

Bausch + Lomb kicks off TikTok challenge for Lumify, asking consumers to 'dance with their eyes'

By Ben Adams

Jul 29, 2022 9:15am

Bausch + Lomb

TikTok

digital marketing

Social Media



Bausch + Lomb's sweepstakes began this week and runs until Aug. 31, and consumers can post a video of their eye dance set to the Lumify song using the two official hashtags: #LUMIFYEyeDance and #WinIt. (TikTok)

Bausch + Lomb is tapping into the social media craze for TikTok in a unique marketing campaign for its eye drop Lumify. The campaign asks you not to dance with your feet but with your eyes and offers up a chance to win a makeover with Vincent Oquendo.

The specialty pharma company has already garnered a huge TikTok following for Lumify, as it has a hashtag for the drop that "organically amassed nearly 14 million views to date," it said in a [press release \(https://www.prnewswire.com/news-releases/bausch--lomb-launches-the-lumifyeyedance-challenge-on-tiktok-301594922.html\)](https://www.prnewswire.com/news-releases/bausch--lomb-launches-the-lumifyeyedance-challenge-on-tiktok-301594922.html).

Now, Bausch + Lomb is looking to turbocharge its marketing with the new #LUMIFYEyeDance challenge. The OTC eye drop was approved in 2018 to reduce eye redness and made more than \$100 million last year.

The idea is to get consumers to dance "with their eyes" to the beat of a new Lumify audio track all for the chance to win an A-list makeover with celebrity makeup artist and Lumify eye drops brand ambassador Vincent Oquendo.

The \$10,500 prize includes travel and accommodations for two to New York, a \$500 AmEx gift card, a "dream kit" featuring products used during the makeover session and professionally shot photographs to commemorate the event.

It also, of course, allows for potentially thousands of people to become more aware of its brand Lumify either by taking part in the dance-off or by viewing the videos.

To enter the challenge sweepstakes, which began this week and runs until Aug. 31, consumers are being asked to post a video of their eye dance on TikTok set to the Lumify song using the two official hashtags: #LUMIFYEyeDance and #WinIt.

The company is also launching a so-called "sampling tour" that will run through four major U.S. metropolitan cities (including New York and Los Angeles) next month. The tour will have pop-up events for a Lumify "branded tiny home."

The tiny home includes a refreshment bar "and interactive experiences" such as mini masterclass sessions taught by prominent local makeup artists. In addition, local social media influencers will be able to record their TikTok eye dance videos at a "selfie station."

Bausch + Lomb said that "prominent TikTok creators" will post their own eye dance to kick off the challenge and encourage others to participate.

"We believe the Lumify Eye Dance Challenge will help build upon the existing excitement on TikTok and inspire consumers to celebrate what makes them and their eyes unique," Joe Gordon, president, global consumer, surgical and vision care, Bausch + Lomb, said in the press release.

The Lumify challenge follows a TikTok campaign used by Salix, a member of the Bausch corporate family, last December. That campaign marked the first for Salix and focused on constipation. Salix, which sells Relistor for several types of constipation, turned to five healthcare workers who are active on TikTok to try to break the stigma of the condition.

Bausch + Lomb

TikTok

digital marketing

Social Media

eye disease

Pharma

Marketing