

LUMIFY(r) Redness Reliever Drops

Entrant Company
Helen & Gertrude

Client's Name
Bausch + Lomb

Category
Strategic Program - Social Media Campaign

Country / Region
United States

SILVER
WINNER



2019

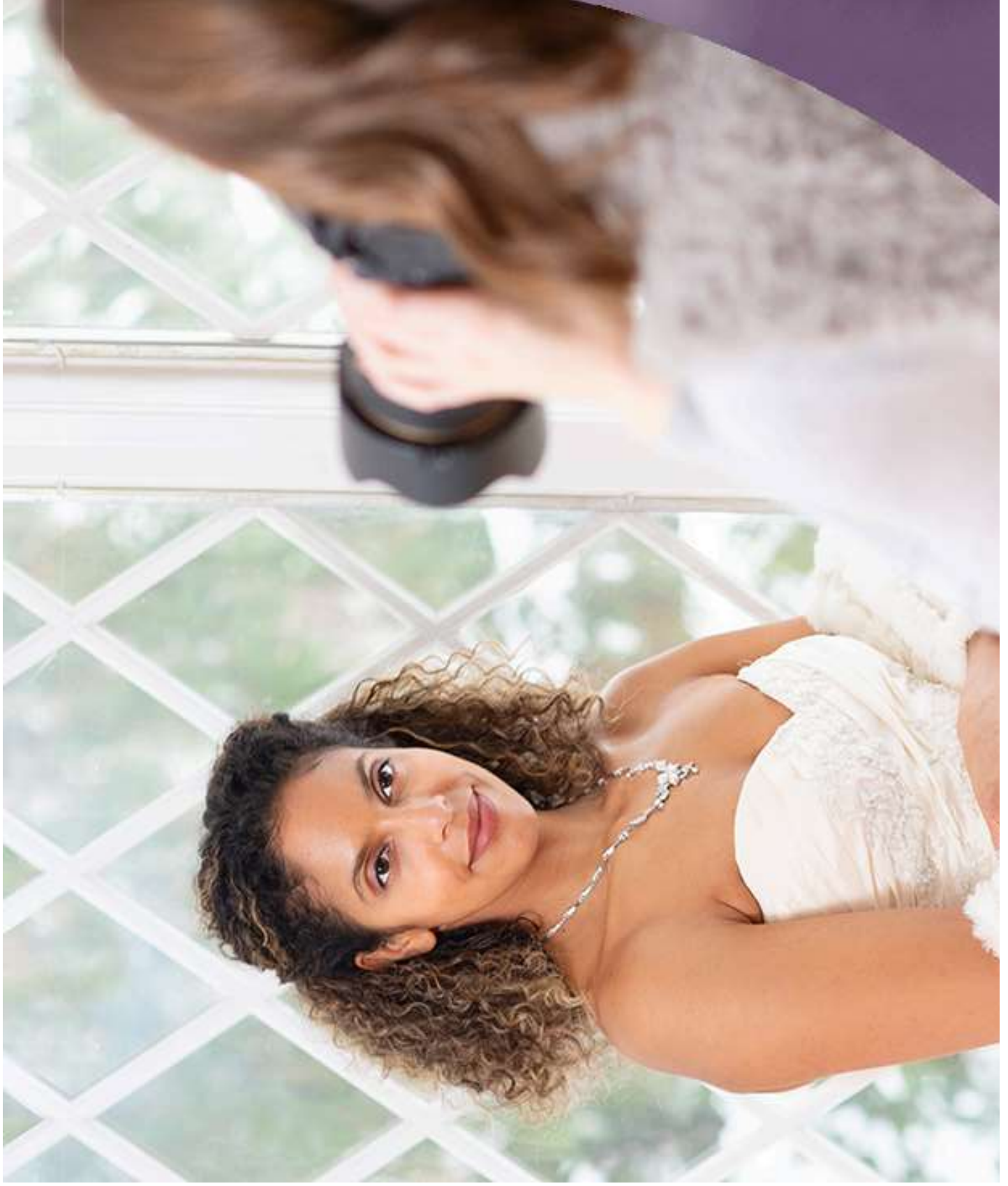
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LUMIFY? is the first and only OTC eye drop developed with low-dose brimonidine tartrate for the treatment of ocular redness due to minor eye irritations. For both consumers and eye care professionals, our objective was to launch a brand new product 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!





YOUR EYES

BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile 0.25 FL OZ (7.5 mL)

The advertisement features a purple box for LUMIFY eye drops. The box is positioned on the left side of the frame. To the right of the box, a man with dark, curly hair and a beard is shown from the chest up, looking down. The background is a soft, out-of-focus white. The overall aesthetic is clean and professional.





