Wavemaker

Wavemaker US wins two Gold Effie Awards

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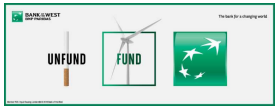
Bank of the West won a Gold Effie Award in the Finance category for its "Unfund/Fund" campaign, while Bausch + Lomb's LUMIFY was awarded the Gold Shopper Marketing Effie in the New Product/Service Introduction category for "Recharging Redness Relievers in a Beautiful Way". The most prominent award show recognizing marking effectiveness, Effies honoured the 2019 Effies Awards U.S. and Global Effie competition at its annual gala at Cipriani 42nd Street.

"Congratulations to all this year's Effies winners, who are now part of Effie history," said Traci Alford, President and CEO of Effie Worldwide." "We are proud to celebrate the success of such great brands and teams as Effie continues to evolve with the industry to ensure that effectiveness sits at the heart of what marketers do best, which is deliver growth."

The winning campaigns were as follows:

Bank of the West "Unfund/Fund" – GOLD Winners; Finance



How does a 135-year-old regional bank with low awareness, low consideration, and very low marketing spend capture outsized interested? By redefining what is important in banking. With "Unfund/Fund", the eco-conscious and sustainable Bank of the West gave customers something that larger, corporate banking giants never could. Namely, shared values between them and the customer illustrated by a commitment to investing back into the world they are a part of. With "Unfund/Fund", the bank's green investment policies were in plain sight, challenging customers to consider what they might be inadvertently funding through their current banking solution. The results:

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retail checking accounts are up 16% over prior and at launch the bank had the biggest month for new customer acquisition in 7 years.

Bausch + Lomb's LUMIFY "Recharding Redness Reliever in a Beautiful Way" GOLD Shopper Marketing Winner; New Product/Service Introduction

Bausch + Lomb introduced innovation into a declining category with a new redness reliever eye drop, LUMIFY. With the goal of bringing new users into the category, Wavemaker and their creative partners carved out a unique position for LUMIFY, highlighting the benefits for whiter, brighter more radiant looking eyes to a prime audience of beauty enthusiasts. Aiming to capture her when she was shopping in beauty, LUMIFY created a 'bridge' between beauty and eye care at retail stores with targeted media across TV, social, digital and beauty print magazines. LUMIFY even went as far to increase targeting and placement during timely, beauty-specific events such as New York Fashion Week. The results: the launch of LUMIFY not only single-handedly lifted the redness reliever category by 26%, but 70% of LUMIFY purchases were cross-shopped with beauty products.

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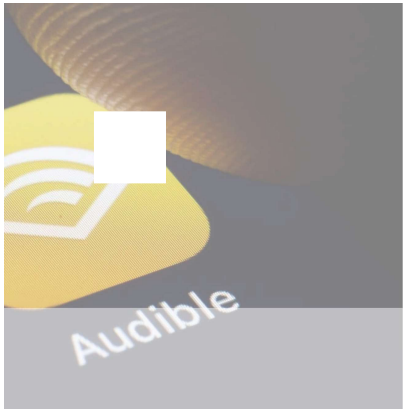

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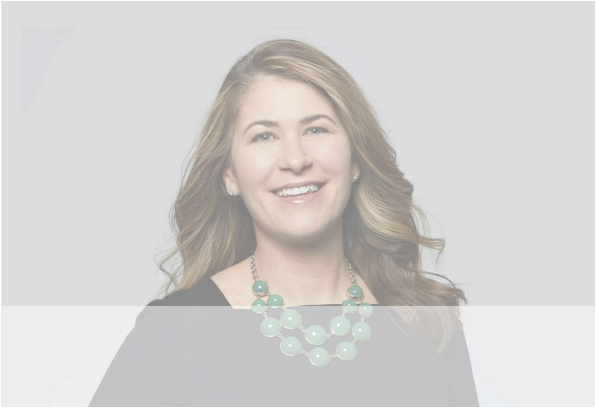

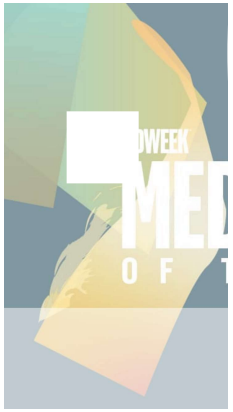

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