LUMIFY(r) Redness Reliever Drops

Entrant Company
Helen & Gertrude

Category
Strategic Program - Social Media Campaign

Client's Name
Bausch + Lomb

Country / Region
United States

2019

Share :

LUMIFY? is the first and only OTC eye drop developed with low-dose brimonidine tartrate for the treatment of ocular redness due to minor eye irritations. For both consumers and eye care professionals, our objective was to launch a brand new product to the highly regulated OTC market by utilizing key social platforms to maximize reach for the most efficient cost (CPM), as well as to disrupt the currently stagnant eye redness reliever market.

With such a large consumer audience, (women aged 18-54), our strategy was to create awareness by reaching the greatest amount of qualified users and educate them on LUMIFY. Our particular media spend served messaging that drove awareness of the eye drop through education, emotion, and strong calls to action. We also adjusted our targeting and creative based on interest groups, segments, fan lookalikes, keywords, and shopping preferences. Then we used placement optimization on the platforms to reach as many women as possible wherever they were within social apps.

Creatively, we took the overarching campaign and developed a unique tone and voice for social media that created awareness around this new product. As an added element, we had to speak to beauty mavens within the legal constraints of the eyecare health market, as well as work within the Facebook and Instagram policies on showcasing before and after results. We wanted LUMIFY to be present in situations that fit within the beauty lifestyle (i.e., purse, gym bag, suitcase, bathroom vanity).

Among the results, a big win was that the Red Eye Category saw growth at an accelerated rate of +39.8%. LUMIFY grew to 27.5% at the end of January, 2019 from initial launch to take the #1 spot in the category!

Help

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BAUSCH+LOMB
LUMIFY®
YOU
WON'T
BELIEVE

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USE AS DIRECTED

(https://museadvertisingawards.com/upload/entry/winimg/xm3fn5r6.png)

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BAUSCH+LOMB
LUMIFY
BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS
Works in 1 minute
Lasts up to 8 hours
Sterile
LET YOUR
EYES SPEAK FOR

(https://museadvertisingawards.com/upload/entry/winimg/7k8fs3qs.png)

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WE LOVE RED,
BUT NOT FOR
OUR EYES

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LUMIFY™
REDNESS RELIEVER EYE DROPS
USE AS DIRECTED
BAUSCH+LOMB

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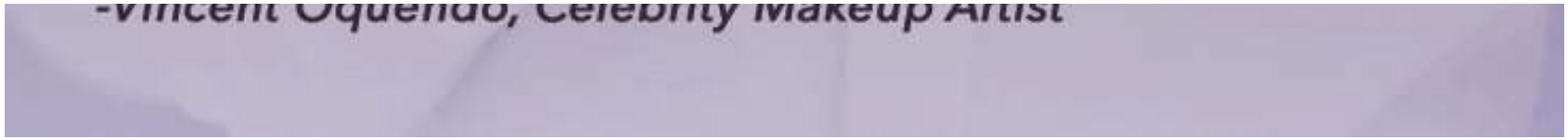

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Credits

Jill Duff & Deb Bawe

Becca Bellush & John Allen

Margo Tsallagova

Kirsten VandenBout

Haley Giangreco

Shaemus Spencer

Erica Hickey

Jake DiLuca

More Silver Winners

Back to Winner Gallery (winner.php)

Video 2019 Video 2019

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(winner-info.php?id=2468)

Garrett Randolph

One More Night (winner-info.php?id=2468)

SILVER WINNER

Entrant Company

Cactus Productions

Category

Video - Music Video

Country / Region

United States

(http://cactusprofilms.com)

Video

(winner-info.php?id=2119)

Food City

Food City - Power Boost Salad Video (winner-info.php?id=2119)

SILVER WINNER

Entrant Company

Vimax Media

Category

Video - Food & Beverage

Country / Region

United States

(https://vimaxmedia.com/vimax-publishing-&-marketing-inc-)

2019

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(winner-info.php?id=2516)

Culture Trip

Culture Trip A Week In Tokyo (winner-info.php?id=2516)

Entrant Company

Culture Trip

Category

Video - Animation

Country / Region

United Kingdom

Video 2019

(winner-info.php?id=2633)

Team Wellness

What's Wrong? MENTAL HEALTH & TEEN SUICIDE (winner-info.php?id=2633)

Entrant Company

RELATIVITY Communications

Category

Video - TV Program

Country / Region

United States

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