

Expertly Managing Complex Issues with Hoya Vision Care

The Challenge

Hoya Vision Care faced licensing agreement challenges with competitor brand contact lenses infringing on patented technology.

Hoya wanted to draft a balanced press release that honoured the terms of their licensing agreement while sending a strong signal to other companies within the Chinese market that further infringement issues would be dealt with in a firm manner.

The release also needed to ensure an amicable ongoing relationship with the license holder.

The Solution

We worked hand in hand with the relevant communications lead and legal counsel to develop a press release that was robust, clear, balanced and carefully aligned with the legal position. The statement needed to explain the situation with precision, while remaining measured in tone and appropriate for external scrutiny.

It was important that the release clearly set out the context, reflected the seriousness of the matter and avoided unnecessary escalation, while still leaving no doubt about Hoya's position.

Through close collaboration across communications and legal teams, we ensured the final release communicated the issue confidently and credibly, including the expectation that competitor products would be removed from the market.

HOYA

