

The advertisement features a central photograph of an optical shop's display. The display consists of several white, cylindrical racks filled with various styles of eyeglasses. The racks are arranged in a row, and the glasses are neatly organized. In the background, more racks and shelves are visible, suggesting a well-stocked store. The overall lighting is bright and clean. The text is overlaid on the image in a clear, bold font. The top text is in black, and the '50%' is in a large, bold, orange font. The bottom text is in a large, bold, orange font on a black background. The logo for 'OPTIK AM DOM' is centered in the lower part of the image, with the tagline 'Einfach gut (aus)schen.' below it. The sides of the image are decorated with a vertical strip of stylized, high-contrast black and white portraits of people wearing different styles of sunglasses and eyeglasses. The portraits are arranged in a column, with some wearing sunglasses and others wearing eyeglasses. The style is graphic and modern.

**Zweitbrillen-Angebot**

**50%**

**OPTIK AM DOM**  
Einfach gut (aus)schen.

**... sparen Sie bei uns!**  
**50% Rabatt beim Kauf einer**  
**zweiten, dritten, vierten ...**  
**Brille!**