(<https://museadvertisingawards.com/upload/entry/wining/xm3fn5r6.png>)

works in
ONE MINUTE

BAUSCH+LOMB



LUMIFY®
 BRIMONIDINE TARTRATE
 OPHTHALMIC SOLUTION 0.025%
 REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile 0.25 FL OZ (7.5 mL)

lasts up to
EIGHT HOURS

2/17/25, 11:42 AM

Social Media Campaign - LUMIFY(r) Redness Reliever Drops



(<https://museadvertisingawards.com/upload/entry/wining/87m46s30.png>)





LET YOUR
EYES SPEAK FOR
THEMSELVES



(<https://museadvertisingawards.com/upload/entry/wining/7k8fs3qs.png>)

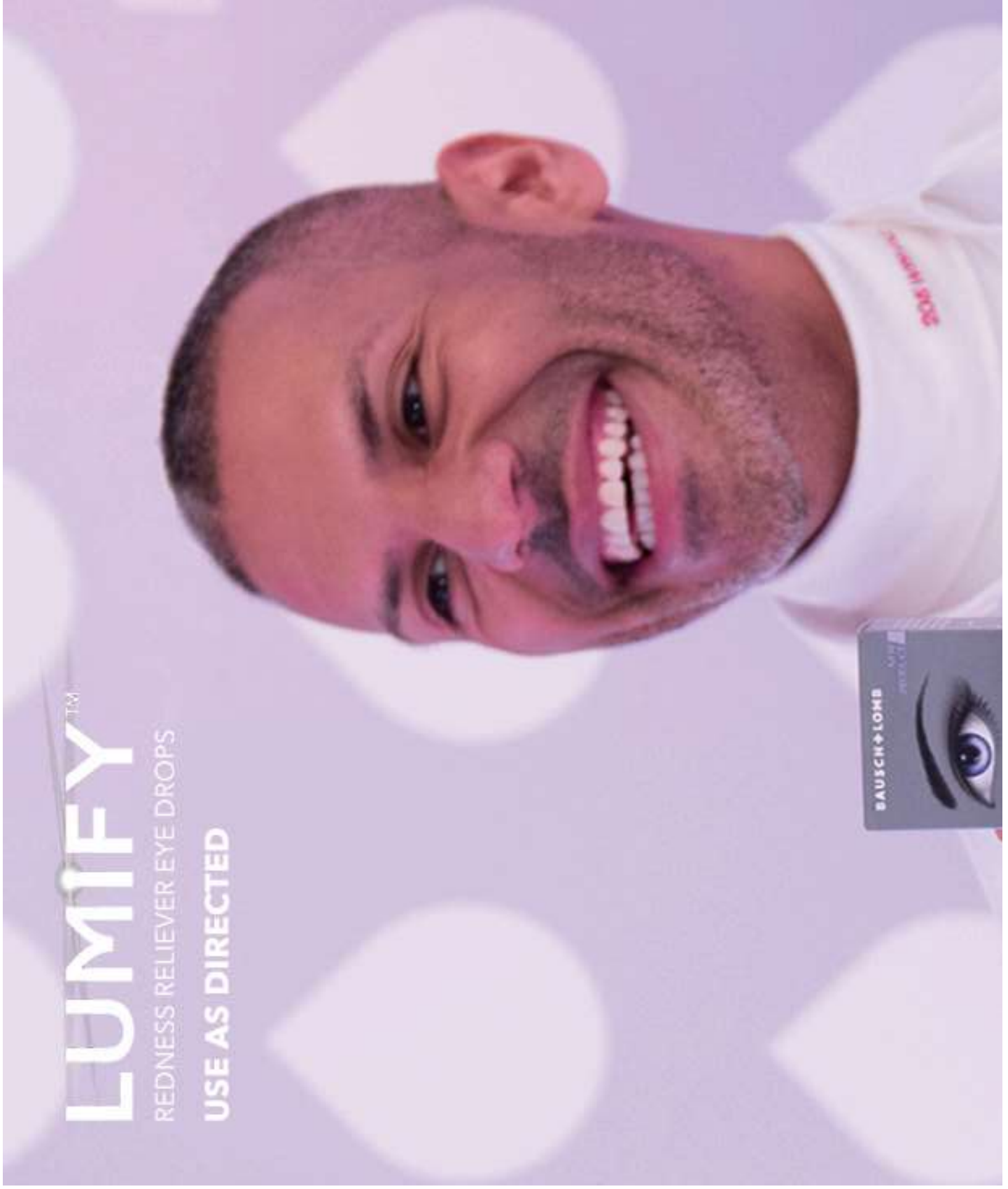
WE LOVE RED,
BUT **NOT** FOR
OUR EYES







(<https://museadvertisingawards.com/upload/entry/winimg/v08jimgx.png>)





The image shows a hand holding a box of LUMIFY eye drops. The box is white with black text. The background is a white lab coat, suggesting a medical or professional setting. The text on the box is as follows:

LUMIFY™
BROMOPHENIRAMINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile 0.25 FL OZ (7.5 mL)

