean approach to their ecommerce development allowed Sprinto to focus on their products—highlight what makes each eyewear unique.

Lightweight



Ultra Flex

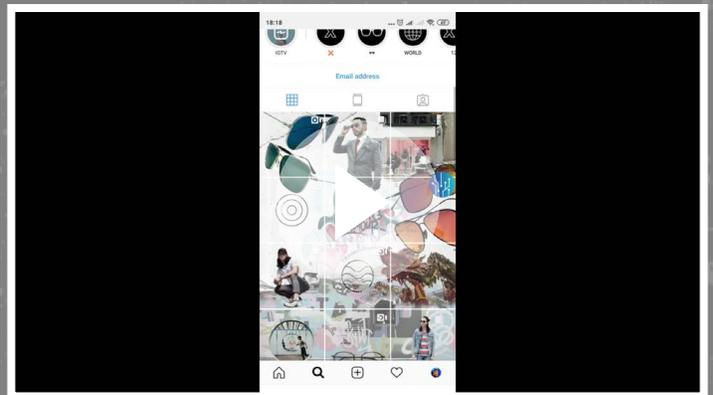


"As a marketing practitioner who have handled brands with strict standard such as Cole Haan and Versace — Being detail oriented has become my second nature. And, I have to say that EOI digital fully understands the importance of this! The level of work they've put in is truly impressive! I believe this is why it's easy for them to deliver my vision for the brand we're working on."

Pawlo Vargas Misolas

Marketing Manager Sprinto

Sprinto and EOI Digital also focused on their social media feed. With the rise of social media marketing and Instagram influencers, Sprinto expanded what they could show about their brand in their social media.



Click the video to watch the sample preview of their Instagram Feed.

The video titled **"Sprinto 360 Sunglasses Promo"** showcased what one of their sunglasses **"Carbon Flux"** features. They highlighted:

- (1) the material it contains which is a carbon fiber material,*
- (2) what it's capable of which is a durable yet light-weight material,*
- (3) and the name. The animation was quick and eye-catching to the audience that when the video ended, the customer would know everything about the Carbon Flux.*



Click the video to watch the sample preview of their Instagram Feed.

Another example is their “**Amphibian**” promo. It highlights the same things:

(1) what the eyewear is capable of which is a floatable eyewear,

(2) the material it contains which is water-repellant,

(3) and the unique name Amphibian. The short video personifies the eyewear amphibian without taking too much time.



Click the video to watch the sample preview of their Instagram Feed.

Results

Sprinto introduced itself to the online world in more creative ways. The benefit of creative digital solutions allow customers to see their brand differently. **Sprinto had engaging animations, a unique social media feed, and a minimalistic website that left an imprint of what their company is all about.** Creative solutions come from collaborative approaches and the teamwork that Sprinto and EOI Digital was cost effective and efficient for Sprinto.

Sprinto's Next Step

Digital marketing has a larger creative space than the usual marketing strategies. Thus, unique approaches are hard to come by but Sprinto and EOI Digital still made it possible to do so. As Sprinto widens their product range and increases their following, Sprinto would need to maintain the creative campaigns they have done. Solutions come from multiple sources and they are easy to come by with collaborative minds. Apart from the creative side, online advertisement seems the logical step to scale up their business to the next level.



