

HANS ANDERS LAUNCHES NEW TV CAMPAIGN FEATURING LEE TOWERS

Gorinchem, 3 August 2026 – Hans Anders is launching a new national campaign together with creative agency Vengean, starring Dutch music legend Lee Towers and his granddaughter Liesje. In the commercial, Lee visits a Hans Anders store for a new pair of golden glasses, perfectly matching his signature style and iconic status.

A strategy built on accessibility

For more than 40 years, Hans Anders has made good vision and hearing accessible to everyone in the Netherlands, offering strong promotions, reliable service and high quality at the best price. The brand strategy centres on the promise “Alleen de prijs is Anders” (“Only the price is different”).

The new campaign follows earlier collaborations with André van Duin and Yvon Jaspers, showing that Hans Anders is there for *all* customers, including well-known Dutch personalities. Together, Lee and Liesje bring the unique 3=1 sharing deal to life in a warm, humorous and relatable way.

An iconic face with Rotterdam roots

Lee Towers is one of the most beloved artists in the Netherlands, known for his golden microphone and his love of golden glasses. His recognisable style makes him an authentic and fitting face for a glasses campaign.

There's also a meaningful connection to the brand's heritage: the very first Hans Anders store opened more than forty years ago on the Zwart Janstraat in Rotterdam. Lee embodies the

values that define Hans Anders, accessibility, warmth and joy, perfectly aligning with the brand promise that even someone with a distinctive style chooses quality and a fair price.

Campaign rollout

The campaign launches in the Netherlands on 3 August across TV, social media and online channels. It will also be visible in stores and CRM communications. The full campaign was developed by Vengean, a long-standing creative partner of Hans Anders. Direction was once again in the hands of Sjors Baarveld, with photography by Maurice van der Meijs.

Credits:

- * Creative agency: VENGEAN
- * Advertiser: nexeye/Hans Anders - Linda van de Wiel, Nikki enthoven-Put
- * Production: KXRXT
- * Media agency: Initiative Media
- * Sound: Studio Levalo & Raygun



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