LUMIFY(r) Redness Reliever Drops

Entrant Company
Helen & Gertrude

Category
Social Media - Product or Service Branding

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.

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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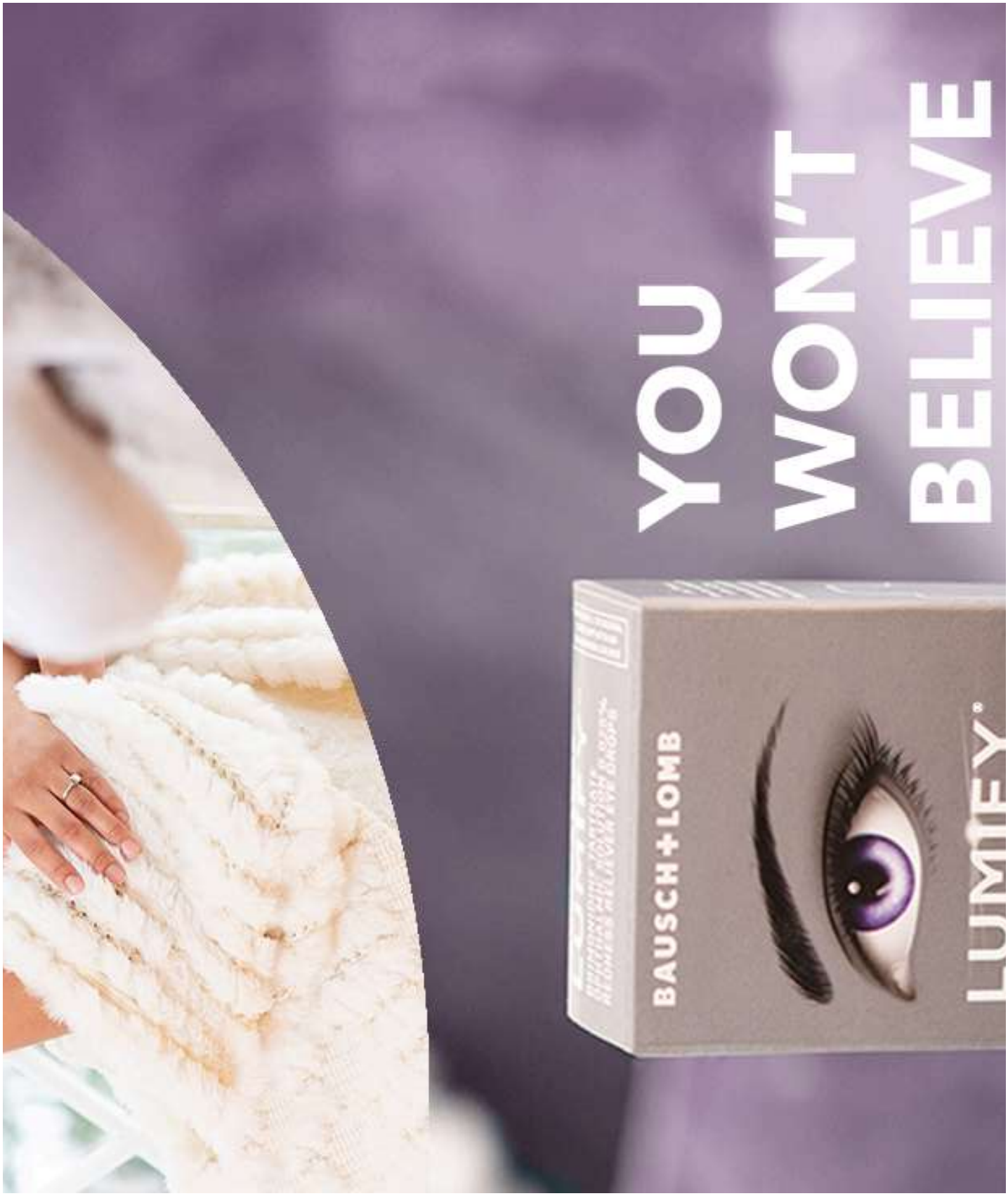
YOU
WON'T
BELIEVE
BAUSCH+LOMB
LUMIFY®