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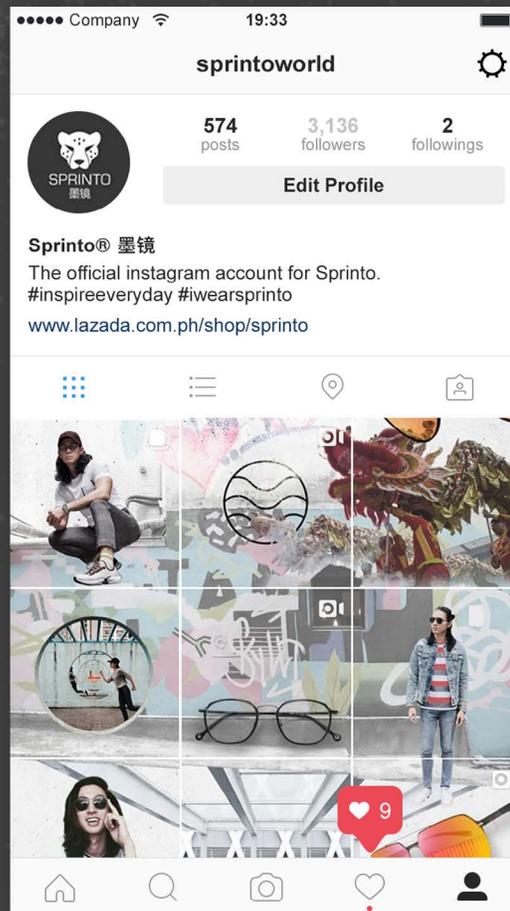
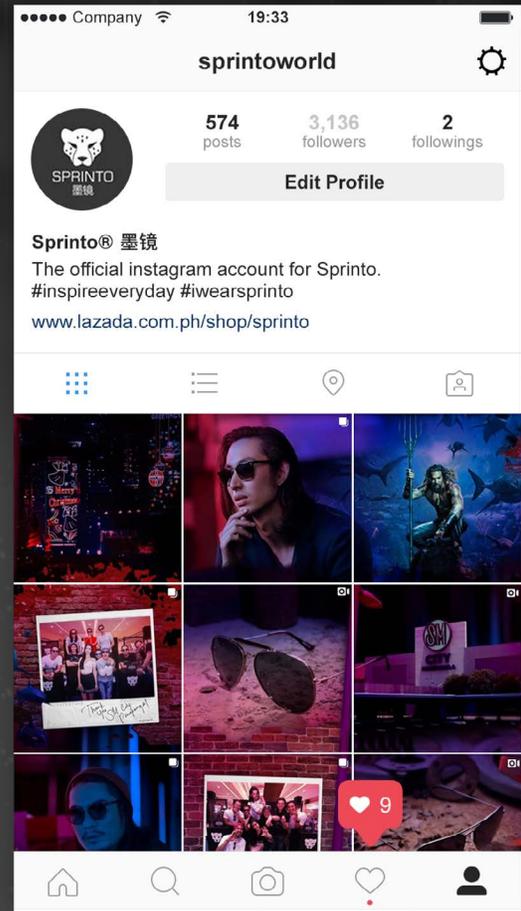
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#INSPIREEVERYDAY

When a man is made, clothes greatly improve his appearance. With the Sprinto man, it's eyewear. Because when I wear Sprinto, I aim for the best. I am to inspire everyday.

MEET SPRINTO

What started as a watch brand in Hong Kong has since established itself as an expert in creating quality eyewear since launching in Manila 2002. Sprinto believes in the fusion of style and function by not only touching the fashion sensibilities of the market but patronizing technology that is essential to our lives.

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NEW TECHS

Be the first to own these new eyewear technologies.

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Anchortech P. 1,295.00	Blaze SR P. 1,895.00	Dualcast P. 1,295.00

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SPRINTO EXPERIENCE

Sprinto brings technology in style. Here's what we highlight when we create our eyewear.

 <p>ANTI-REFLECTION</p> <p>Our lenses are optimally coated to increase light transmission to prevent eye strain.</p>	 <p>DOUBLE INJECTION</p> <p>We utilize double injection (2K molding) in manufacturing our frames to make them extra durable yet lightweight.</p>	 <p>DURABLE</p> <p>Our high impact carbon fiber frames allow ultra resistance against wear-and-tear.</p>	 <p>FLEXIBLE</p> <p>Sprinto eyewear can be used with any style for any function without breaking.</p>
 <p>HEAT RESISTANT</p> <p>Fireblend from our sprinto eyewear collection is made to withstand tolerable amounts of heat and prevent skin reactions, and still look sleek.</p>	 <p>HIGH CONTRAST</p> <p>Our lenses are polarized to utilize high contrast and protect you from glare.</p>	 <p>LIGHTWEIGHT</p> <p>Our 2K molds allows for lightweight frames, easing comfort and style with eyewear.</p>	 <p>AUTO LOCK</p> <p>Anchortech allows for auto lock hinges making it easier to store your sunglasses on the go.</p>