**"LUMIFY™ helps my
clients' eyes look whiter
and brighter!"**

Vincent Navarro, Celebrity Makeup Artist



(<https://museadvertisingawards.com/upload/entry/wining/3ftcuack.jpg>)

Credits
Jill Duff & Deb Bawe
Becca Bellush & John Allen
Margo Tsallagova
Kirsten VandenBout
Haley Giangreco
Shaemus Spencer
Erica Hickey
Jake DiLuca

More Silver Winners

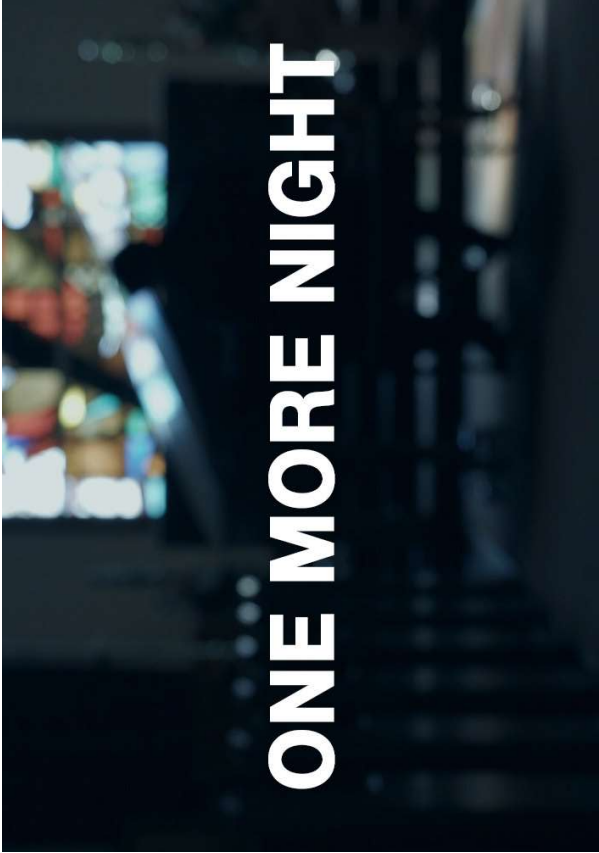
[Back to Winner Gallery \(winner.php\)](#)

Video

2019

Video

2019



(winner-info.php?id=2468)

Garrett Randolph

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



Entrant Company
Cactus Productions
Category
Video - Music Video
Country / Region
United States



(<http://cactusprofilms.com>)

Video



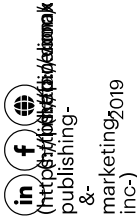
(winner-info.php?id=2119)

Food City

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

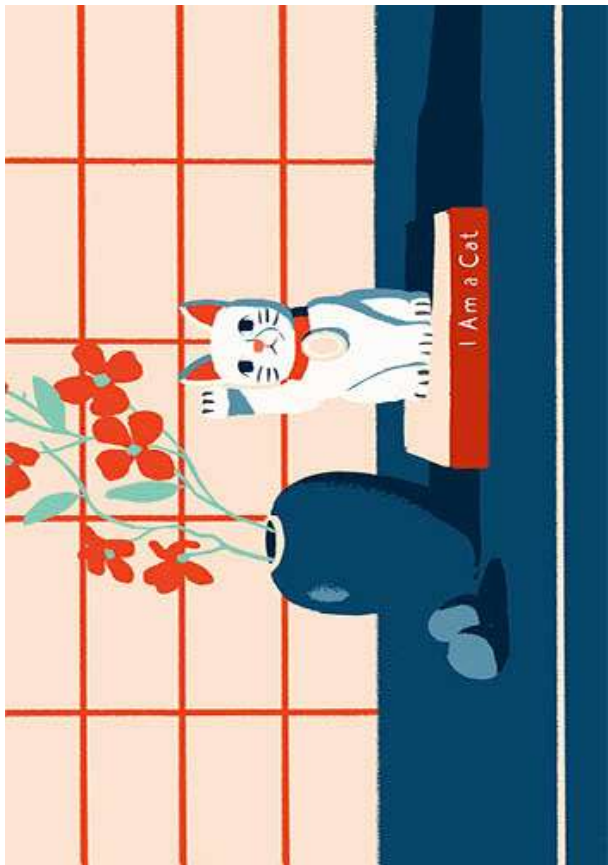


Entrant Company
Vimax Media
Category
Video - Food & Beverage
Country / Region
United States
(<http://cactusprofilms.com>)



Video

2019



[\(winner-info.php?id=2516\)](http://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

Entrant Company

RELATIVITY Communications

Category

Video - TV Program

Country (Directorship)

United States



(http://pubs.cba.hawaii.gov/country/region/region/)

United States



[\(winner-info.php?id=2633\)](http://winner-info.php?id=2633)

Team Wellness

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



<http://dx.doi.org/10.1016/j.sbsbs.2013.06.001>

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