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USE AS DIRECTED

(https://museadvertisingawards.com/upload/entry/winimg/rh3zwgjt.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/6gus2zj9.png)

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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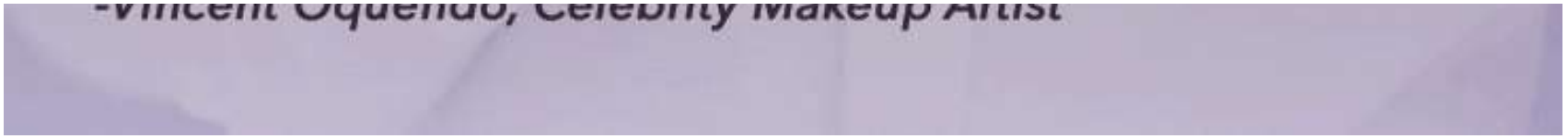

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Credits

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

More Rose Gold Winners

Back to Winner Gallery (winner.php)

Social Media 2019 Website 2019

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(winner-info.php?id=2399)

WebMechanix

The Epic Conversion Quest (winner-info.php?id=2399)

ROSE GOLD WINNER

Entrant Company
WebMechanix

Category
Social Media - Social Media Campaign

Country / Region
United States

Video 2019

(winner-info.php?id=2567)

RH Pozitif Yayincilik Danismanlik ve Egitim Ogretim Hizmetleri

Remzi Hoca Website (winner-info.php?id=2567)

ROSE GOLD WINNER

Entrant Company
Pixelate Creative

Category
Website - E-Learning

Country / Region
United States

Corporate Identity 2019

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(winner-info.php?id=1944)

United Way

United Way: Making a Difference (winner-info.php?id=1944)

ROSE GOLD WINNER

Entrant Company

Daugherty Business Solutions

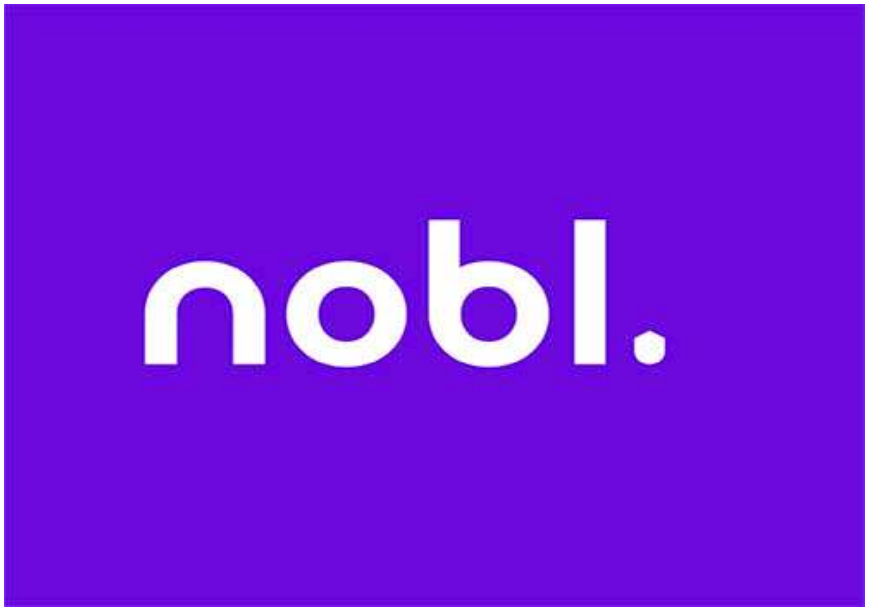
Category

Video - Nonprofit

Country / Region

United States

(https://linkedin.com/company/daugherty-business-solutions/)



(winner-info.php?id=2410)

Nick Hurst

Nobl Insurance Brand Creation (winner-info.php?id=2410)

ROSE GOLD WINNER

Entrant Company

Nobl Insurance

Category

Corporate Identity - Brand Identity

Country / Region

United Kingdom

(https://linkedin.com/company/nobl-insur/)

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